

# Colbourne College

## Student Assignment Cover Page

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### TERM-PAPER ASSIGNMENT

**Unit Title:** Research Project

**Unit Index:** Unit 4

**Name/s of Student/s:** Ishamar Thompson and Crystal Rhoden

**Learning Outcome/s:** LO3 Be able to evaluate the research outcomes  
LO4 Be able to present the research outcomes.

**Research Section:** Research Findings and Discussion, Conclusion and  
Recommendation, and Abstract

**In Partial Completion of:** BTEC HND L5 Hospitality and Aviation

**Name of Lecturer:** Ms. Samuels and Mrs. Tucker-Smith

**Date:** April 27, 2018

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| <b>ASSIGNMENT BRIEF</b>  |   |                          |
|--|---|--------------------------|
| Unit Number and Title  | <b>UNIT 4 &amp; 11: Research Project</b>  |                          |
| Academic Year  | <b>2018</b>   |                          |
| Student Name and ID Number   | Ishamar Thompson – COL1639<br>Crystal Rhoden – COL1643  |                          |
| Unit Tutor   | Ms. Samuels and Mrs. Tucker-Smith   |                          |
| Mode of Study  | BTEC HND L5 HOSPITALITY and AVIATION  |                          |
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| Issue Date   | February 15, 2018   |                          |
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## **SECTION 6: RESEARCH FINDINGS AND DISCUSSION**

In this section of the paper, the results obtained from the mixed method data collection approach used by the researchers will be discussed. Furthermore, the significance of the results will be looked at in order to gather a better understanding of the research topic.

### ***6.1 Survey Participants***

The total amount of participants in the study were 20 persons, 11 that are frequent travelers found in the researchers' community and social circle, and 9 who are members of the aviation industry. The researchers chose twenty persons in order to gather a more diverse response that showcases the various perspectives of persons that are connected to the aviation industry and have an insight on its service delivery. Members of the aviation industry were chosen as they are the forefront of the industry and would be the ideal persons to gather information from, as they are more involved and faces these issues on a daily basis. The participants were contacted through face-to-face communication and through various means of social media, where they were sent a message with the consent form and a link to the questionnaire. The questions asked aimed to achieve the objectives of the industry, which are to identify and understand the issues, discuss them and establish how to improve the quality of service delivery within the industry.

### ***6.2 Results***

From the questions posed, it is summarized that 60% of the participants were answered by females and 40% by males. Majority of the respondents were between the age 18-22, with a total of 65% respondents, for the ages 23-27, the total respondents were 20% and the remaining 15% of participants were between the ages of 33 and over 15%.

#### **Q.1 Is service delivery of importance to the aviation industry? State why.**

The survey construed that the research participants' responses were 95% in favor that service delivery of importance to the aviation industry, because it is the key to customer satisfaction, increase the industry's ratings and provide a sense of security throughout the industry. Whereas 5% of the respondents stated that service delivery is not of major importance to the industry, as

## Issues Impacting Service Delivery

the industry will still function with or without it as it provides one of the world's most valuable and used transportation.

### **Q.2 Name two issues that are impacting service delivery.**

A variety of responses were gathered from the question posed, with the most constant answers being employee level of performance, time management and customer service. The other issues mentioned include technology, communication, the environmental factor, revenue generated and political issues.

### **Q.3 Which of the following can be considered the main outcome for improving the quality of service delivery in the aviation industry?**

Some participants selected two of the options listed, however, based on the responses, it was concluded that an improvement in customer satisfaction is the main outcome and was chosen by 70% of the respondents. The second most favored answer was that it will help drive the productivity of the industry and the remaining participants stated that it also increases profitability as much as it promotes time effectiveness.

### **Q.4 Which of the following would you consider the most influential issue affecting the service delivery?**

Technology has been chosen as the most influential issue affecting service delivery. It was said that the constant developing state of technology has resulted in the industry continuously adapting to make day-to-day operations more efficient and making service delivery easier. For employee performance, 30% of the respondents stated that it is most influential as it has the ability to affect the expectations of their customers and the value of the service delivered. Communication was chosen as the third most influential, with a 25% response, followed by the environmental factors, which had 10%.

### **Q.5 How do these complex current issues affect the aviation industry and its service delivery?**

The most common response seen from the respondents is that the complex issues affect the day-to-day functioning of the aviation industry, the cost of maintaining the industry. In addition, they also have the potential to impact the amount of persons traveling and the quality of service delivery.

### **Q.6 Does employee performance affect the aviation industry and its service delivery?**

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The participants were to choose from the Likert Scale whether they agree, disagree or neither. From reviewing the results of the responses, it was noted that none of the participants disagreed with the question, however, there was a 15% total of participants that neither agree or disagreed. 70% of the participants strongly agreed and the remaining 15% agreed that employee performance does affect the industry.

### **Q.7 How is technology role as a complex current issue viewed as it relates to improving the way service delivery is perceived and carried out?**

Technology was deemed extremely important by 50% of the participants, in relation to how it improves the way in which service delivery is perceived by customers and carried out by employees. Technology was also viewed as very important by 40% of the participants and the remaining 10% stated that it was of somewhat importance.

### **Q.8 Do you believe that the environmental factors have an impact on service delivery?**

It is seen that majority of the participants either agreed (60%) or strongly agreed (35%) that the environmental factors can impact the service delivery within the aviation industry. Only 5% of the participants stated otherwise, however the answer was neither an agreement or disagreement.

### **Q.9 Is communication of importance to service delivery? If so, how does communication impact the quality of service delivery in the aviation industry?**

All participants agreed that communication is important in service delivery. They stated that it plays an important role in the industry and can determine how the quality of the service is viewed and how it influences customer expectation.

## **6.3 Discussion**

The aviation industry is a fast growing sector that operates at every second worldwide, therefore it is important to provide service delivery to improve daily operations. Here are the four complex current issues impacting the service delivery in the aviation industry

Technology is identified as one of the main complex current issues impacting the aviation industry's service delivery and one of the most important factor in the day-to-day operation of the industry. According to Woodside and McClam (2015), the constant improvement of technology has changed the way services are delivered today. Technology is also the most influential issue affecting service delivery (figure 2). It was said that the constant developing

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state of technology has resulted in the industry continuously adapting to make business operations more efficient and making service delivery easier by shortening the processes involved to easily appease customers. Technology, as shown in figure 4, was deemed overall as important in relation to how it improves the way in which service delivery is perceived by customers and carried out by employees. It has promoted time-effectiveness, as it reduces the time employees spend to carry-out and deliver a service, which can help drive the industry's productivity while increasing their profitability. Based on the data collected, it is seen in figure 1 that improving service delivery will improve satisfaction, which was selected by 70% of the participants. As stated by McIvor, O'Reilly and Ponsonby (2003), technology offers sophistication to the industry's service delivery, which increases the expectation and experience of their customers, thereby contributing to the improvement of customer satisfaction and the quality of service delivery. Although technology has its benefits, it can potentially damage the interpersonal relationship associated with service delivery, therefore finding a balance between it and personal service delivery is paramount in order to give customers the quality service they deserve and have paid for.

Employees are seen as the brand and marketers of the services provided and the face of an organization. *Employee performance* was listed as one of the main probable issues impacting service delivery and had 30% response as the second most influential issue. According to the figure 3, it was shown that 85% of the respondent, both those who strongly agreed and agreed, thinks that employee performance affects the aviation industry and its service delivery, whereas the remaining 15% chose not to agree or disagree. Knowing the effect employees have on the aviation industry can be valuable because it provides an insight on how the expectations and demands of customers can be influenced and determines both the safety and comfort of a flight. Parasuraman, Zeithaml and Berry (1984) explained that service delivery success depends on the performance of the employees in the organization because it can impact the way services are delivered and the quality of it. Employee performance influences customer perception of service delivery quality, therefore, it has to meet the needs of the customers, as a gap may form in service delivery that may result in a decrease in customer satisfaction. Wilson et al. (2008) further confirmed that service employees' ability to deliver services in the aviation industry means being able to understand and meet customer needs and wants, since it is essential for delivering exceptional services.

First and foremost, if service delivery is not given with the best ability, then the aviation industry will be impacted tremendously, which may lead to complications with complication in the

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process and misconducted operations. Communication is integral in the service delivery within the aviation industry from an internally and externally point of view (Jain, Sethi and Mukherji, 2009). Participants agreed that good communication contributes to the effectiveness of service delivery by ensuring that the services are properly carried out and that information is relayed correctly to customers to eliminate the chances of confusion and dissatisfaction with both the company providing the service and the service overall. Jain, Sethi and Mukherji (2009) further elaborated that communication can impact customer expectation for service delivery, since it can affect the way customers perceive the delivery of a service. They then stated that it aids in effective service delivery and can help the industry receive feedback from its customers, so that they can improve their services. The manner in which information is conveyed can affect the flow of service delivery and the results of the service (Levin, 2018). The participants also stated that communication plays an important role in the industry and can determine how the quality of the service is viewed and how it influences customer expectation.

With only 10% responses, as seen in figure 5, the environmental factors were chosen as the least most influential issue affecting service delivery, however, further study and the responses gathered, have shown that they greatly affect it and the industry. As stated by Shun, McLeod and Johnson (2009) and Airservices (2017), environmental factors, which includes weather, climate and sustainability, impacts the aviation industry's operation and can disrupt the scheduling of the services being delivered (e.g. Flights). This factor also affect the timely delivery of the service promised to customers, since the allocation of runway and whether flights will proceed as planned is dependent on the weather. Cornell (2018) then acknowledged that sustainability affects the way services are delivered, as it reduces the amount of time spent in the air and improving efficiency, as well as making the service more affordable to customer while improving customer satisfaction with the service received and protecting the environment. Sustainability also appeases to customer demands and aids in keeping and attracting customer.



## **SECTION 7: CONCLUSION AND RECOMMENDATION**

### ***7.1 Conclusion***

To conclude, this study identifies and discuss the complex current issues impacting service delivery in the aviation industry. The study was undertaken on the aviation industry because it is a part of the travel and tourism which is a fast growing industry that is generating revenue for majority of the world's countries economy, and as such, has been chosen by the researchers as they wish to be more inform and provide more information to readers on one of today's most popular sector. In this study, four complex issues were identified that are currently impacting the aviation industry's service delivery. The current issues have to be monitored, maintained and used properly or else it can decrease the level of growth and productivity within the industry's service delivery, which will further result in the loss of profitability. Furthermore, this study underlines that technology, employee performance, communication and the environmental factors contribute to the effectiveness of service operations and can influence service quality and delivery, as well as the level of customer satisfaction. The researchers were able to meet the objectives set for this research study. They were able to determine this as they have been able to identify and discuss the complex current issues and have been able to gather a better understanding of them.

### ***Further Limitations encountered***

The participates were selected few from the aviation industry and persons who have come intact with the industry such as the passengers. The researchers' limitation was gathering the necessary answers from workers due to their time constraints and busy schedule. Another limitation is that some participants were unable to participate as it would be a breach of their company policy and the accessibility to the researcher's desired participants.

### ***7.2 Recommendation***

For the areas with limitations and opportunities, the following recommendations can be considered:

1. Ensure that technology is used to its advantages while maintaining the interpersonal relationship between customers and staff to give customers the quality service they deserve and expect.

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2. Make sure employees are qualified for the job and well versed in business operations and flight details so that they are able to provide customers with the necessary information they need in order to make their experience easier.
3. Ensure employees are properly trained and know how to properly address customers to ensure they are satisfied.
4. Ensure the necessary information is relayed to customers about their flights, as this will improve customer service and reduce chances of confusion amongst customers.
5. Adapt and practice good sustainable development to attract more customers and make services more affordable to customer while improving customer satisfaction by reducing the amount of time spent in the air and improving efficiency.

The actions that could be taken to reduce or promote the issues in the future are:

1. Brochures can be made and provided to the industry's head that contains information on the issues, such as their drawbacks and how best to approach them.
2. Meetings can be held with the organizational bodies that govern the aviation industry to ensure its safety, where the current issues can be discussed and measures can be taken into account and chosen that can reduce the negative impacts of the issues and promote them throughout the industry.
3. Develop a website that broadcasts the issues impacting the aviation industry and its service delivery which is accessible to both customers and members of the industry.

## ABSTRACT

In the aviation industry, the quality of service delivery plays an important role in influencing customer satisfaction and determining whether expectations are met. This research serves to provide knowledge to the aviation industry and its customers by improving their understanding of the complex current issues impacting service delivery within the aviation industry. To gather information on the topic, data was collected using both the qualitative and quantitative approach from employees in the aviation industry and from frequent travelers. Using self-administered questionnaires and interviews, twenty (20) respondent data was collected and interviews conducted. The results of the data analysis showed that, in overall, the current complex issues can impact the aviation industry's service delivery both negatively and positively. The improvement in customer satisfaction and the increase in operational efficiency has been seen as the main positive effect these issues have on service delivery in the industry, however, in regards the main negative effect, they can affect the interpersonal relationship that is associated with the aviation industry service delivery process. This study emphasizes the different complex current issues identified (technology, employee performance, communication and the environmental factors) contribution to service delivery and the impact they have on it. In addition, the issues also have an influence on service quality and delivery, as well as the level of customer satisfaction within the industry.

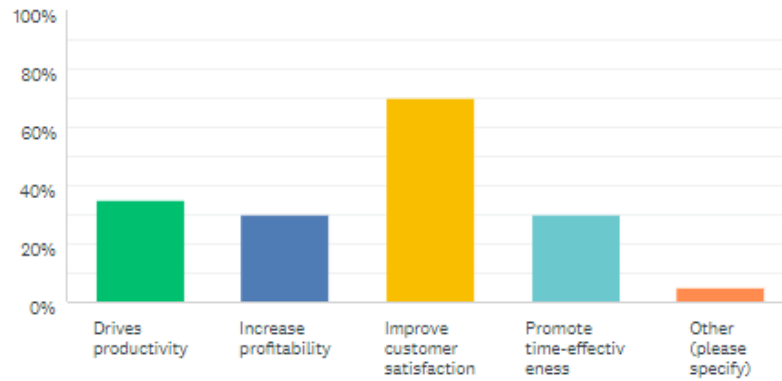
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## Appendices

### Ratings of the Main Outcome for Improving the Quality of Service Delivery

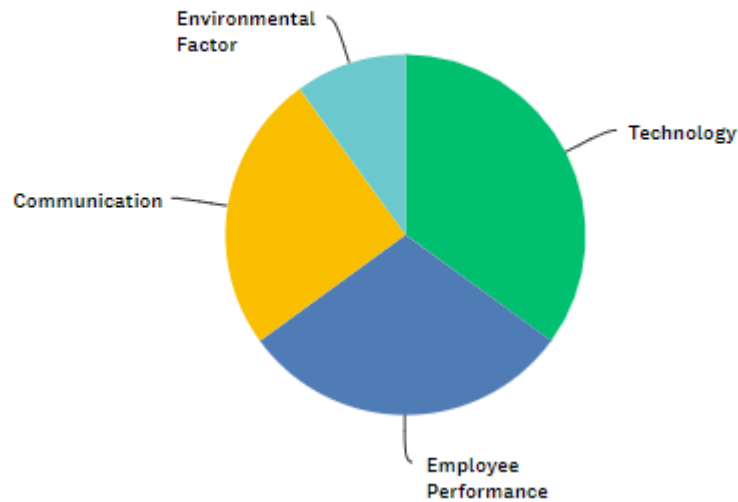
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**Figure 1** showing ratings of the main outcomes for improving service delivery quality.

### The Most Influential Issue Affecting the Service Delivery

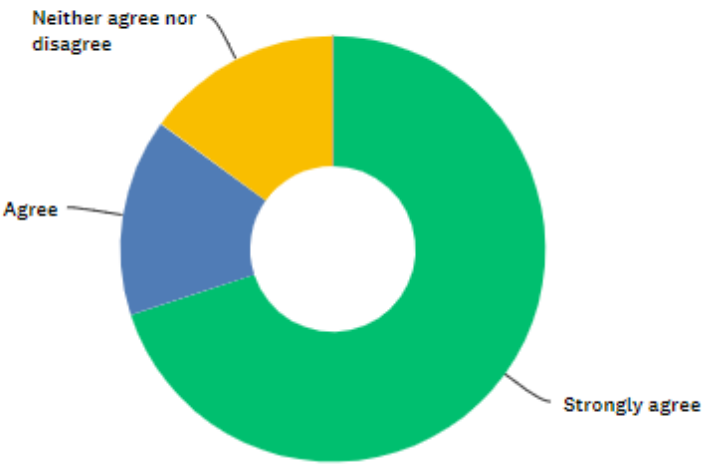
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**Figure 2** showing the most influential issues affecting service delivery.

# Views on Whether Employee Performance Affects Service Delivery?

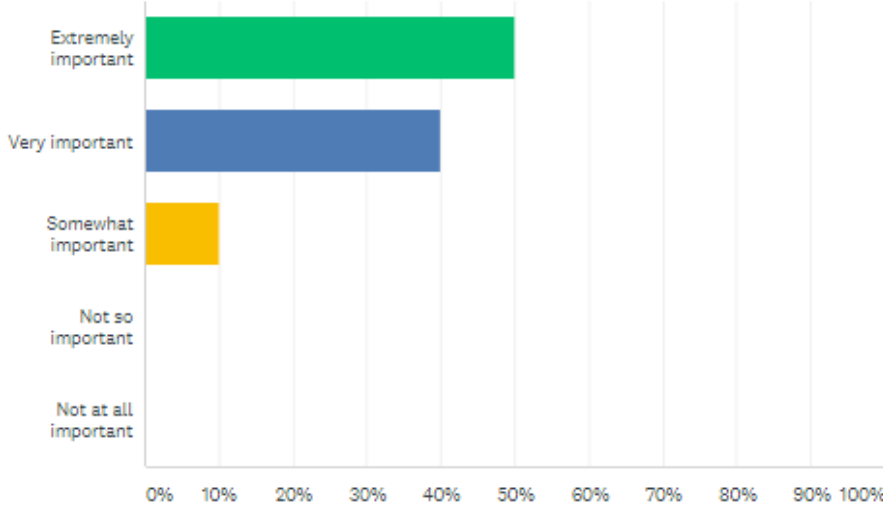
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**Figure 3** showing the views on whether employee performance affects service delivery in the aviation industry.

# How is Technology Role Viewed as it Relates to Improving How Service Delivery is Perceived

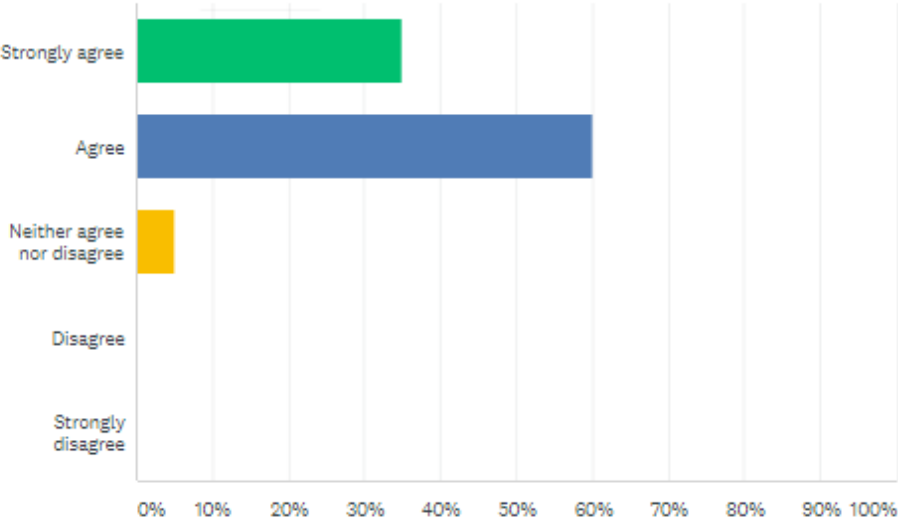
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**Figure 4** showing how is technology role viewed as it relates to improving how service delivery is perceived.

# Does the Environmental Factors have an Impact on Service Delivery?

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**Figure 5** showing the views on whether the environmental factors have an impact on service delivery.

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#### 6.3 Discussion

The aviation industry is a fast growing sector that operates at every second worldwide, therefore it is important to provide service delivery to improve daily operations. Here are the four complex current issues impacting the service delivery in the aviation industry. Technology is identified as one of the main complex current issues impacting the aviation industry's service delivery and one of the most important factor in the day-to-day operation of the industry. According to Woodside and McClam (2015), the constant improvement of technology has changed the way services are delivered today. Technology is also the most influential issue affecting service delivery (figure 2). It was said that the constant developing state of technology has resulted in the industry continuously adapting to make business operations more efficient and making service delivery easier by shortening the processes involved to easily appease customers. Technology, as shown in figure 4, was deemed overall as important in relation to how it improves the way in which service delivery is perceived by customers and carried out by employees. It has promoted time-effectiveness, as it reduces the time employees spend to carry-out and deliver a service, which can help drive the industry's productivity while increasing their profitability. Based on the data collected, it is seen in figure 1 that improving service delivery will improve satisfaction, which was selected by 70% of the participants. As stated by McIvor, O'Reilly and Ponsonby (2003), technology offers sophistication to the industry's service delivery, which increases the expectation and experience of their customers, thereby contributing to the improvement of customer satisfaction and the quality of service delivery. Although technology has its benefits, it can potentially damage the interpersonal relationship associated with service delivery, therefore finding a balance between it and personal service delivery is paramount in order to give customers the quality service they deserve and have paid for.

Employees are seen as the brand and marketers of the services provided and the face of an organization. Employee performance was listed as one of the main probable issues impacting service delivery and had 30% response as the second most influential issue. According to the figure 3, it was shown that 85% of the respondent, both those who strongly agreed and agreed, thinks that employee performance affects the aviation industry and its service delivery, whereas the remaining 15% chose not to agree or disagree. Knowing the effect employees have on the aviation industry can be valuable because it provides an insight on how the expectations and demands of customers can be influenced and determines both the safety and comfort of a flight. Parasuraman, Zeithaml and Berry (1984) explained that service delivery success depends on the performance of the employees in the organization because it can impact the way services are delivered and

the quality of it. Employee performance influences customer perception of service delivery quality, therefore, it has to meet the needs of the customers, as a gap may form in service delivery that may result in a decrease in customer satisfaction. Wilson et al. (2008) further confirmed that service employees' ability to deliver services in the aviation industry means being able to understand and meet customer needs and wants, since it is essential for delivering exceptional services.

First and foremost, if service delivery is not given with the best ability, then the aviation industry will be impacted tremendously, which may lead to complications with complication in the process and misconducted operations. Communication is integral in the service delivery within the aviation industry from an internally and externally point of view (Jain, Sethi and Mukherji, 2009). Participants agreed that good communication contributes to the effectiveness of service delivery by ensuring that the services are properly carried out and that information is relayed correctly to customers to eliminate the chances of confusion and dissatisfaction with both the company providing the service and the service overall. Jain, Sethi and Mukherji (2009) further elaborated that communication can impact customer expectation for service delivery, since it can affect the way customers perceive the delivery of a service. They then stated that it aids in effective service delivery and can help the industry receive feedback from its customers, so that they can improve their services. The manner in which information is conveyed can affect the flow of service delivery and the results of the service (Levin, 2018). The participants also stated that communication plays an important role in the industry and can determine how the quality of the service is viewed and how it influences customer expectation.

With only 10% responses, as seen in figure 5, the environmental factors were chosen as the least most influential issue affecting service delivery, however, further study and the responses gathered, have shown that they greatly affect it and the industry. As stated by Shun, McLeod and Johnson (2009) and Aircservices (2017), environmental factors, which includes weather, climate and sustainability, impacts the aviation industry's operation and can disrupt the scheduling of the services being delivered (e.g. Flights). This factor also affect the timely delivery of the service promised to customers, since the allocation of runway and whether flights will proceed as planned is dependent on the weather. Cornell (2018) then acknowledged that sustainability affects the way services are delivered, as it reduces the amount of time spent in the air and improving efficiency, as well as making the service more affordable to customer while improving customer satisfaction with the service received and protecting the environment. Sustainability also appeases to customer demands and aids in keeping and attracting customer.

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