



Service Quality Assessment of Cebu Pacific: The DLSU-D BS Tourism Management Experience

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Abstract

This study assessed the service quality of Cebu Pacific of the respondents from De La Salle University-Dasmarinas who flew with Cebu Pacific from Manila-Taipei-Taipei-Manila last April 2019. The study was based on the concept of Parasuraman, Zeithaml, and Berry which are the five dimensions of service quality; Tangibility, Reliability, Responsiveness, Assurance and Empathy. The study used quantitative research design which is descriptive research design. The researchers distributed questionnaires to 100 respondents through Google Forms, the respondents answered by the time frame of February 20, 2021 - February 28, 2021. After that, the data was passed to and tallied by the statistician. Based on the findings for five dimensions of service quality: (1) tangibility: most of the respondents agreed that the air-conditioning in the plane is good; (2) responsiveness: majority of the respondents agreed that the airline provides service accurately; (3) reliability: most respondents agreed that the terminal announcement and signs are clearly posted; (4) assurance: most of the respondents agreed that the in-flight crew displays a positive attitude; (5) empathy: most of the respondents agree that the in-flight crew explains clearly the safety of the passengers. In terms of tangibility, reliability and empathy are affected by the respondents' gender.

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This means that the assessment of male and females about those indicators are different. On the other hand, the assessment of the respondents about Responsive and Assurance are just the same between the genders. In terms of age and frequency of travel there is no significant effect on customers' response.

Keywords: Service Quality; Cebu Pacific.

1. Introduction

The Cebu Pacific Airline [1] has become one of the most leading airlines in the Philippines. They entered the aviation industry in March 1996 and pioneered the "low fare, great value" strategy. Many passengers do not benefit from the advantages of aviation, and still experience different service effects through these factors: responsiveness, tangibility, empathy, reliability and assurance. The provision of high-quality services to customers in a highly competitive market is the key competitive advantage of the success and sustainable development of an airline. As the air transport market has become much more competitive in the past decade, many airlines have turned to concentrating on the standard of airline services to improve customer's service standards. The airline industry fully understands its appreciation of their commercial consistency and support among its clients, and because of the quality of these services, it could be a perception. In addition, they should know how to measure their quality of service through the customer's point of view, so that they can focus on their point of deficiency and implement it in order to achieve customer satisfaction [2]. The authors in [3] characterized service quality as the comparison stemming from what clients feel a company is assumed to offer and the actual service performance of the company. The authors in [4] concluded that, for carrier companies, conveying high service quality has ended up promoting essential as competitive weights increment. Among competitive factors for carriers such as fares, frequency, gear, service quality, showcase get to, and promoting, service quality is the foremost profoundly emphasized competitive variable. It is the benefit quality given to clients that separate a carrier among its competitors, decide market share, and ultimately benefit [5]. According to [6], most major conventional carriers have taken this approach. In any case, to deliver better services, carriers got to understand passengers' expectations since customers' expectations give a standard against which they judge performance.

2. Materials and Methods

2.1 Research design

This research used a quantitative research study. A descriptive method was used to assess the DLSU-D BS Tourism Management experience in service quality of Cebu Pacific MNL-TPE / TPE-MNL. Descriptive method is a technique used by researchers to be able to identify the present discussion of facts that are basically to occurring at the present time.

2.2 Population and Sample

The population in this study were tourism students at De La Salle University-Dasmariñas who flew with Cebu Pacific from Manila-Taipei-Taipei-Manila last April 2019. The sampling technique used in this study was by

purposive sampling with sample number 100 tourism students.

2.3 Method of collecting data

This study used a survey questionnaire. The questionnaire was distributed through Google Forms The survey questionnaire has its two parts: The Part I is the demographic profile DE LA SALLE UNIVERSITY – DASMARINAS College of Tourism and Hospitality Management Tourism Management Department Undergraduate Research Proposal Paper Page 5 of the respondents in terms of age, gender and frequency of travel and the Part II is the assessment of customers in service quality in terms of airline tangibles, reliability, and responsiveness of the personnel, assurance and empathy.

3. Results of Research

3.1 Profile of the Respondents

The first part of the study examines the profile of the respondents. The variables examined were age, gender and frequency of travel. Table 1 shows the frequency and percentage of the respondents' age.

Table 1: Age of the Respondents

Age	Frequency	Percentage
18.0	18	18
19.0	56	56
20.0	20	20
21.0	5	5
34.0	1	1
Total	100	100%

Majority of the respondents are 19 years old, corresponding to 56% of the total number of respondents who participated in the survey. On the other hand, only one respondent is 34 years old. It was 2013 when the K-12 program was implemented in the Philippines. According to the department of education, "The K to 12 curriculums is standard and competency-based [7]. It is inclusive and built around the needs of the learners and the community." Looking back from the old educational system of the Philippines, the usual university/college - graduate level are aged from 15-19 years old, and ever since K-12 was implemented, 2 more years have been added [8]. 2018 was the year wherein the Philippines had the first batch of Senior High School (SHS) or K-12 graduates who rolled out to college by the same year [9]. And as for the age of the respondents, majority of them are born in the year 2000, that's why basically most of the people who joined the Taiwan Tour 2019 are aged 19 years old.

Majority of the respondents are female, corresponding to 78% of the total number of respondents who participated in the survey. On the other hand only 22% of the respondents are male. [10] clearly stated that survey response and non-response studies have shown that trends in who responds to surveys do indeed exist. In

general, women are more likely to participate than men [11].

Table 2: Gender of the Respondents

Frequency of Travel (Cebu Pacific)	Frequency	Percentage
First time flyer	52	52.0
Travel 2-5 times	47	47.0
travel more than 5 times	1	1.0
Total	100	100.0

Where a large gap in response rates between males and females is found, demographic data about the participants of the sampling frame is analyzed to see whether the gender difference is fundamental or whether it is epiphenomenal to other possible variables, such as respondents' academic rank or tenure status.

Table 3: Frequency of Travel of the Respondents

Frequency of Travel (Cebu Pacific)	Frequency	Percentage
First time flyer	52	52.0
Travel 2-5 times	47	47.0
travel more than 5 times	1	1.0
Total	100	100.0

Majority of the respondents' frequency of travel are first time flyers, corresponding to 52% of the total number of respondents who participated in the survey. On the other hand, only one respondent traveled more than 5 times. As part of the curriculum of the College of Tourism and Hospitality department in De La Salle University - Dasmariñas, there is one educational tour required per semester. The Bachelor of Science in Tourism Management prepares enthusiastic young people interested in travel and tourism to meet and fulfill the industry's rising demand and to advance in their careers. They also provide students with a solid foundation of academic, practical, and educational knowledge. During their first year - first semester, the tourism students only had a local tour which is in Bicol, Philippines. And by the second semester of first year, they got the chance to experience their first ever international tour. Majority of the students are first time flyers.

3.2 Customer's assessment of the service quality of Cebu Pacific

The service quality is assessed using a 5-point Likert Scale.

Table 4

TANGIBLES	Mean	Standard Deviation	Interpretation	Rank
1. Air-condition in plane is good	4.450	.5752	Agree	1
2. Cleanliness of lavatory are well-maintained	4.290	.6860	Agree	3
3. Cleanliness of aircraft is well-maintained	4.370	.6139	Agree	2
4. Physical facilities are visually appealing	4.110	.6948	Agree	4
5. Aircraft seats are comfortable	3.610	.7371	Agree	5
Overall	4.166	.4593	Very Good	

2. Assessment of the service quality of Cebu Pacific

For the *tangibles*, the highest mean response is item number 1. The mean is 4.45. This means that most of the respondents agree that the air-conditioning in the plane is good. On the other hand, the lowest mean assessment is item number 5 based on ranks. This implies that the respondents' lowest agreement is about the comfortable seats. In terms of standard deviations, the highest value of 0.7371 was obtained by item number 5. This only means that the respondents have varied or different opinions about the comfort of the seats. On the other hand, the lowest standard deviation was obtained by item 1. The implication is that the respondents have the same opinion (consistent) about the air condition of the plane. Overall mean of 4.17 implies that the tangibles generally are very good, according to the respondents. According to [12], with the typical passenger densities in modern airline cabins employing partial recirculation of cabin air, however, carbon dioxide concentrations have been shown to exceed 1000 ppmv (parts-per-million by volume) in some sections of the cabin on some flights. The air cycle is used for ventilation in almost all aircraft conditioning systems. The majority agreed how excellent the plane's air conditioning was, as air conditioning is provided in aircraft for the comfort of passengers. The same conditioned air is additionally used for cabin pressurization within the airplane. No one will argue that air conditioning is the most obvious way to maintain a comfortable on-board environment. On the other hand, respondent's lowest mean assessment is how uncomfortable the seats are. Comfort plays an increasingly important role in the interior design of airplanes. Although ample research has been conducted on airplane design technology, only a small amount of public scientific information is available addressing the passenger's opinion. In addition, as stated by [13], comfortable seats can attract passengers. Seats should take into account the growing cultural diversity of passengers as well as the things that they want to do when traveling to attract passengers. Passengers should be able to feel fit after a few hours of travel without being uncomfortable. However, little is known about the impact of passengers' anthropometry, behaviors they engage in, and seat properties on their perceptions of comfort and discomfort. It's also unclear how this information can be integrated into the seat design process. Until now, these aspects of sitting relaxation and/or discomfort have only been studied in isolation, and very little is known about them. According to the study, women favor an indoor temperature of around 24 ° C. (75 degrees Fahrenheit), whereas men prefer a temperature of around 21 ° C. (70 degrees Fahrenheit) (70F). As a result, reducing the use of air conditioning indoors is best to accommodate women and raise the ambient temperature by an average of 2-3 degrees Celsius (5 degrees Fahrenheit). If it gets too hot for men, they should still dress in lighter clothing. [14]

Table 5

RESPONSIVENESS	Mean	Standard Deviation	Interpretation	Rank
6. Ground crew have very responsive to your questions	4.280	.6679	Agree	5
7. In-flight crew shows willingness to assist	4.400	.5860	Agree	2
8. Personnel assigned to the gate is very responsive	4.340	.6547	Agree	3.5
9. In-flight crew immediate response to passengers demands	4.340	.6067	Agree	3.5
10. Airline provide service accurately	4.430	.5904	Agree	1
Overall	4.358	.5351	Very Good	

For **responsiveness**, the highest mean response is item number 10. The mean is 4.430. This means that most of the respondents agree that the airline provides service accurately. On the other hand, the lowest mean assessment is item number 6 based on ranks. This implies that the respondents' lowest agreement is about the ground crew being very responsive to their questions. In terms of standard deviations, the highest value of 0.6679 was obtained by item number 6. This only means that the respondents have varied or different opinions about the ground crew being very responsive to the customers' questions. On the other hand, the lowest standard deviation was obtained by item number 7. The implication is that the respondents have the same opinion (consistent) about the in-flight crew showing willingness to assist. Overall mean of 4.358 implies that the responsiveness generally is very good, according to the respondents. The growing number of air travelers with higher aspirations and demands who want to "travel beyond the expectations" has sparked interest in the aviation industry's improvement and evaluation of service quality. Majority of the respondents agreed that the airline provides services accurately. Service is heterogeneous by its nature. As defined by [3], "A service is normally perceived in a subjective manner. When services are described by customers, expressions such as experiences, trust, feeling, and security are used". Cabin crews are hired mainly to ensure the safety and security of the plane and its passengers. However, the service provided by the cabin crew is the one aspect of the cabin crew position that passengers notice and remember. The airline's cabin crew is an important marketing tool and one of the most important factors in keeping travelers traveling with the same airline again and again. Customer service does not consist of just delivering meals and drinks to passengers on board in the plane. Low-cost airlines now dominate the aviation industry, and it is obvious that travelers are more likely than ever before to pay for meals and drinks on board, or carry their own snacks on short flights. As a result, the attitude and actions of the cabin crew are more critical than ever in keeping passengers loyal to a particular airline. Customers are often affected by how they are served and how they view the manufacturing and consumption processes at the same time. This is a different consistency factor that has a lot to do with the crew-passenger interactions and how they work. As a result, it is known as the process's functional consistency. It is obvious that the functional quality dimension cannot be measured critically in the same way that the technical dimension can. As stated by [15], it is often viewed in a highly subjective manner. There is no airport or airline that can run for long periods of time without ground staff. They are an essential component in the aviation industry's wheel, and neither computers nor machines can replace them. [16] clearly explained that ground staff positions come with a variety of roles and obligations, the most important of which is to ensure the safety and comfort of all travelers traveling through the airport. Different airports and airlines have different ground staff job descriptions, but in most situations, the ground staff is responsible for the following tasks. However, the respondents gave their lowest agreement about the responsiveness of the ground staff to their questions. In some travel sites like TripAdvisor, Inc., people have been also giving their reviews on some airlines as to how poor ground staff service in which they seem totally lacking in customer service. But at some point, a ground service job can be tiring. As a result, all turnaround operations must be completed as quickly as possible. Staff are under time pressure, which has negative consequences such as loss of focus, poor decisions, mistakes, unfinished assignments, and stress. Ground crews are stressed for a variety of reasons: Shift work, heavy workload, gate shifts, early or late arrivals, changes in procedure, and equipment failure are all work-related stress factors, in addition to time pressure. Workers' efficiency is affected by stress, which can lead to exhaustion. The aircraft turnaround process is critical for airlines, because they are only able to make profit when passengers and cargo are transported. For that

reason, all turnaround activities have to be performed in the shortest time possible. This causes time pressure for the workers, leading to negative effects such as: lack of concentration, inadequate decisions, errors, incomplete tasks, and stress. According to [17], situations that are likely to cause stress are those that are unpredictable or uncontrollable, uncertain, ambiguous or unfamiliar, or involving conflict, loss, or performance expectations organizational factors. Stress affects the performance of the workers which may cause them to become unresponsive sometimes.

Table 6

RELIABILITY	Mean	Standard Deviation	Interpretation	Rank
11. Terminal announcement and signs are clearly posted	4.510	.5945	Strongly Agree	1
12. Airline meets their promised time frames for arrivals	4.240	.6050	Agree	4
13. Airline meets their promised time frames for departures	4.180	.7962	Agree	5
14. Airline is sympathizing and reassuring when the customers has problems	4.350	.5925	Agree	3
15. In-flight crew performance is good	4.380	.5646	Agree	2
Overall	4.332	.5087	Very Good	

For *reliability*, the highest mean response is item number 11. The mean is 4.510. This means that most respondents agree that the terminal announcement and signs are clearly posted. On the other hand, the lowest mean assessment is item number 13 based on ranks. This implies that the respondents' lowest agreement is about whether the airline meets promised time frames for departures. In terms of standard deviations, the highest value of 0.7962 was obtained by item number 13. This only means that the respondents have varied or different opinions about the weather the airline meets their promised time frames for departures. On the other hand, the lowest standard deviation was obtained by item 15. The implication is that the respondents have the same opinion (consistent) about the in-flight crew performance is good. Overall mean of 4.332 implies that the reliability generally is very good, according to the respondents. Signs and spoken announcements are used to create contact signals in public places. In order to provide the audience with knowledge about where to go or what to do, these messages must be effectively delivered to readers and listeners [18]. Messages in signage are given in English and visual signs in the international setting of airports. Majority of the respondents agree that terminal announcements and signs are clearly posted. Airports are public spaces with a complex floor plan; there are many areas for travelers to navigate, such as gates and services. The more complicated it is, the more signage is needed. In a visually overcrowded world, [19] stated that it is crucial that signage design attracts attention for full impact. Use a color scheme of few variations and be consistent with your color choices. Consider using illuminated signs to improve readability, and do use mockups of the signs to ensure that the signage works in the visual setting.

Table 7

ASSURANCE	Mean	Standard Deviation	Interpretation	Rank
16. In-flight crew displays positive attitude	4.460	.5581	Agree	1
17. In-flight crew are aware of their duties	4.380	.5276	Agree	2
18. Check-in crew handles their duties very well	4.270	.6645	Agree	5
19. Ground staff are aware of their duties	4.320	.6495	Agree	3
20. Consistency courteous airline personnel	4.310	.6146	Agree	4
Overall	4.348	.4896	Very Good	

For the *assurance*, the highest mean response is item number 16. The mean is 4.45. This means that most of the respondents agree that the in-flight crew displays a positive attitude. On the other hand, the lowest mean assessment is item number 18 based on ranks. This implies that the respondents' lowest agreement is about the handling of check-in crew on their duties very well. In terms of standard deviations, the highest value of 0.6645 was obtained by item number 18. This only means that the respondents have varied or different opinions about the handling of check-in crew to their duties. On the other hand, the lowest standard deviation was obtained by item 17. The implication is that the respondents have the same opinion (consistent) about the awareness of in-flight crew on their duties. Overall mean of 4.35 implies that the tangibles generally are very good, according to the respondents. According to [20], assurance measurement items relate to individual attention and communication skills, and indicate that passengers may be more touched or satisfied when they display a positive attitude.

Table 8

EMPATHY	Mean	Standard Deviation	Interpretation	Rank
21. Check-in crew handles baggage/belongings of the passengers	4.330	.6522	Agree	3
22. In-flight crew explains about the safety of passengers	4.510	.5595	Strongly Agree	1
23. Pre-flight safety demonstration of airline explains clearly	4.480	.6110	Agree	2
24. Airline shows respect to the needs of the passengers	4.320	.6176	Agree	4
25. In-flight crew demonstrate frequent cabin service rounds.	4.080	.7743	Agree	5
Overall	4.344	.5046	Very Good	

For *empathy*, the highest mean response is item number 22. The mean is 4.510. This means that most of the respondents agree that the in-flight crew explains clearly the safety of the passengers. On the other hand, the lowest mean assessment is item number 25 based on ranks. This implies that the respondents' lowest agreement is about in-flight crew demonstrating frequent cabin service rounds. In terms of standard deviations, the highest value of 0.7743 was obtained by item number 25. This only means that the respondents have varied or different opinions about in-flight crew demonstrating frequent cabin service rounds. On the other hand, the lowest standard deviation was obtained by item 22. The implication is that the respondents have the same opinion (consistent) about how in-flight crew explains the safety of the passengers. Overall mean of 4.344 implies that the empathy generally is very good, according to the respondents. Fulfilling customers' is an ever-rising and

changing expectations, and finding customers' current needs could be a complex handle [21].

3.3 Result of t-test

Table 9

Indicators	t-value	p-value	df	Interpretation
Tangible	2.223	.029	98	Significant
Responsiveness	1.884	.062	98	Not Significant
Reliability	2.072	.041	98	Significant
Assurance	1.973	.051	98	Not Significant
Empathy	2.262	.026	98	Significant

Null hypothesis: There is no significant difference in assessment of the respondents when grouped according to gender.

If p-value is less than 0.05, reject the null, otherwise fail to reject the null.

Interpretation:

Looking at the p-values, only the Tangibles, Reliability, and Empathy have values less than 0.05. This leads to the rejection of the null hypothesis. This means those indicators are affected by the respondents' gender. This means that the assessment of male and females about those indicators are different. On the other hand, the assessment of the respondents about Responsive and Assurance are just the same between the genders.

4. Discussion

4.1 Service Quality

The SERVQUAL model developed by [22] is the prevalent model for measuring the standard of service. The SERVQUAL model is a multiple-item metric which can be used to describe and deduce customer perceptions and service expectations. In a number of industries, it is considered reliable and important to the evaluation of the quality of service. The quality of services may be a concept where the carrier industry completely gets its value from their business solidness and support among their customers. More so, they ought to know how to measure its quality through the customers' point of view so that they will be able to center on their point of weakness and carry out to achieve the fulfillment of customers. A study was found out by [23] concludes that customers happen to switch to other companies because of perceived benefit issues instead of having cost concerns or quality issues in their item or services. Another thought expressed that "a normal company loses 35 percent of their clients annually, and two thirds of these customers' reason happens to have destitute customer fulfillment. Studies of the operations and services given by carriers are right now being carried out from exceedingly different points of view. A few authors dissect passengers' desires and experience, others study the carriers operational proficiency and efficiency employing a variety of strategies of carriers performance

evaluation, however others look at and assess the quality of carrier services. [24] performed an empirical study of desires of travelers in regard to services in this zone and found that passenger's desires towards carrier services were multidimensional and distinguished three key measurements: interaction, work and redirection. Service quality is characterized as "a work of the contrast between benefit anticipated and customer's expectation of the real benefit delivered" and it has gotten strongly inquired about consideration in services marketing [25]. A starting conceptualisation of benefit quality was examined by [22] as a work of the contrast between service desires and customers' expectations of the real service conveyed. They proposed that clients see the relative quality of services by comparing the real performance of the firm with their claim desires, molded by involvement, word-of-mouth communications, and/or recollections [26]; this comparison is alluded to as perceived service quality. In this setting, [22] set that superior understanding of customers' desires is critical in conveying quality services. The author in [27] claims that the best measure of evaluation of carrier operations is the opinion of travelers, consequently it is exceedingly important to examine passengers' desires in regard to carrier services. It is they who must characterize and assess services. [3] recommended that the measurement of passenger experience in airline service quality is a theoretically valid means of assessing perceived quality. But even though it is now well acknowledged that service quality is important for industry planning and strategy, there are no clear-cut definitions of quality. Most of the definitions suggested focus on meeting customer needs and requirements. For example, [28] believe that service quality is a measure of how the service quality meets the expectations of customers. [29] argues that its own corporate objective is "to meet or exceed our customers' expectations" and that "providing a better customer service than the customer expects" was a comment from a recent study in the banking sector. According to [30], customers may not expect the quality of service they expected before the actual service experience in most of the service settings. Service efficiency comes either under the expectations of customers or above expectations. The service is considered to be of high quality and often to be a surprise when standards are met. Service quality is considered inadequate when standards are not met, and quality is acceptable when expectations are verified by perceived service. A recent study conducted by [31] considered reliability, responsiveness and rebates as measurements of pre-flight service quality, tangibles, courtesy, and dialect abilities as measurements of inflight service quality and visit flyer programs and convenience as measurements of postflight service quality when evaluating service quality within the Ugandan aircraft industry. Their discoveries demonstrated that pre-flight, and post-flight services had a noteworthy impact on traveler fulfillment. In contrast with this study, [32] embraced a various leveled structure and classified carrier service quality into four essential measurements, to be specific interaction quality, physical environment quality, result quality, and get to quality, with 11 sub-dimensions, to be specific conduct, ability, issue fathoming, cleanliness, consolation, tangibles, security and security, holding up time, valence, data, and comfort. They found that their estimation scale was psychometrically sound; in any case, the hypothetical and conceptual premise for understanding the nature of passengers' perceptions of service quality within the airline industry is still within the developmental stage.

5. Conclusion and Recommendation

Most of the respondents are 19 years old, female and flying for the first time. The airline service quality results to be good as the aircraft's air-conditioning was good, they provide service accurately, the terminal announcement and signs are clearly posted, the in-flight crew displays a positive attitude, and explains clearly

the safety of the passengers. On the other hand, the failure to provide comfortable seats, ground crew's responsiveness to the passenger's questions, to meet the promised time frames for departures, handling of check-in crew on their duties very well, and frequent cabin service rounds of in-flight crew are rated least by the indicators. The indicators are affected by the gender and there are differences in their assessments about those indicators. The airline's service quality appearance provides an excellence in delivering comfort to passengers. The females prefer a high temperature of air condition and males prefer a lower temperature of the place because they can easily dress up in lighter clothes. The service provider was having a great performance in giving presence to the passengers' needs. Passengers were having the same preference on how service provider's respond to their needs. They value reliability by providing a high standard service where customers count on them. The impact of culture and the number of visits on navigation capacity to perform inside an airport terminal. The service providers show an expertise on delivering expected services. The airline has fully trained their crews on such giving a good service for all types of passengers. Service delivery by providers can be just as critical as how it was performed. The utmost matter was to give the service of awareness on their safety. And when it comes to transportation, the majority of females are concerned about their safety rather than males. In terms of the practical implications of this study for Cebu Pacific, its efforts to improve the quality of its services should start with a strategy of service differentiation. Considering the competition in airlines in the Philippines or around the world, the results of this study will be valuable to practitioners by illuminating them about the foremost important service quality dimensions to use to improve the quality of airline services of Cebu Pacific. The company should be able to create high perceptions using tangible cues such as aircraft seats. Also the company must need to train more of their check-in crew on handling their duties very well to ensure assurance as well as being very responsive to their customer's questions and demand. Lastly, we recommend that the company needs to meet their promised time frames for arrival and departure, which seem to be highly important to customers and lead to a better service. It ought to be noted that in spite of the fact that the results of the current study shed light on a few imperative issues, a few limitations have to be considered. To begin with, the sample size for this study was generally little. A larger sample is required to further validate the study. Passengers other than students of De La Salle University-Dasmariñas ought to be surveyed to supply a more all encompassing picture of service quality assessment of Cebu Pacific. Probability sampling ought to be used in future studies in order to induce a more representative sample. Additional studies with other companies within the same industry ought to be conducted to extend the opportunity to form comparisons and gain further insights.

Acknowledgement

First of all, we would like to praise and thank God, who has blessed all the members with unending blessings, wisdom and lots of opportunities in allowing us to finish this paper. We are indeed grateful that we are able to complete this study entitled: Service Quality Assessment of Cebu Pacific: the DLSU-D BS Tourism Management Experience within the given time given by our professor Mr. Jimford Tabuyo. This paper could not be completed without the kind cooperation and support of our group members. We would like to express our deepest gratitude to our research professor, Mr. Jimford Tabuyo, for the guidance and encouragement in finishing this research paper and for teaching us throughout the course. We would like to show our deep appreciation to our thesis adviser, Mr. Deogracias Esplanada, for his tremendous support. Last but not the least,

we would like to thank our family for their constant source of inspiration.

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APPENDIX

I. Demographic Profile

Direction: Please fill out the information needed by putting a check mark(/) on the appropriate box.

Name (optional): _____ Age: 18

Gender: 19

Male 20

Female Others (please specify) _____

Others (LGBT) Frequency of Travel (Cebu Pacific)

First time flyer

Travel 2-5 times

Others (please specify) _____

II. Direction: Indicate your agreement or disagreement with the following statements by putting a check mark(/) to your response using the scale.

Table 10

Indicators	5- Strongly Agree	4- Agree	3- Slightly Agree	2- Disagree	1- Strongly Disagree
AIRLINE TANGIBLES					
1. Air-condition in plane is good					
2. Cleanliness of lavatory are well-maintained					
3. Cleanliness of aircraft is well-maintained					
4. Physical facilities are visually appealing					
5. Aircraft seats are comfortable					
RESPONSIVENESS					
6. Ground crew have very responsive to your questions					
7. In-flight crew shows willingness to assist					
8. Personnel assigned to the gate is very responsive					
9. In-flight crew immediate response to passengers demands					
10. Airline provide service accurately					
RELIABILITY					
11. Terminal announcement and signs are clearly posted					
12. Airline meets their promised time frames for arrivals					
13. Airline meets their promised time frames for departures					
14. Airline is sympathizes and reassuring when the customers has problems					
15. In-flight crew performance					

is good					
ASSURANCE					
16. In-flight crew displays positive attitude					
17. In-flight crew are aware of their duties					
18. Check-in crew handles their duties very well					
19. Ground staff are aware of their duties					
20. Consistency courteous airline personnel					
EMPATHY					
21. Check-in crew handles baggage/belongings of the passengers					
22. In-flight crew explains about the safety of passengers					
23. Pre-flight safety demonstration of airline explains clearly					
24. Airline shows respect to the needs of the passengers					
25. In-flight crew demonstrate frequent cabin service rounds.					