

Abstract

Assessing Customer Perceptions of Quality of
Service of Private Flight Service Providers

by

Sang W. Sur

Northcentral University, March 2008

The author of this dissertation sought to understand how those who fly in private jets provided by flight service providers perceive the benefits of using private flights compared with commercial flights. This study required a minimum of 51 people who have flown in a private aircraft provided by private flight service providers within the past two years to complete a survey. The survey was based on ServQual scales, which were used to assess the statistical differences between perceived service quality and expected service quality. The differences between respondents' expected level of service and their perceived level of service they actually received was analyzed quantitatively to better understand the benefits of using private flights. 68 valid responses were collected and analyzed. The analysis of data revealed that there was no statistically significant evidence to show that the users of private flight services received better than expected services from private flight service providers. Furthermore, there was no statistically significant evidence to show that users of private flights felt that private flights provided an economical value compared to that of commercial flights.