



SINGAPORE THE 5 STAR AIRLINES
IAL 3407 CUSTOMER RELATIONSHIP MANAGEMENT
AND PASSENGER SATISFACTION SURVEY
SUBMIT BY
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Abstract

The research was aimed to learn about World's 5-Star Airline. The 5-Star Airline rating is a unique mark of Quality Achievement, with a select group of just 11 airlines Certified in this category. A 5-Star Airline rating recognizes very high standards of both Airport and Onboard Product provided by an airline to their customers, together with consistent and high standards of front-line staff service across the airport and onboard service environments. This Quality rating is regarded as a benchmark of global excellence. View the 5-Star Airline ratings below. Star Ratings are applied after in-depth assessment and analysis of an airline's front-line Product and Service quality standards, across both the onboard and airport environments. As shown in ratings online, a final rating does not require every section of product or service under analysis to be ranked at 5-star level. There are general appraisal criteria which apply to all categories, as well as more specific criteria for selected individual categories that must be satisfied. The consistency of both product and staff service have a major influence on a final rating. This is the reason why Singapore airline is the best airline the most in the world about luxury and comfortable.

Keyword : Airline,Rating,Service,Quality

Introduction

Nowadays people around the world prefer to travel by plane rather than cars because they need comfort and save time when traveling or doing business. Traveling by plane is a popular and accepted trend from people around the world. At present, there are many airlines that are ready to provide services. People can choose to travel according to the requirements according to the standards set by the airline, such as economy class, business class and first class. Each floor has different price and comfort. One of the airlines that I chose to do research is Singapore Airlines. Because

I inquired from the businessmen who received frequent trips that they chose the airline service and which airline was most impressed. They call the most Singapore Airlines. Singapore airline is an airline that has won five stars from Skytrax or originally known as (Inflight Research Services) is a United-kingdom based consultancy which runs an airline and airport review and ranking site. Skytrax conducts research for commercial airlines, as well as taking surveys from international travelers to rate cabin staff, airports, airlines, airline lounges, in-flight entertainment, on-board catering, It is an excellent airline for luxurious service, with many facilities for passengers. Singapore Airlines is a famous and reliable airline because it has won 5 stars and guaranteed from skytrax.

Objective

- To describe Singapore airline 5 stars from skytrax.
- To study what is luxury and quality of product Singapore Airline
- To study a relationship with the behavior of passenger . (Sense of Style) Satisfaction

Literature Review

The literature review includes explanation for independent variable and dependent variable used in the research. Besides, some previous study also included in this section.

Our awards

Singapore Airlines is the world's most awarded airline, and we're both proud and humbled that customers and industry alike have recognized our commitment to service excellence. Learn more about the awards we have won through the years. 2018

OCTOBER 2018

Business Traveller (UK based) 2018

Best Airline

Best Asian Airline

Best Economy Class

Best Cabin Staff

Condé Nast Traveler (USA) 2018 Readers' Choice Awards

Best Airline in the World (29 out of 31 years)

Reader's Digest (Australia) Quality Service Awards 2018

Airline Category - Gold Award

SEPTEMBER 2018

APEX (Airline Passenger Experience) Award (USA)

Five Star Global Airline 2019

Best personalization Innovation Award

TTG Annual Travel Awards (Asia Pacific)

Travel Hall of Fame (16th consecutive year)

Best Full Service Carrier

Global Air Passenger Summit 2018 (Haikou, China)

Best Product Innovation Award

China Travel & Meetings Industry Awards 2018

By Travel Weekly China

Airline of the Year

Red Coral Award for Asia Tourism (China)

Most Popular Airline 2018

Business Traveller (Asia Pacific) 2018

Best Airline (27th consecutive year)

Best Asia-Pacific Airline

Best Airline First Class

Best Airline Business Class

Best Airline Economy Class

AUGUST 2018

Condé Nast Traveler China The Gold List

Top 10 Airlines

JULY 2018

National Travel Industry Awards (Australia)

Best International Airline

GMR-IGI Awards (India)
Airline of the Year – Asia Pacific

KAYAK Travel Awards Singapore 2018
Favorite Airline (Short-haul)
Favorite Airline (Long-haul)
Favorite Airline Crew
Favorite In-flight Food & Beverage
Favorite Airline Loyalty Program - KrisFlyer

Skytrax World Airline Awards 2018 (UK)
Airline of the Year (4th time)
World's Best First Class
Best Airline in Asia
Best First Class Airline seat

SmartTravelAsia.Com (Hong Kong)
Favorite Airline Poll Results, 2018
Best Cabin Service Worldwide

Flight Airline Business (UK)
The Airline Strategy Awards
Network Strategy

Travel & Leisure Magazine (USA)
World's Best International Airline (23rd consecutive year)

Business Traveller (Germany)
Best Airline for Business travelers Worldwide (18th time)

Next Magazine (Hong Kong SAR, China)
Top Service Awards
Top Airline

MAY 2018

Changi Airline Awards
Top 5 Airlines and Airline Groups by Passenger Carriage
Partner of the Year

APR 2018

Business Traveller Middle East Award
Best Asian Airline Serving the Middle East (17th consecutive year)
TripAdvisor Traveller's' Choice 2018 Awards (US)
Best Airline in the World
Best Airline – Asia
Best International First Class – World
Best Economy Class – World
Best International First Class – Asia
Best Economy Class – Asia
Traveller's' Choice Business Class – Asia
Traveller's' Choice Premium Economy Class - Asia

MAR 2018

TTG China Travel Awards
Best Asian Airline (11th consecutive year)

Traveller's World Magazine (Germany)
Best Airline (8th consecutive year)

Pasazer.com (Poland)
Best Carrier (not operating to Poland) (5th consecutive year)

FEB 2018

Business Traveller, Cellars in the Sky 2017 (UK)
Gold Medal for Best Overall Cellar
Gold Medal for Best Business Class Cellar

Gold Medal for Best Business Class White Wine
(Coldstream Hills Chardonnay 2015, Yarra Valley Victoria Australia)
Silver Medal for Best Business Class Sparkling
(Charles Heidsieck Brut Reserve, France)
Bronze Medal Business Class (Red)
(Dandelion “Lioness of McLaren Vale” 2015 South Australia)
Bronze Medal for Best Business Class Fortified/Dessert Wine
(Taylor’s 10yr old Tawny Port)
Best First Class (White)
(Dalrymple Cave Block Chardonnay 2014, Pipers River Australia)

DestinAsian
Readers’ Choice Awards (13th time running)
Best Airline – Overall (13th consecutive year)
Best Airline Premium class
Best Airline in Economy Class
Best In-flight Entertainment
Best Frequent Flyer Program-me - KrisFlyer
TTG Luxury Travel Awards (UK)
Premium Airline of the Year

JAN 2018

Fortune Magazine (USA)
Top 50 World’s Most Admired Companies (Ranked 32)

Hurun Report 2018 (China)
“Best of the Best” Ranking
Best International First & Business Class Award (7th consecutive year)

National Geographic Traveller (China)
One of the 10 “Golden Airlines of the Year 2017”

31st ARSENATE Awards for Excellence 2018
Winner for Best ASEAN Marketing & Promotional Program-me
SIA Safety Video

Research methodology

reasons why Singapore Airlines was voted world's Number One airline

4.1 Convenience

Few things put off traveller more than seeing that a flight leaves in the middle of the night or so early in the morning that it's difficult to get to the airport. Convenient departure and arrival times are a big reason why Singapore Airlines scored so highly with Wanderlust readers.

4.2 Flying via Changi

Departures gate at Changi airport (Singapore Airlines)

Changi Airport in Singapore was voted the world's Number One airport in the Wanderlust Reader Travel Awards, which wasn't the first time it won 'Gold' since the airport opened in 1981.

4.3 Food

Seafood pasta (Singapore Airlines)

Being in an aeroplane 10,000 meters up in the sky does make it difficult to nip out for a bite to eat, so it's great when an airline gets the onboard meals right. An International Culinary Panel comprising eight world-renowned chefs work to create the onboard menus, including Australia's acclaimed Matt Moran, Suzanne Goin from the United States, and other leading chefs from Asia and Europe.

4.4 Wine

Glass of red wine (dreams time)

In our busy everyday lives, kicking back to watch a film with some good food and a decent glass of wine doesn't happen as much as we might like. Taking a long-distance flight is the perfect opportunity.

4.5 Sleep

Passenger relaxing in Suites Class (Singapore Airlines)

Getting a good sleep not only makes for a good flight, but it kicks off a holiday or business trip in the best way: you arrive, feeling refreshed and ready to explore or start work.

4.6 Service

Onboard crew assisting passenger (Singapore Airlines)

Every airline will claim to be aiming for friendly, helpful service onboard. But Singapore Airlines goes the extra mile, training new recruits for four months, which is twice as long as the industry average of eight weeks. That training includes everything from serving food and understanding the onboard wines to etiquette and cultural sensitivity for travelers from different countries, from the UK to China.

4.7 Family travel

Family enjoying onboard meal (Singapore Airlines)

Long flights can sometimes be a challenge for families with young children. "The crew are well trained to support parents who are traveling with children. In addition to the facilities, the crew are well-trained in helping out. Our crew will offer to soothe the child while the parent takes a break on a long flight. That's something that we think comes from the heart.

4.8 Experience

Mother and daughter enjoying flight (Singapore Airlines)

In 2017, Singapore Airlines is celebrating 50 years of flying from Singapore to Sydney, and 46 years of flying from London to Sydney. That's a whole lot of time and experience to learn from. This year is actually our 70th anniversary as well, in terms of when we were first founded, before we became Singapore Airlines. When we started as an airline, the thing we focussed on, our core belief, was that customer service is key and that customers want to be treated well.

4.9 Choice

Stewardess helping passenger in Business Class (Singapore Airlines)

Probably the best way to keep passengers happy, and keep winning the No 1 spot as Best Airline, is to give them choice. While you still get a relatively big comfy seat and a choice of meals in Economy Class, Premium Economy Class seats have a greater width of up to 19.5 inches, extra food and drink options and other privileges, such as unlimited Champagne.

4.10 Connections

Virgin Australia planes at Sydney airport (Dreams-time)

There's plenty to see, eat, drink and experience in Sydney and New South Wales to fill several trips. For anyone wanting to see more of the country, Singapore Airlines also links up with other cities and destinations, via their partner Virgin Australia.

Conclusion

Nowadays, there are many airlines that are open to service all over the world because most people prefer to travel by plane rather than cars because of convenience. May be a little expensive But worth it with good facilities and services Choose the best way for yourself by traveling with Singapore Airlines. You will not be disappointed If you decide to try flying with Singapore Airlines the 5 star airlines. Airlines. Singapore airline is an airline that has won five stars from Skytrax or originally known as(Inflight Research Services) is a United-kingdom based consultancy which runs an airline and airport review and ranking site.Skytrax conducts research for commercial airlines, as well as taking surveys from international travelers to rate cabin staff , airports, airlines, airline lounges, in-flight entertainment , on-board catering , It is an excellent airline for luxurious service, with many facilities for passengers. Singapore Airlines is a famous and reliable airline because it has won 5 stars and guaranteed from skytrax.

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