



Research Paper

**Customers' Satisfaction with the Level of Service in Murtala
Muhammed International Airport (MMIA), Lagos, Nigeria**

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ABSTRACT

The aim of this study is to examine customers' satisfaction with the level of service in Murtala Muhammed International Airport (MMIA), Lagos, Nigeria; so as to identify the service attributes requiring managerial attention in the airport. The study evaluated twenty eight service attributes in order to assess passengers' expectations and satisfaction. Survey was conducted and four hundred copies of questionnaire were administered to the study population. The data was analyzed using descriptive statistics, GAP analysis and t-test statistics. The results revealed that the twenty eight service attributes showed a significant difference (significant level ≤ 0.05) between male and female respondents' perceptions. Although, the expectations of these service attributes were high yet their satisfaction level was low. This suggests that customers' satisfaction with MMIA, Lagos decreased. Thus, the service attributes that are of high expectation to passengers using the airport but performing poorly with low satisfaction level include "Speed of bags delivery service", "Flight are screens", "Comfort of waiting" and "Phone/Internet/IT facilities." The aforementioned service attributes are those that require managerial attention in the airport. Hence, major improvement is needed here so as to enhance customers' satisfaction.

Keywords: Customer's satisfaction, Level of service, GAP analysis, Murtala Muhammed International Airport (MMIA), Lagos.

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1. Introduction

Air transport plays an important role in facilitating increased destination access and paves the way for entirely new routes to operate [1] and [2] in order to expand the scope of travelling pattern in the world today. The aviation industry basically utilizes an airport terminal for its operations. Doganis [3] defines airports as "essentially one or additional runways for aircraft alongside associated buildings or terminals where passengers or freight transported by the aircraft are processed". He further classified the selection of services and facilities provided by an airfield

into three categories: essential operational services, traffic-handling services and industrial activities. The airport is not only a destination for tourists travelling by air but also a transition purpose [4]-[7]. Even though the airfield brings additional customers and consequently higher profits for the management, certain issues may be experienced. This is as a result of airport's distraction from concentrating on passengers' expectations and satisfaction while focusing short and mid-term industrial financial gain.

Lewis [8] describes service quality as the limit to which service rendered equates to users' expectations. Parasuraman et al. [9] described service quality as the difference between users' expectations and their perspective about how the service is carried out. Oftentimes, expectation is measured as though it's achieved or not. An equivalent goes with meeting or surpassing users' expectations. Service expectations are outlined by Parasuraman et al. [10] as what a service ought to be, whereas Zeithaml et al. [11] argued that service expectation is a mix of what will be and may not be. Bebeko [12] asserted that service providers ought to decipher what the expectations are and the degree of service quality that users anticipate from the organization; hence, try to measure up or surpass these expectations. In order to assess service quality, it is elementary to identify whether or not the service supplier is providing the users with what they anticipate [13]. Expectations set the standards that constitute customers' assessment of service quality and it is very important to grasp those of users [14]. Users' satisfaction could be a psychological conception that engages the feelings of users (i.e. welfare or delight) based on the consequences of what is achieved or anticipated from a product and/or service. This can also be represented as a user's feeling of delight or disappointment ensuing from scrutiny a product's performance in regard to his/her expectations [15]. The satisfaction gotten from a service can be an appraisal of the airport service quality, thus, social control attention towards enhancing airfield service quality play a very important role in passengers' satisfaction. The aim of this study is to examine customers' satisfaction with the level of service in Murtala Muhammed International Airport (MMIA), Lagos, so as to identify the service attributes that requires managerial attention in the airport.

2. Literature Review

Airport management must concentrate on service quality attributes in order to satisfy or exceed customers' expectations. In line with Yang [16] the properties of service (i.e. impalpability, heterogeneousness, inseparability, and perishability) often pose a challenge in the assessment of service quality. To comprehend service expectations and its impact on service quality, it is necessary to understand how services vary from product. The understanding of service expectations is necessary since a satisfying outcome has been secured before and may be achieved throughout delivery. Thus, the impacts of those characteristics and also the named variations with product, customers have a tougher time evaluating services than product. Hence, the assessment of service expectations is imperative once it involves services quality [12] and [14]. Comprehending quality of service involves the recognition of the features of service which

include impalpability, heterogeneousness, and inseparability [17]; through this, service quality can be easily evaluated. In this study, quality of service can be referred to as the variation between users' anticipation of the service rendered before it was offered and their perception of the service gotten from the provider. Users' expectation serves as a core basis for measuring service quality. Quality is high once satisfaction outweighs expectation whereas; quality declines once satisfaction does not meet users' expectation [18]. Expectation is seen in service quality studies as wishes or needs of users, that is, what they feel a service provider ought to offer instead of what the service provider offered [9].

Conceptually, the scales of airfield service quality are servicescape, service personnel, and services [4]. For instance, signs and symbols, as well as different facilities and general atmosphere of the terminal produce a servicescape. Since airfield demand passengers' physical presence, the physical atmosphere of the airfield will have an effect on passengers' perceptions of the general quality of the service encounter. Service personnel are another influence of service quality where users' relate with the service personnel. Fodness and Murray [4] stated three components of this dimension which included behavior, attitudes, and experience. The behavior and perspective of an airfield worker are summarized by five measurements, namely tangibles, dependableness, responsiveness, assurance, and empathy. Services can be described as any activities that the airfield offers so as to facilitate travelers' selection in defraying their waiting time within the waiting room [19]. Therefore, airfield facilities have a major impact on customers' perceptions of the standard of the service encounter. The study of Adeniran and Fadare [20] revealed that there is a relationship between passengers' satisfaction and service quality at P.value less than 0.05. This signifies that service quality leads to passengers' satisfaction. It is therefore suggested that airport services should be quality so as to have a corresponding effect on high passengers' satisfaction.

Examining customers' satisfaction with the level of service in the airport is imperative since passengers' satisfaction with airport service has an influence on their reuse of the facility. Passengers' reuse of the terminal in turn contributes to the dynamics of foreign exchange and international air travel as the fluctuations of foreign exchange is affecting international air travel and has overall effect on GDP [21]. Since airlines and airports transition to a deregulated atmosphere where a lot of industrial and privatized market-lead approaches are the norm [22], it's expected that studies should have a lot of emphasis on obtaining information about airfield service quality attributes requiring social control in terminals. However, there have been many studies on airport service quality [4] and [23]-[32]; only a few research has focused on establishing managerial approach towards airport service quality. Therefore, the shortage of these data has been known as a major barrier to the long run growth of the aviation industry, since virtually no study has meted out a social control approach towards airfield service quality in MMIA, Lagos, Nigeria. Therefore, the aim of this research is to examine customers' satisfaction with the level of service in MMIA, Lagos, thus, identifying the service attributes requiring managerial attention in the airport.

3. Methodology

This section deals with how data and the information used in the work had been gathered and analyzed. It also deals with the method of data collection and types of information generated.

3.1. Population and Sample

This study adopted survey research method as a means to collect information from the population for the study which includes the air passengers. The study is designed to select a sample of respondents from the targeted population. Taro Yamane's formula was used to determine the minimal sample size for a given population size in order to obtain 400 sample size for questionnaire administration with quantitative approach to analyze the data set. Thus, the survey was conducted on passengers who have experienced the services rendered in this airport.

3.2. Data Collection

The data used in this study was primarily sourced and were obtained through the administration of questionnaire which reflects the opinion of respondents on their expectations and satisfaction of airport service quality. The purpose of the questionnaire is to elicit relevant information from the passengers towards the achievement of the research objectives. Passengers were asked to evaluate 28 attributes designed to assess their expectations as well as their satisfaction of the services in MMIA, Lagos. The simple random sampling technique was harnessed to administer 400 copies of questionnaire; with this approach, each unit of the population has the equal chance of being drawn in the sample.

3.3. Data Analysis

To analyze the questionnaires, the information set was calculable by effecting the subsequent tests; descriptive statistics, GAP analysis and independent sample t-test were used. All statistical analyses conferred during this study were performed using SPSS 23, as well as data tabulation. This paper used the GAP model of Parasuraman et al. [9] and [10] to spot how variations exist between service quality expectations and satisfaction. Variables employed in the survey as listed supported the items whose validity and reliableness were verified within the previous study. The survey consisted of twenty eight items on the expectations of passengers and their perceptions of airport service quality. The activity items were measured on a Likert 5-point scale. An independent sample t-test is used in this study to compare the mean scores on some continuous variable for two different groups of participants. Thus, the T-test statistics is used to assess whether the mean of two groups are statistically different from each other. The formula for student's t-test is shown below:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{S^2 \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}} \quad (1)$$

Where,

t = t-value.

\bar{x}_1 and \bar{x}_2 = means of the two groups being compared.

S^2 = pooled standard error of the two groups.

n_1 and n_2 = number of observations in each of the groups.

4. Results and Discussion

The overall analysis was conducted using questionnaires to examine passengers' perception of airport service quality in the different service attributes. Passengers were asked to evaluate 28 attributes designed to assess their expectations of airport services as well as to evaluate their satisfaction of the service attributes in MMIA. Therefore, the mean of expectations and satisfaction of service attributes was calculated; also, GAP analysis and independent sample t-test of airport services were computed.

4.1. Descriptive Analysis of Airport Service Attributes

Table 1 determined the mean scores of each airport service attributes. The respondents placed very high expectation on "Overall satisfaction with the airport" (mean=4.52), "Cleanliness of restrooms" (mean=4.49) ranked second and the third was "Feeling of being safe" (mean=4.42); "Cleanliness of airport terminal" (mean=4.31) and "Availability of restrooms" (mean=4.27) ranked fourth and fifth respectively while the respondents placed high expectation on the other service attributes. **Table 1** also addressed the issue of how MMIA, Lagos is performing in their service quality, hence, passengers' satisfaction. Respondents scored "Availability of banking facilities" (mean=3.99) and "Passport and visa inspection" (mean=3.75) high satisfaction. According to the result, the airport were seen to perform moderately in most of the airport service attributes except for "Phone/Internet/IT facilities" (mean=2.49) that scored low.

Table 1. Descriptive analysis of airport service attributes.

Service Attributes	Mean	Expectation Level	Mean	Satisfaction Level
Overall satisfaction with the airport	4.52	Very high	2.90	Moderate
Cleanliness of restrooms	4.49	Very high	2.95	Moderate
Feeling of being safe	4.42	Very high	3.16	Moderate
Cleanliness of airport terminal	4.31	Very high	3.08	Moderate
Availability of restrooms	4.27	Very high	3.14	Moderate
Speed of baggage delivery service	4.20	High	2.79	Moderate
Flight information screens	4.19	High	2.74	Moderate
Comfort of waiting	4.17	High	2.79	Moderate

Service Attributes	Mean	Expectation Level	Mean	Satisfaction Level
Ease of finding your way	4.13	High	3.09	Moderate
Phone/Internet/IT facilities	4.10	High	2.49	Low
Courtesy and helpfulness of security staff	4.09	High	3.02	Moderate
Thoroughness of security inspection	4.09	High	3.06	Moderate
Courtesy, helpfulness of check-in staff	4.08	High	3.05	Moderate
Ambience of the airport	4.04	High	2.82	Moderate
Availability of baggage carts/trolleys	4.01	High	2.95	Moderate
Courtesy, helpfulness of airport staff	4.00	High	2.92	Moderate
Availability of banking facilities	3.99	High	3.81	High
Waiting time in check-in queue	3.96	High	2.80	Moderate
Passport and visa inspection	3.75	High	3.52	High
Ground transportation to/from airport	3.89	High	2.90	Moderate
Customs inspection	3.89	High	2.97	Moderate
Waiting time at security inspection	3.89	High	2.88	Moderate
Availability of parking facilities	3.88	High	2.73	Moderate
Value for money of restaurants	3.80	High	2.85	Moderate
Restaurants/eating facilities	3.77	High	2.90	Moderate
Value for money of parking facilities	3.71	High	2.90	Moderate
Value for money of shopping	3.64	High	2.68	Moderate
Opening hours of shopping/restaurant	3.60	High	2.81	Moderate
Grand mean	4.03	High	2.94	Moderate

Source: Author's Survey

4.2. Gap Analysis for Airport Service Quality

The findings from the verification of differences between importance and performance of service attributes in this study are shown in *Table 2*. *Table 2* shows the result of the difference between the means of expectation and satisfaction of service attributes at MMIA, Lagos. The airport service attributes whose satisfaction exceeds expectation are “Availability of banking facilities” and “Passport and visa inspection”, hence, the negative expectation – satisfaction gap observed.

Table 2. Gap analysis for airport level of service.

Service Attributes	Expectation Average (A)	Satisfaction Average (B)	Gap (A-B)	Paired t-test	
				T	P
Overall satisfaction with the airport	4.52	2.90	1.62	26.506	.000
Cleanliness of restrooms	4.49	2.95	1.54	22.539	.000
Feeling of being safe	4.42	3.16	1.26	19.115	.000
Cleanliness of airport terminal	4.31	3.08	1.23	18.835	.000
Availability of restrooms	4.27	3.14	1.13	17.605	.000
Speed of baggage delivery service	4.20	2.79	1.41	18.486	.000
Flight information screens	4.19	2.74	1.45	18.694	.000
Comfort of waiting	4.17	2.79	1.38	21.399	.000
Ease of finding your way	4.13	3.09	1.04	15.185	.000
Phone/Internet/IT facilities	4.10	2.49	1.61	23.448	.000
Courtesy and helpfulness of security staff	4.09	3.02	1.07	16.545	.000
Thoroughness of security inspection	4.09	3.06	1.03	15.016	.000
Courtesy, helpfulness of check-in staff	4.08	3.05	1.03	15.357	.000
Ambience of the airport	4.04	2.82	1.22	16.759	.000

Service Attributes	Expectation Average (A)	Satisfaction Average (B)	Gap (A-B)	Paired t-test	
				T	P
Availability of baggage carts/trolleys	4.01	2.95	1.06	14.375	.000
Courtesy, helpfulness of airport staff	4.00	2.92	1.08	15.562	.000
Availability of banking facilities	3.81	3.99	-0.18	13.604	.000
Waiting time in check-in queue	3.96	2.80	1.16	15.888	.000
Passport and visa inspection	3.52	3.75	-0.23	11.390	.000
Ground transportation to/from airport	3.89	2.90	0.99	13.322	.000
Customs inspection	3.89	2.97	0.92	14.080	.000
Waiting time at security inspection	3.89	2.88	1.01	14.466	.000
Availability of parking facilities	3.88	2.73	1.15	16.217	.000
Value for money of restaurants	3.80	2.85	0.95	12.805	.000
Restaurants/eating facilities	3.77	2.90	0.87	13.790	.000
Value for money of parking facilities	3.71	2.61	1.10	15.081	.000
Value for money of shopping	3.64	2.68	0.96	13.827	.000
Opening hours of shopping/restaurant	3.60	2.81	0.79	12.074	.000

Source: Author's Survey

Among the 28 service attributes that showed a significant difference, the items that showed the biggest differences included "Overall satisfaction with the airport", "Cleanliness of restrooms", "Feeling of being safe", "Cleanliness of airport terminal", "Availability of restrooms", "Speed of baggage delivery service", "Flight information screens", "Comfort of waiting", "Ease of finding your way", "Phone/Internet/IT facilities", "Courtesy and helpfulness of security staff", "Thoroughness of security inspection", "Courtesy, helpfulness of check-in staff", "Ambience of the airport", "Availability of baggage carts/trolleys", "Courtesy, helpfulness of airport staff", "Waiting time in check-in queue", "Waiting time at security inspection", "Availability of parking facilities" and "Value for money of parking facilities." The expectations of these service attributes were high but the satisfaction of them was low. This suggests that users' satisfaction with the physical environment of MMIA, Lagos decreased. The physical environment of an airport is a concept that is directly connected with the psychology of users and has the greatest influence.

4.3. Passengers' Expectations of Level of Service

Table 3. Passengers' expectations of level of service.

Service Attributes (Expectations)	<u>Mean</u>		<u>T-test</u> t-value	p-value
	Male	Female		
Overall satisfaction with the airport	4.50	4.55	-0.561	0.575
Cleanliness of restrooms	4.41	4.45	-0.379	0.705
Feeling of being safe	4.38	4.49	-1.098	0.273
Cleanliness of airport terminal	4.28	4.38	-0.974	0.331
Availability of restrooms	4.28	4.23	0.418	0.676
Speed of baggage delivery service	4.14	4.32	-1.798	<u>0.037</u>
Flight information screens	4.16	4.24	-0.690	0.491
Comfort of waiting	4.13	4.25	-1.106	0.269
Ease of finding your way	4.08	4.23	-1.502	0.134
Phone/Internet/IT facilities	4.12	4.06	0.550	0.582

Service Attributes (Expectations)	Mean	Female	T-test	p-value
	Male		t-value	
Courtesy and helpfulness of security staff	4.00	4.29	-3.004	<u>0.003</u>
Thoroughness of security inspection	4.03	4.20	-1.659	0.098
Courtesy, helpfulness of check-in staff	4.03	4.18	-1.383	0.167
Ambience of the airport	4.06	4.01	0.440	0.660
Availability of baggage carts/trolleys	3.97	4.08	-1.082	0.280
Courtesy, helpfulness of airport staff	3.95	4.11	-1.443	0.150
Availability of banking facilities	3.94	4.03	-0.790	0.430
Waiting time in check-in queue	3.99	3.89	0.883	0.378
Passport and visa inspection	3.85	4.11	-2.437	<u>0.015</u>
Ground transportation to/from airport	3.81	4.03	-1.964	<u>0.049</u>
Customs inspection	3.84	3.98	-1.390	0.166
Waiting time at security inspection	3.88	3.91	-0.290	0.772
Availability of parking facilities	3.80	4.05	-2.262	<u>0.024</u>
Value for money of restaurants	3.78	3.83	-0.462	0.645
Restaurants/eating facilities	3.74	3.81	-0.602	0.547
Value for money of parking facilities	3.67	3.79	-1.005	0.316
Value for money of shopping	3.61	3.70	-0.833	0.406
Opening hours of shopping/restaurant	3.58	3.62	-0.336	0.737

Note: T-test two tail probability ≤ 0.05 (significance level)

Table 3 shows that both male and female respondents placed the most expectation on “Overall satisfaction with the airport”, Mean=4.50 (male), 4.55 (female) and also placed the least on “Opening hours of shopping/restaurants” Mean=3.58 (male), 3.62 (female). Using t-test to examine the significance (significant level ≤ 0.05) between the gender, there was significance difference between male and female respondents’ perception on expectation (**Table 3**) as follows; “Speed of baggage delivery service” ($p=0.03$), “Courtesy and helpfulness of security staff” ($p=0.00$), “Passport and visa inspection” ($p=0.01$), “Ground transportation to/from airport” ($p=0.04$) and “Availability of parking facilities” ($p=0.02$). The results therefore indicated that the female respondents’ expectations of these services were higher than that of the male respondents.

4.4. Passengers’ Satisfaction With Level of Service

Table 4. Passengers’ satisfaction with level of service.

Service Attributes (Satisfaction)	Mean	Female	T-test	p-value
	Male		t-value	
Overall satisfaction with the airport	2.91	2.86	0.543	0.587
Cleanliness of restrooms	2.73	2.89	-1.901	<u>0.038</u>
Feeling of being safe	3.18	3.12	0.549	0.583
Cleanliness of airport terminal	3.09	3.07	0.166	0.868
Availability of restrooms	3.15	3.13	0.159	0.874
Speed of baggage delivery service	2.76	2.83	-0.630	0.529
Flight information screens	2.75	2.73	0.097	0.923
Comfort of waiting	2.54	2.80	-2.507	<u>0.013</u>
Ease of finding your way	3.09	3.10	-0.115	0.909

Service Attributes (Satisfaction)	Mean		T-test	p-value
	Male	Female	t-value	
Phone/Internet/IT facilities	2.27	2.59	-3.014	<u>0.003</u>
Courtesy and helpfulness of security staff	3.04	2.96	0.822	0.412
Thoroughness of security inspection	3.10	2.95	1.371	0.171
Courtesy, helpfulness of check-in staff	3.01	3.12	-1.075	0.283
Ambience of the airport	2.81	2.83	-0.116	0.908
Availability of baggage carts/trolleys	2.93	2.98	-0.481	0.631
Courtesy, helpfulness of airport staff	2.93	2.89	0.342	0.733
Availability of banking facilities	3.11	3.08	0.247	0.805
Waiting time in check-in queue	2.76	2.89	-1.277	0.202
Passport and visa inspection	3.16	3.20	-0.395	0.693
Ground transportation to/from airport	2.90	2.89	0.048	0.961
Customs inspection	2.97	2.95	0.188	0.851
Waiting time at security inspection	2.90	2.83	0.720	0.472
Availability of parking facilities	2.74	2.70	0.396	0.693
Value for money of restaurants	2.85	2.86	-0.088	0.930
Restaurants/eating facilities	2.93	2.83	0.930	0.353
Value for money of parking facilities	2.59	2.65	-0.564	0.573
Value for money of shopping	2.68	2.87	0.086	0.932
Opening hours of shopping/restaurant	2.79	2.85	-0.626	0.532

Note: T-test two tail probability ≤ 0.05 (significance level)

According to the result in **Table 4**, MMIA was seen to perform moderate in most service areas. The male respondents placed the most emphasis on “Feeling of being safe” (mean=3.18) while the female respondents focused on “Passport and visa inspection” (mean=3.20), whereas, the lowest performance of service quality were placed on “Phone/Internet/IT facilities” (mean=2.27) by male respondents and on “Value for money of parking facilities” (mean=2.65) by female respondents. Using t-test to examine the significance (significant level ≤ 0.05) between the gender, there was also significance difference (**Table 4**) in perception between male and female in the satisfaction of “Cleanliness of restrooms” (p=0.03), “Comfort of waiting” (p=0.01) and “Phone/internet/IT facilities” (p=0.00). Thus, the results indicated that the female respondents’ satisfaction of these services was higher than that of the male respondents.

5. Conclusion and Recommendations

The purpose of this study is to examine customers’ satisfaction with the level of service in MMIA, Lagos, Nigeria. The study revealed that most expectation was placed on service attributes such as; overall satisfaction with the airport, cleanliness of restrooms, feeling of being safe, cleanliness of airport terminal and availability of restrooms. Service attributes that scored high satisfaction includes availability of banking facilities and passport and visa inspection while the service attribute of phone/internet/IT facilities performed low. Using t-test to examine the significance (significant level ≤ 0.05) between the genders, there was significance difference between male and female respondents’ perception on expectation. The results therefore indicated that the female respondents’ perception on expectations and satisfaction of these services was higher than that of the male respondents’ perception. The expectations of these service attributes were high

but the satisfaction with them was low. This suggests that customers' satisfaction with the physical environment of MMIA, Lagos decreased. The specific airport service attributes whose satisfaction exceeds expectation are "Availability of banking facilities" and "Passport and visa inspection", hence, the negative expectation – satisfaction gap observed.

Based on the findings of this study, the recommendations for improving airport service quality in Nigeria includes that the airport's Wi-Fi networks should be improved upon and adequately provided without cost or restrictions in order to be easily accessed by passengers for their pleasure and to enjoy faster connection with loading websites quickly, speedy downloads and YouTube streaming. Flight Information Display Systems (FIDS) should be adequately provided within and outside the airport in order to communicate a variety of critical travel information such as arrivals, departures, flight number, flight status, airline information, flight delays, flight cancelations, gate information, baggage delays etc. Also, the airport management should devise an effective measure of handling passengers' complaints. This can be achieved by paying more attention to address customers' challenges and then solving their problems immediately or as quickly as possible; this mechanism is to be applied in order to reduce customers' dissatisfaction.

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