SERVICE QUALITY IN AIRLINE MARKETING

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ABSTRACT

Service is an economic activity that creates value and provides benefits for customers. Service quality is the concept providing services to customers with value and benefits with Zero errors. The airline industry witnessed evolutionary growth in past few decades. The airline service providers are supposed to provide better service to the passengers in all regards then only they can withstand in the market. The concept of service quality is unique which has to be associated with services marketing mix, then only there may be possibility of better service quality offerings. In this paper, an attempt has been made to analyze the role of service quality in Airline marketing.

KEYWORDS: Airline Marketing, Marketing Mix, Passengers, Service Quality, Service Industry.