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An analytical study on Opinions of the sample passengers of Iraqi airways.

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Abstract

The purpose of the study: Being one of the oldest airlines in the Middle East region, Iraqi Airways serves its customers with both domestic and regional travel flight services. This study aims to investigate the extent of satisfaction derived by the passengers of Iraqi Airways.

Methodology: A survey was conducted with 300 customers who were using Iraqi Airways from Iraq. Thus, the passengers who used Iraqi Airways were contacted through travel agents. A self-administered questionnaire was sent to 300 customers using Google Forms, out of which 223 were filled in and returned by respondents. The descriptive-analytical method of analysis for this study took the dimension of examining the passengers' satisfaction towards Iraqi Airways based on the in-flight service variables namely: Crew Friendliness, Food and beverage, Cabin cleanliness, Seat comfort, Digital Entertainment, Toilet comfort, Child care, using SPSS VERSION 11

Results: The findings of the study state that the level of satisfaction from in-flight services is not up to the mark and especially passengers are not happy with crew friendliness, seat and toilet comfort. So they are not ready to recommend others to fly in Iraqi Airways, rather do they care about using the airlines again? Also, the awareness of customers towards the promotion programs and advertisements of Iraqi Airways is very low.

Conclusion and recommendation: Since the influence of in-flight services is considerably strong the airlines have to focus their efforts on bringing the satisfaction of passengers up to the expected level rather than directly shifting to the fleet and route expansion.

Keywords: Iraqi Airways, Passenger, In-Flight Services, Flight Services Quality

1. Introduction

The use of air travel is increasing in a great boom these decades and seems to be very promising for huge business potential in the future. Moreover, the travel and tourism industry relies heavily on air transport and operating companies in any part of the world. Such a huge industry relies heavily on the satisfaction of the passengers travelling in their airlines. The past volume of air passengers can give us the demand for the future based on their satisfaction [1]. In the given market situation, to determine the future business, the companies have to know their passengers and their experience with the air travel made by them. In a highly competitive environment, the provision of high-quality services to passengers is the core competitive advantage for an airline company to its profitability and continuous growth [2]. Indeed, the customers give due importance to the services offered by the airliners most importantly the in-flight services while making an air journey. The embargo on the nation of Iraq also has generated a shortage of marketing orientation for the Iraqi Airways company [3]. An airline company can satisfy their customers by matching their expectations with the airlines [4]. Therefore, in the first place, Iraqi Airways should get to know the expectations of their customers and also their current feelings towards the offered services by the airlines, because such feeling would reflect their expectations. The effective values do have notable effects on the satisfaction of customers towards airline services [5], which states the value given by the passengers towards the offered services. Therefore understanding the importance of service quality based on the perception and expectations of the customers is mandatory. The study thus aimed at improving the marketing orientation of Iraqi Airways by understanding its customers' will, especially based on their satisfaction and expectations.

1.1 *Problem statement*

Iraqi Airways though a long-time serving company, the popularity and customer preferences of the airways are comparatively lower than the most leading airline companies in the Middle East region because the company lack enough fleet of aircraft and lacks people with high degrees (alborzng 2016). Since this national carrier is keen to expand its route network, it is indispensable to offer flawless services during its flights to compete with its competitors in the region. Mostly the attitude of customers towards an airline service company is developed by its in-flight services like cleanliness, entertainment, and food and entertainment [6] because the major and real part of the consumption takes place by travelling inside the aircraft. So in this study, the following services that are offered in-flight have been analyzed; cabin crew friendliness, food, and beverage provided, cleanliness of the cabin, seat comfort, digital entertainment, toilet comfort, and child care. The results of the study would give the management of the company distinctive feedback and thereby the customers can be served more as per their expectations, also the company can achieve its plan of action i.e., to expand its travel route network.

1.2 Importance of the study

Iraqi Airways commenced its services in 1945 and came into operation in the following year by having its headquarters in Bagdad and known for its capacity, efficiency, and use of modern types of equipment at that period. This airline faced many on-and-offs due to the political situations in the country during its period of service until today. Being the second oldest airline in the Middle East region Iraqi Airways operates with a fleet of 31 flights and flies to 45 places which include both domestic and international destinations with all the given facts and their continuous efforts the airways company is not getting its business reached to the customers in the industry. Therefore this study aims to investigate and reveal facts in the dimension of passengers' satisfaction.

1.2.1 Objectives of the study:

Based on the above importance the main objective of this study is to identify the influence of in-flight services on the level of customers' satisfaction with Iraqi airways.

Figure.1



Source: <http://www.iraqairways.com.iq/>

1.3 In-flight services

1.3.1 Cabin cleanliness

Any passengers travelling onboard an airplane would expect a good and clean environment inside the flight's facilities. As the number of air travellers grows, the need for a clean environment has become important during air travel, [7]. The cabin's cleanliness is hence considered as an indicator of customer service quality, [8]. Therefore, the cleanliness of the Iraqi airways was investigated.

1.3.2. Child care

When child passengers are traveling in an airplane, they seek special attention from the flight attendants and also special child facilities. In some cases, the medical events of child care had led to aircraft diversion, [9]. Many airlines are providing specialized child care like baby car seats on board; accompanying minors until connecting them with parent/guardian in destination, bassinets, special care, food, etc. Such a crucial factor has been considered for the endowing satisfaction of passengers and studied in this research. It is found that the passengers found this service is just ordinary in Iraq Airways.

1.3.3. Crew Friendliness

The direct relationship between the behaviour of flight attendants and the passengers during flight is indispensable. A study [10] proves the relationship between passenger satisfaction

and flight attendants. It states that competency-based training for flight attendants has seemed to be effective in improving passenger satisfaction with in-flight service. The cost of equipping such training programs to the cabin crew is not going to be low and it shows the investment made by the staff to trim their behaviour during flight, especially to the passengers. It is found that friendliness and helpfulness of staff are the key factors for those passengers travelling in economy class but those two are the factors for dissatisfaction of passengers of all groups travelling in airlines, [11]. Hence this variable was included and the results show that the passengers are not very happy with the crew friendliness in Iraqi Airways.

1.3.4. Digital Entertainment

The digital entertainment inside the flight can be from the music library, feature films, comic materials, and animated movies. Some groups of people prefer digital entertainment in travel and even give more preferences in selecting airlines. Let us say Chinese customers of airline companies are used to digital innovations and choose digital services during the flight, [12]. So this factor is considered for evaluation in connection to the satisfaction of passengers in this study and found the passengers feel it is very normal.

1.3.5. Food and beverage

Food and beverages are mostly offered for free on the flight for the passengers' in-flight is a very influencing factor in selecting the particular airline for their travel needs. The quality of catering is an important factor for the satisfaction of customers with airline service quality, [13]. Passengers may not have high expectations of food and beverage service during their flight travel but, the freshness and healthiness of food service are important for passengers, [14]. The influence of food and beverages served on full-service airline passengers' loyalty generation is also proved in a study with U.S. airline passengers [15]. The significance of the influence of the in-flight services on the passengers' satisfaction with the airliners was thus found irrefutable.

1.3.6. Seat comfort

The seat comfort for comfortable seating, dining, and legroom is important for any traveller in air transportation. Their importance can be understood from the study [16], which states that legroom and space are in the first place among the factors in the physical environment in flight. Moreover on long-haul flights passengers have to rest, sleep and relax in the flight as major activities during their flight, [17]. So the comfort of the seat will have a greater

influence on the travelling passengers' satisfaction. In this study, it is revealed that this factor is marked as not very satisfactory by the majority of the customers.

1.3.7. Toilet comfort

The study [18] studied the satisfaction of passengers in Batik Air and it was revealed that the in-flight variables like blankets, pillows, and toilet kits have contributed effectively to the passengers' satisfaction. Clean and adequate toilets are one of the items that got included in the customer service during flight factor, for analysis of passenger satisfaction towards Oman Air services and proved to have a significant relationship, [19]. When this variable was investigated in this study it was found that the responses said it just has to be improved.

2. Literature review

The services offered in the flight to its passengers build the customer attitude for the airline company in general. It can be stated that food quality, the presentation style of food, alcoholic and non-alcoholic beverages supplied, empathy, reliability, and responsiveness in the in-flight services are the factors important for travelling passengers in the cabin of the flight [20]. It is also supported in the study [21] as the authors found that in-flight food services and flight attendants' physical appearance affect the perception of the firm and its innovativeness. But it should also be considered that passenger satisfaction is a mediating variable that can have a significant effect on the loyalty of the passengers and the satisfaction varies with the individuals and their demographic status [22]. Thus, it can be also understood that the passengers traveling in airliners are all different in their expectations and their reactions to the services in-flight could be individually diverse.

Park, E., [23] argued that in-flight services have a notable relationship with the overall satisfaction of customers and also can play decisive roles in the reuse of airline services. However, the in-flight services are directly proportionate to the satisfaction of customers [24]. This was similar to the findings of [25] in Malaysian airlines where airline tangibles, terminal tangibles, Personnel services, empathy, and image have a positive and direct significant impact on the satisfaction of customers.

An airline company that can identify its competitive advantage and offer it superior quality would lead the market amid competitors [26]. This idea is remarkable as all other studies speak on the relationship between the offered services with their influence on customers'

perceived satisfaction, but here the use of the unique competitive advantage of any company to impress the customers is stressed. The customers' perceived value and the brand image are interconnected to the offered service quality of the airlines, which impacts positively on customer satisfaction and also leads to brand loyalty [27]. The above study states that the influence on satisfaction and perception can also come from the brand image of the airliner.

Similarly, it can be stated that satisfied customers have high re-purchase intentions and also spread positive word-of-mouth communication, whereas dissatisfied customers prefer to change airlines for their next travel [28]. So the intention to spread positive word-of-mouth communication and the repurchasing intention of the customers is related to their derived satisfaction [29]. Henceforth, airlines should implement customer-oriented strategies in delivering service quality to the customers and differentiate their services from competitors, to enhance competitiveness and ensure customer satisfaction [30]. A study [31] finds that the service quality of the AirAsia Company has a positive correlation with the satisfaction of its customers based on the theory of logistics service quality. In research, the authors argued that to meet customer expectations and achieve higher quality levels, airlines need to develop a specific mechanism of passenger satisfaction measurement [32]. It was found that, six clusters namely seat comfort, staff, food and beverage, entertainment, ground service, and value for money were used to identify their relationship with customer satisfaction and recommendation [33]. It is revealed from the study that all factors but entertainment factors had a significant relationship with customer satisfaction and recommendation.

Also, the study has stated that interactional justice and customer orientation of flight attendants impact customer loyalty with customer satisfaction as a mediator [34]. A good service culture the airlines plays an important role in changing customers' preferences and help in promoting healthy competition among the flight operators [35].

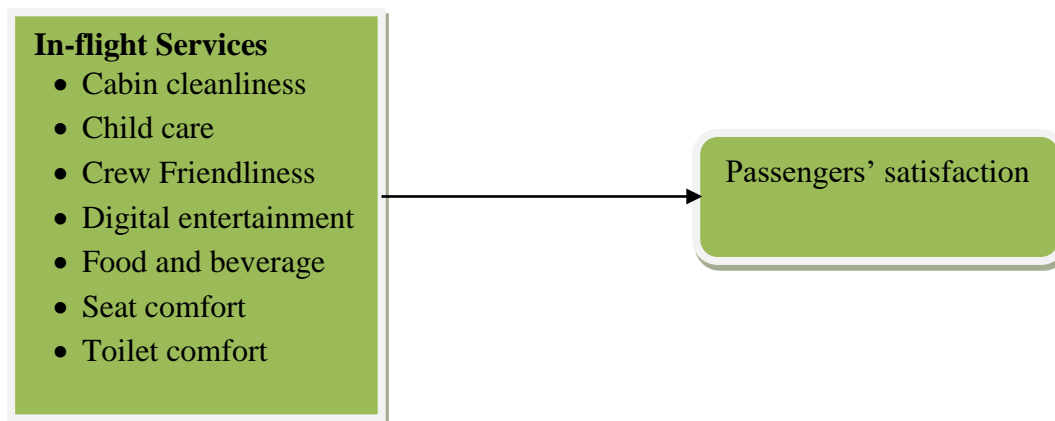
Based on the analysis of the previous studies and research it can be understood that the satisfaction of airline customers is perilous and a boon for the airline operators to survive and succeed in their business. Based on the factors that are used to measure the satisfaction of airline customers' this study has selected the following factors child care, crew friendliness, cabin cleanliness, digital entertainment, food and beverage, seat comfort, and toilet comfort to find the customer satisfaction on in-flight services in Iraqi airways. The variables were selected for the study because all the previous studies have included the end

users' satisfaction as a common variable whereas this research has considered and focused on the in-flight services of the airlines.

3. Research methodology and framework

To fulfil the objectives of the study randomly selected sample of 300 customers who used Iraqi Airways recently from Iraq were selected and given the questionnaire to fill it and 223 of them were filled in and returned. A structured questionnaire was developed and distributed with the help of travel agents and needed data was collected. The results were derived using statistical analysis in which descriptive statistics and regression analysis for finding the relationship between the variables were used. From the analysis, the relationship between selected variables of service quality and their relationship to customer satisfaction were examined and results are presented in this study.

Figure 1: A research framework



4. Interpretation of Results

From the collected data the following interpretations were made; Overall customers' preference with the Iraq airline is measured with the help of a 5-point Likert Scale ranging from "not at all satisfied" (1) and "very much satisfied (5)." The description of the variables used was; the number of times the customer used Iraq Airways flight services, opinion on in-flight services, food and beverage, seat comfort, cabin cleanliness, crew friendliness and courtesy, toilet facility and comfort, digital entertainment like games, music, and movies, child care facilities, and overall attitude towards in-flight services. Furthermore, three other variables were included to analyze customer perception; readiness to spend more for

buying travel tickets, paying attention to all the advertisements and promotions, and recommending others to fly.

Table – 2 Tests of Articulated Normality

Parameters (Total Sample = 223)	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	0.217	222	0.00	0.912	222	0.00
Age Range	0.415	222	0.00	0.605	222	0.00
Times the Customer Used Flight Services	0.213	222	0.00	0.877	222	0.00
Opinion On In-Flight Services	0.297	222	0.00	0.852	222	0.00
Food And Beverage	0.207	222	0.00	0.902	222	0.00
Seat Comfort	0.194	222	0.00	0.908	222	0.00
Cabin Cleanliness	0.193	222	0.00	0.901	222	0.00
Crew Friendliness and Courtesy	0.186	222	0.00	0.914	222	0.00
Toilet Facility and Comfort	0.214	222	0.00	0.900	222	0.00
Digital Entertainment Like Games, Music and Movies	0.199	222	0.00	0.908	222	0.00
Child Care Facilities	0.244	222	0.00	0.887	222	0.00
Overall Attitude Towards Services	0.254	222	0.00	0.865	222	0.00
Ready to Spend More	0.237	222	0.00	0.880	222	0.00
Pay Attention to all the Advertisements and Promotion	0.247	222	0.00	0.879	222	0.00
Recommend Others to Fly	0.217	222	0.00	0.879	222	0.00

Source: Sample Survey, 2023.

In the above table, Kolmogorov-Smirnova and Shapiro-Wilk statistics have been used for the normality test to check the consistency of the dataset. The results showed that all the parameters are significant at a 1% level which means that the data are all consistent.

Table - 2 Descriptive Statistics for Customer Preferences of Iraqi Airlines

Parameters (Total Sample = 223)	Mean	Std. Deviation	Min.	Max.
Gender (1–2)	1.39	0.489	1	2
Age range (1–4)	3.2	0.982	2	5
Times the Customer Used Flight Services (1–4)	2.56	0.979	1	4
Opinion On In-Flight Services (1–5)	3	0.862	1	5
Food And Beverage (1–5)	3.15	0.945	1	5
Seat Comfort (1–5)	3.22	0.996	1	5
Cabin Cleanliness (1–5)	3.26	0.963	1	5
Crew Friendliness and Courtesy (1–5)	3.15	1.091	1	5
Toilet Facility and Comfort (1–5)	3.12	0.967	1	5
Digital Entertainment Like Games, Music and Movies (1–5)	2.77	1.074	1	5
Child Care Facilities (1–5)	2.87	0.908	1	5
Overall Attitude Towards Services (1–5)	2.7	0.818	1	5
Spend More to Buy Travel Tickets (1–5)	2.75	0.843	1	5
Pay Attention to All the Advertisements and Promotion (1–5)	2.76	0.839	1	5
Recommend Others to Fly (1–5)	2.69	0.865	1	5

Source: Sample Survey, 2023.

Table – 1 describes the mean, standard deviation; minimum, and maximum of the parameters used to understand the customers' perception of Iraq Airlines' in-flight services. All standard deviation values are virtually suitable representations of mean value which means it is nearer to the mean value and it expresses that the data are further consistent for the analysis. The mean value for gender is 1.39 and the mean age range is 3.2 and it describes that most of the travellers who use the airlines are more than 40 years of age. The passengers who used Iraqi Airways for their travel needs more than once are maximum in number, which is expressed by the mean value of 2.56. Maximum customers of the Iraqi airlines view the in-flight services are normal which is expressed by the mean value 3. Also, the opinions on food and beverage, seat comfort, cabin cleanliness friendliness of crews, and toilet facilities are ordinary which are expressed by the mean values are 3.15, 3.22, 3.26, 3.15, and 3.12 respectively. While, the other parameters like digital entertainment, child care, overall attitude, readiness to pay more to buy the ticket, attention to advertisements, and recommend others are responded to as somewhat better by the customers of the airlines and which are expressed by the mean value are around 2.7.

Table – 3. Spearman's Correlation Test

Parameters (Total Sample = 223)		Gender	Age Range	Times the	Opinion	Food And	Seat	Cabin	Crew	Toilet	Digital	Child	Overall	Spnd	Pay	Recomm
Gender	C o e f f.	1. 00	0. 09	- .1 90 **	0. 11	0. 07	- 0. 03	0. 07	0. 13	0. 01	.1 34 *	0. 11	.1 40 *	.1 47 *	0. 08	0. 02
	S ig .	. 17	0. 00	0. 00	0. 11	0. 09	0. 09	0. 03	0. 06	0. 89	0. 05	0. 11	0. 04	0. 03	0. 03	0. 04
Age Range	C o e f f.	0. 09	1. 00	0. 11	0. 06	0. 06	- 0. 07	- 0. 06	- 0. 09 **	- 0. 37 **	0. 01	- 0. 09	- 0. 81 **	- 0. 03	0. 02	- 0. 06
	S ig .	0. 17	. 00	0. 09	0. 35	0. 04	0. 09	0. 03	0. 00	0. 00	0. 91	0. 08	0. 01	0. 04	0. 07	0. 08

Times the Customer Used Flight Services	Coeff.	-0.190**	0.1100	1.0000	-0.241**	-0.160*	0.000	-0.008	-0.007	-0.007	-0.180**	-0.136*	-0.013	-0.004	-0.009	-0.005
	Sign.	0.000	0.009	.	0.000	0.002	0.005	0.022	0.032	0.029	0.001	0.004	0.006	0.059	0.016	0.047
Opinion On In-Flight Services	Coeff.	0.110	0.0606	-0.241**	1.0000	.408*	.280*	.29*	.225**	.251**	.366**	.271*	.391**	.303*	.207*	.324*
	Sign.	0.110	0.035	0.000	.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Food And Beverage	Coeff.	0.070	0.0606	-0.160*	.408**	1.0000	.415*	.335*	.286**	.305**	.356**	.372*	.316**	.267*	.321*	.359*
	Sign.	0.290	0.041	0.002	0.000	.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Seat Comfort	Coeff.	-0.003	-0.007	0.000	.280**	.415*	1.0000	.487*	.333**	.347**	.265**	.420*	.425**	.264*	.286*	.373*
	Sign.	0.690	0.029	0.095	0.000	0.000	.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Cabin Cleanliness	C o e f f.	0. 07	- 0. 06	- 0. 08	.2 99 **	.3 3 5 *	.4 8 7 *	1. 0	.4 75 **	.4 21 **	.3 28 **	.3 8 7 *	.4 37 **	.2 5 5 *	.1 8 1 *	.3 7 5 *
	S i g .	0. 33	0. 38	0. 22	0. 00	0. 0 0	0. 0 0	.	0. 00	0. 00	0. 00	0. 0 0	0. 00	0. 0 0	0. 0 1	0. 0 0
Crew Friendliness and Courtesy	C o e f f.	0. 13	- .2 09 **	- 0. 07	.2 25 **	.2 8 6 *	.3 3 3 *	.4 7 5 *	1. 00	.4 36 **	.2 47 **	.3 0 7 *	.3 84 **	.1 7 0 *	0. 1 0	.2 3 5 *
	S i g .	0. 06	0. 00	0. 32	0. 00	0. 0 0	0. 0 0	0. 0 0	.	0. 00	0. 00	0. 0 0	0. 00	0. 0 1	0. 0 1 3	0. 0 0
Toilet Facility and Comfort	C o e f f.	0. 01	- .2 37 **	- 0. 07	.2 51 **	.3 0 5 *	.3 4 7 *	.4 2 1 *	.4 36 **	1. 00	.3 00 **	.3 4 0 *	.3 43 **	.2 0 8 *	.1 8 7 *	.2 4 5 *
	S i g .	0. 89	0. 00	0. 29	0. 00	0. 0 0	0. 0 0	0. 0 0	0. 00	.	0. 00	0. 0 0	0. 00	0. 0 0	0. 0 1	0. 0 0
Digital Entertainment Like Games, Music, and Movies	C o e f f.	.1 34 *	0. 01	- .1 80 **	.3 66 **	.3 5 6 *	.2 6 5 *	.3 2 8 *	.2 47 **	.3 00 **	1. 00	.4 4 1 *	.3 26 **	.2 3 7 *	.3 3 3 *	.3 4 6 *
	S i g .	0. 05	0. 91	0. 01	0. 00	0. 0 0	0. 0 0	0. 0 0	0. 00	0. 00	.	0. 0 0	0. 00	0. 0 0	0. 0 0	0. 0 0

Child Care Facilities	Coeff.	0.11	-0.09	-0.136*	.271**	.372*	.402*	.387*	.307**	.340**	.441**	1.00	.463**	.247*	.421*	.323*
	Sign.	0.11	0.18	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.	0.00	0.00	0.00	0.00
Overall Attitude Towards Services	Coeff.	.140*	-.181**	-.013	.391**	.316*	.425*	.437*	.384**	.343**	.326**	.463*	1.00	.234*	.373*	.361*
	Sign.	0.04	0.01	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.	0.00	0.00	0.00
Spend More to Buy Travel Tickets	Coeff.	.147*	-.003	-.004	.303**	.267*	.264*	.255*	.170*	.208**	.237**	.247*	.234**	1.00	.385*	.496*
	Sign.	0.03	0.64	0.59	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	.	0.00	0.00
Pay Attention to All the Advertisements and Promotion	Coeff.	0.08	0.02	-0.09	.207**	.321*	.286*	.188*	0.10	.187**	.333**	.421*	.373**	.385*	1.00	.410*
	Sign.	0.23	0.79	0.16	0.00	0.00	0.00	0.01	0.13	0.01	0.00	0.00	0.00	0.00	.	0.00

Recommend Others to Fly	C	0.02	-0.06	-0.05	.324**	.359*	.373*	.375*	.235**	.245**	.346**	.323*	.361**	.496*	.410*	1.00
	Sig.	0.74	0.38	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Source: Sample Survey, 2023.

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Spearman's correlation evaluates monotonic associations between each variable. In this analysis, it is found that gender has a direct association with, the number of times the services used in Iraqi airlines, digital entertainment, overall attitude, and being ready to spend more to buy the tickets which are significant at 1 per cent and 5 per cent level. While age range has a significant relationship between the variables such as friendliness of the crew, toilet facilities, and overall attitude at a 1 per cent level of significance, other variables are highly associated with each other at 1 per cent and 5 per cent levels of significance, which are the passengers' opinion on in-flight services, food and beverage, seat comfort, cabin cleanliness, crew friendliness, toilet facility, digital entertainment, child care, overall attitude, readiness spend more to buy travel tickets, pay attention to all the advertisements, and recommend others to fly. The results show that the variables do not deviate from each other and all of them have a significant relationship with passenger satisfaction.

Table – 4. Logit Regression model

Parameter Estimates	Estimate	Std. Error	Wald Chi-Square	Sig.
Gender	0.369	0.3031	0.085	0.223 ^{NS}
Age Range	-0.561	0.2237	6.291	0.012*
Times the Customer Used Flight Services	0.048	0.157	0.093	0.760 ^{NS}

Opinion On In-Flight Services	0.758	0.2202	11.86	0.001**
Food And Beverage	-0.109	0.1948	0.314	0.575 ^{NS}
Seat Comfort	0.485	0.183	7.015	0.008**
Cabin Cleanliness	0.391	0.1992	3.855	0.050*
Crew Friendliness and Courtesy	0.315	0.1635	3.718	0.054*
Toilet Facility and Comfort	0.147	0.1858	0.028	0.428 ^{NS}
Digital Entertainment Like Games, Music and Movies	-0.024	0.1665	0.021	0.884 ^{NS}
Child Care Facilities	0.582	0.2095	7.72	0.005**
Spend More to Buy Travel Tickets	-0.024	0.2128	0.012	0.912 ^{NS}
Pay Attention to All the Advertisements and Promotion	0.576	0.2182	6.96	0.008**
Recommend Others to Fly	0.243	0.2286	0.027	0.289 ^{NS}

Source: Sample Survey, 2023.

NS – Not Significant, ** Significant at 0.01 level, * Significant at 0.05 level

Table – 4 describes the logit regression model to investigate the overall attitude of passengers towards in-flight services as the dependent variable with other independent variables in Iraq Airlines. In this analysis, the dependent variable is the overall opinion of the passengers towards in-flight services and services offered by the Iraqi airlines such as food and beverage, seat comfort, cabin cleanliness, crew friendliness and courtesy, toilet facility, digital entertainment, and child care. Wald chi-square is used to express the validity of the significance of the parameters in the study. Opinions on in-flight services like seat comfort, child care, and other variables paying attention to all the advertisements and promotions are significant at a 1 per cent level. While age range, cabin cleanliness, and crew friendliness is significant at a 5 per cent level. Walda's chi-square analysis justified that the chi-square values are higher than probability values. On the other hand, variables like gender, times the customer used flight services, food, and beverage, toilet facility, digital entertainment, readiness to spend more to buy tickets, and recommend others to fly, are not significant and it is articulated that the airline is not up to the mark in offering the in-flight services to their customers. Thus, it is recommended that the airline is still

equipped with its in-flight services and facilities and to provide virtuous passenger satisfaction.

5. Conclusion and Recommendation

The major reason for conducting this study is to identify the influence of in-flight services on the satisfaction of passengers who use the flight services of Iraqi Airways. It is revealed that the passengers are not satisfied with all the services offered by the company during their flight. So it is recommended to have a complete process re-engineering, especially for the in-flight services to derive maximum satisfaction from the customers. This airline is continuously trying to increase its number of flights and travel routes irrespective of their limited success in all of their history. Moreover, to be noticeable the airlines do have the potential with the passengers base and their capacity to build up the airlines to be a leading flight service provider in the Middle East region. From all the classes of the passengers, the responses seem to be the same so it shows the overall service quality provided by the airlines in-flight. Based on the demographic profile it can be understood that most of the customers are above 40 years of age so there is great potential for the airlines to attract the younger customers' category by coming up with new policies and even promotional programs. If Iraqi Airways continues to go with the same quality, the future of the company in the competitive market is not promising based on the study results. Either training programs for the cabin crew can be ordered to increase their service quality or fresh recruitment or operational policies are to be developed by Iraqi Airways.

تۆئزىنە و دەپىھە كى شىكارى لە سەر بۆچوونى سەرنىشىنانى نەمۆنەيى ھىلى ئاسمانى عىراق

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پوختە

ئامانجی لیکۆلینه وه که: به هۆی ئه وهی یه کیکه له کۆنترین هیله ئاسمانیه کانی ههریمی رۆژه لاتی ناوه راست، هیلێ ئاسمانی عیراقی خزمهت به کپیاره کانی دهکات به ههر دوو خزمهتگوزاری گهشتی گهشتیاری ناوخوی و ناوچهیی. ئەم توێژینه وهیه ئامانجی لیکۆلینه وهیه له رادهی ئه وه رهمه ندییهی که سه رنشینانی هیلێ ئاسمانی عیراقی به دهستی هیناوه.

میتۆدۆلۆژیا: پارسیهی که له گه ل ۳۰۰ کپیار ئه نجامدرا که له عیراقه وه هیلێ ئاسمانی عیراقی به کارده هینا. به م شیوهیه له ریگهی بریکاره کانی گه شته وه په یوه ندی به و سه رنشینانه وه کرا که هیلێ ئاسمانی عیراقی به کارهینا. پرسیارنامه یه کی خۆبه ریوه به ری بو ۳۰۰ کپیار نیردراوه به به کارهینانی فۆرمی گووگل، له و ژماره یه ۲۲۳ کپیار له لایه ن وه لامده ره وه کانه وه پرکراونه ته وه و گه رینراونه ته وه. شیوازی شیکاری وه سفی-شیکاری بو ئەم توێژینه وهیه ره هه ندی پشکنینی رازیبونی سه رنشینانی به رامبه ر هیلێ ئاسمانی عیراقی وه رگرت به پشتبه ستن به گوپاوه کانی خزمهتگوزاری له ناو فڕۆکه دا که بریتین له: دۆستایه تی تیمی فڕۆکه وانی، خواردن و خواردنه وه، پاکوخاوینی کابینه، ئاسووده یی کورسی، کات به سه ربردنی دیجیتالی، ئاسووده یی ئاوده ست، چاودیری مندالان، به به کارهینانی SPSS وه شانی 11

ده ره نجامه کان: ده ره نجامه کانی توێژینه وه که باس له وه ده که ن که ئاستی رهمه ندی له خزمهتگوزارییه کانی ناو فڕۆکه دا تا ئه و ئاسته نییه و به تایبه تی سه رنشینه کان دلخۆش نین به دۆستایه تی تیمی فڕۆکه وانی و ئاسووده یی کورسی و ئاوده ست. که واته ئاماده نین له هیلێ ئاسمانی عیراقی پاسپارده ی ئه وانی تر بکه ن بو ئه وهی گه شت بکه ن، به لکو گرنگی به به کارهینانی هیله ئاسمانیه کان ده ده نه وه؟ هه ره ها هۆشیا ری کپیاران به رامبه ر به به رنامه کانی بانگه شه و ریکلامه کانی هیلێ ئاسمانی عیراقی زۆر که مه.

ده ره نجام و پشینیار: به و پییه ی کاریگه ری خزمهتگوزارییه کانی ناو گه شته که تاراده یه ک به هیزه هیله ئاسمانیه کان ده بیته هه وه له کانیان له سه ر گه یانندی رهمه ندی سه رنشینه کان بو ئاستی چاوه روانکراو چر بکه نه وه نه ک راسته وخو بگوازی نه وه بو به له م و فراوانکردنی ریگاکه.

کیله وشه کان: هیلێ ئاسمانی عیراقی، سه رنشین، خزمهتگوزاری له ناو فڕۆکه دا، کوالیتی خزمهتگوزاری فرین.

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