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CUSTOMER SATISFACTION & CUSTOMER LOYALTY
CASE STUDY: RYANAIR

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ABSTRACT

This thesis emphasizes the role and the importance of customer satisfaction and loyalty in the particular case of Irish first low-cost airline - Ryanair.

The main objective of the report was to study the concept of service quality, customer satisfaction and customer loyalty and finally – the relationship between those factors. Moreover, this thesis also explains the main factors that influence customer satisfaction and customer loyalty.

The main itention of the research study was to find out what is the overall perception of Ryanair service quality, as well as what can be done in order to improve the service so that it could attract even more customers and keep those who are loyal to the brand.

The thesis is divided into five main chapters which are: introduction, literature review and theoretical framework, methodology, empirical findings and data analysis and finally conclusions. These are followed by a bibliography and an appendix that consists of a questionnaire that was used to collect respondents' answers.

The investigation is mainly based on the SERVQUAL model which helps to analyse and measure service quality of a specific company. It consists of five core dimensions which are: reliability, responsiveness, tangibility, empathy, and assurance. This framework is used in this research in order to examine the potential discrepancies in customers' expectations and perceptions of the service offered by Ryanair. The data collection instrument chosen was an online survey using Google Forms. The questionnaire was sent to people as well as the link was posted on various web pages in order to obtain most reliable and valid answers.

In fourth chapter the results are thoroughly presented. They reveals that the current service level of Ryanair is rather perceived as positive, however there might be certain ways to improve it and make customers even more satisfied. Even though some passengers find several weaknesses and shortcomings, more than half of them still declare that in the future they would repurchase services offered by Ryanair as well as they would recommend the airline to family or friends. If the ultimate goal of the company is to maintain long-term relationships with their customers, it is absolutely crucial that Ryanair takes into consideration weaknesses that passengers report as well as pay more attention to their needs and expectations. Only this could result that Ryanair would be perceived as a strong participant in this competitive airline market.

KEY WORDS

customer satisfaction, customer loyalty, service quality, SERVQUAL