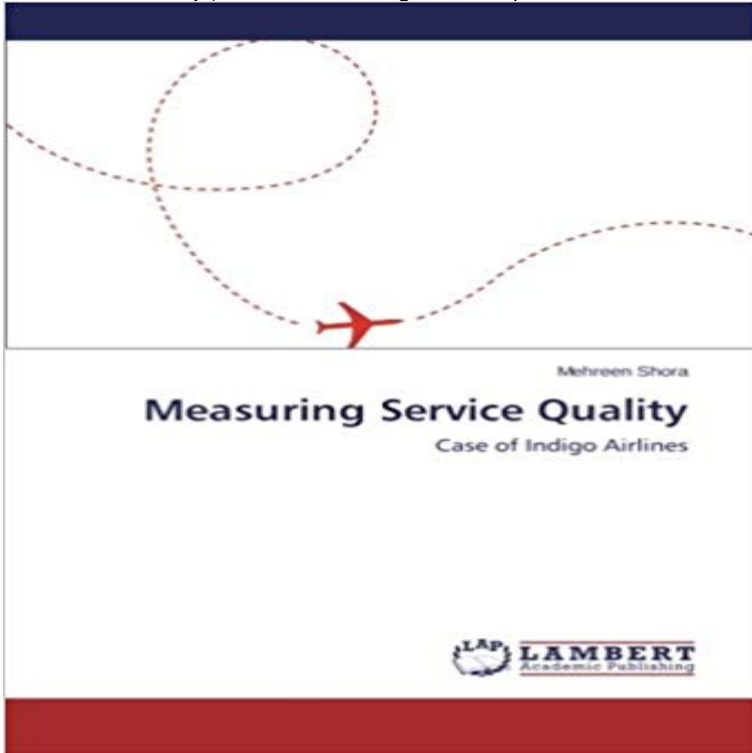


# Measuring Service Quality: Case of Indigo Airlines



Today competition is not only rife, but growing more intense constantly. However companies need to start paying keen attention to their competitors, they must understand their customers. Airlines are suffering from such competition and there is dire need to be competitively priced. They have to believe customers as core concept of their business; customer satisfaction is what guarantees the future of airlines. The purpose of this study is to provide a better understanding of how satisfaction level among passengers travelling domestically within India through Indigo Airlines is and how management can improve their service quality. Gronroos model was founded a comprehensive model, we developed and adopted it to encompass various aspects of airlines services.

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