

**A Report on One day Workshop on  
"Effect of Total Quality Management on the Performance and Customer Satisfaction in the  
Airline Industry"**

**Organised by Department of Management Studies  
on 08.01.2025**



**MITS** MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
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26<sup>th</sup> ANNIVERSARY CELEBRATION

**EFFECT OF TOTAL QUALITY MANAGEMENT ON THE PERFORMANCE & CUSTOMER SATISFACTION IN THE AIRLINE INDUSTRY**  
Organized by **Department of Management Studies**

Date: 08.01.2025 Time : 10.00AM-12.00 PM Seminar Hall Place: KK Block-MITS

**Dr S.B.Kalatage, Former Airport Station Manager, Air India-Saudi Arabia**

Chief patron: Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent  
Patron: Mrs. Keerthi Naddella, Executive Director  
Program Chair: Dr. C. Yuvaraj, Principal  
Co-Chair: Dr. N. Rajeswar, Vice-Chancellor (PG Program)  
Chairman: Dr. Gorthi Devi, R.Y. Head, MBA  
Coordinator: Dr. Nagarajan G, Professor



**Report Submitted by: Dr. G. Nagaraj, Professor, Department of Management Studies.**  
**Resource person details: Dr. S.B. Kalatage, Former Airport Station Manager, Air India-Saudi Arabia.**  
**Mode of Conduct: Offline**  
**Report Received on 09.01.2024.**  
**Venue and Time: KK Block and 10.00 AM -12.00 PM**  
**Objective:**

The objective of the workshop was to provide insights into the impact of Total Quality Management (TQM) on the performance, service attributes of quality, and customer satisfaction in the airline industry.

**Workshop Overview:**

The one-day workshop was attended by [insert number] participants from various backgrounds. The workshop commenced with an inaugural address by Dr. Nagarajan G, followed by a lecture by Dr. S.B. Kalatage.

**Highlights:**

- 120+ MBA students attended the seminar
- Interactive sessions, panel discussions, and Q&A sessions
- Networking opportunities with industry experts and alumni



**Key Takeaways:**

The workshop provided valuable insights into the importance of TQM in the airline industry. The key takeaways from the workshop were:

1. TQM is essential for ensuring high-quality services in the airline industry.
2. Service attributes of quality, such as punctuality, safety, and customer service, are critical for customer satisfaction.
3. Effective implementation of TQM can lead to improved customer satisfaction, increased loyalty, and enhanced reputation.

### Lecture Highlights:

The airline industry in India has experienced significant growth in recent years, with an increasing number of passengers opting for air travel. To remain competitive, airlines must focus on delivering high-quality services that meet the evolving needs and expectations of customers. This workshop observes the service quality attributes of the airline industry in India, with a focus on responsiveness, assurance, tangible services, empathy, and reliability aspects of customer services.

Dr. Kalatage's lecture focused on the following key aspects:

1. Introduction to Total Quality Management (TQM)
2. Importance of TQM in the airline industry
3. Service attributes of quality in the airline industry
4. Impact of TQM on customer satisfaction
5. Case studies of successful implementation of TQM in the airline industry

The airline industry in India is highly competitive, with multiple players operating in the market. To differentiate themselves, airlines must focus on delivering high-quality services that exceed customer expectations. Service quality is a critical factor in determining customer satisfaction and loyalty.



### Service Quality Attributes:

The service quality attributes of the airline industry in India can be evaluated based on the following dimensions:

1. **Responsiveness:** This dimension refers to the willingness of airline staff to help customers and provide prompt service.
2. **Assurance:** This dimension refers to the ability of airline staff to convey trust and confidence to customers.
3. **Tangible Services:** This dimension refers to the physical evidence of service quality, such as the cleanliness and comfort of aircraft, airport facilities, and in-flight amenities.
4. **Empathy:** This dimension refers to the ability of airline staff to provide personalized attention and care to customers.
5. **Reliability:** This dimension refers to the ability of airlines to deliver services as promised and to maintain consistency in service quality.

### Conclusion:

The workshop was a huge success, providing participants with valuable insights into the impact of TQM on the performance, service attributes of quality, and customer satisfaction in the airline industry. The participants appreciated Dr. Kalatage's expertise and the interactive nature of the workshop. Based on the workshop, the following recommendations are made:

1. Organizations in the airline industry should prioritize the implementation of TQM to ensure high-quality services.
2. Service attributes of quality should be regularly monitored and evaluated to ensure customer satisfaction.
3. Training programs should be conducted to educate employees on the importance of TQM and its effective implementation.

### Acknowledgment:

We acknowledge the support and cooperation extended by Dr. S.B. Kalatage, Former Airport Station Manager, Air India-Saudi Arabia, for delivering a lecture on the topic.