

*The following research activity has been reviewed via QUT arrangements for the conduct of research involving human participation.
If you choose to participate, you will be provided with more detailed participant information, including who you can contact if you have any concerns.*

Passenger-Driven Experiences in Assessing Airport Service Performance

Research team contacts

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What is the purpose of the research?

Travelling is much enjoyable when every airport operator meets passenger expectation in every aspect of service. The purpose of this research is to develop airport indicators for every airport domain or service station (e.g. check-in, boarding, or baggage claims,) based on a complete set of passenger activities (i.e. departures, transit, and arrivals) in order to measure airport service performance. It is expected that the result of this research enable the airport management to identify improvement for certain airport domains in order to build higher value of service satisfaction in future airport operations. The perceived outcome of this research is to develop an Airport Indicators for Passengers Activities (AIPA) Model.

Are you looking for people like me?

You are invited to participate in this research as an airline passenger taking international flight(s). You could represent regular flyers, frequent or premium flyers, passengers with special needs, passengers with airport experience, low-cost carrier passengers, and passengers with high level of usage of self-service airport technology (e.g. internet check-in, automatic immigration clearance using biometric passport, etc).

Your opinions, ideas, and experience in airport passenger terminals will be highly valuable in order for us to gain insight into passenger experience, in particular to examine the relative importance of each airport domain or service station in order to improve airport service performance.

What will you ask me to do?

Three stages of data collection are expected:

- A survey will be distributed online to 400 international airline passengers and the estimated time to complete a survey is approximately 20 minutes.
- At the end of the survey, you will be asked whether you are willing to voluntarily participate in the next stage of the research, i.e., to be involved in a discussion in a focus group among peers with the same interest. If the answer is 'YES', we will ask you to leave your full name and contact details (your phone and email address). If the answer is 'NO', you can submit your survey anonymously.
- 30 participants will be recruited for the focus groups. Each focus group will be video recorded and take up to 90 minutes in order to discuss the selection of main criteria in measuring airport performance based on passenger activities and identify airports' passenger-centred indicators. This is expected to facilitate the development of an Airport Indicators for Passenger Activities (AIPA) Model as the perceived outcome of this research.
- To confirm that the AIPA Model is feasible, 60 air passengers will be interviewed at airports. The interviews of air-passengers in the airport terminal are expected to validate the implementation of AIPA Model in an airport passenger terminal including the use of airports' passenger-centred indicators. An audio recording will be made of each interview which will take approximately 20 minutes.

Are there any risks for me in taking part?

The research team does not believe there are any risks beyond normal day-to-day living associated with your participation in the first data collection (online survey) in this research. This survey has negligible risk, which means there is no foreseeable risk or discomfort from completing the survey and submitting it online.

However, there are minimal risks associated with your participation in the second and third data collection (i.e. focus group and interviews) in this project. These include potential inconvenience or discomfort due to a different point of views during the discussion or interview in evaluating the importance of airport domains and passenger perceived value of airport service. Some participants may be uncomfortable with the use of video recording during focus group and audio recording in interviews sessions.

The above-mentioned risks will be minimised as follows:

1. Before each session (including focus group and interview), participants will be given appropriate briefing on the description and objective of the research, the risks, the required time, and some familiarisation (general guidelines).
2. To facilitate smooth discussion during the focus group, a general result from the online survey (the first data collection) will be available. No survey result from each individual participant will be provided.
3. If there is a need to quote any participant's view which refers to a focus group discussion in the research report, participant's name will not be used. Instead, the research team will use labelling such as Participant A, Participant B, etc.

Moreover, it should be noted that if you do agree to participate, you can withdraw from participation at any time during the project without comment or penalty.

Are there any benefits for me in taking part?

It is expected that this project will not benefit you directly. However, it may benefit various airport stakeholders including the aviation service provider of passenger experience at airport passenger terminals.

Moreover, the result of this research is to establish an Airport Indicator for Passenger Experience (AIPA) Model in order to measure airport service performance based on passenger experience. We hope that airport management will implement the AIPA model to offer better passenger experience in the future. Your participation will be highly appreciated in this process.

Will I be compensated for my time?

No. You will not be directly compensated but we would very much appreciate your participation in this research.

However, to recognise your contribution the research team will offer the following:

- An opportunity to be included in a lucky draw for those online survey participants who are willing to participate in focus group discussion (the second data collection). If you are willing to participate, full name and contact details (phone and email address) will be provided by interested participants. A prize will be drawn at the completion of the each focus group for six lucky winners (i.e. one winner for every focus group), who will receive \$20 Woolworths shopping voucher each if the group winner is an Australian resident or \$20 Kris Shop (In-flight Singapore Airlines) shopping voucher each if the group winner is an international participant.
- For those participants in focus groups who are invited based on their expertise or specialties (i.e. not from online survey participants) the research team will provide you with out-of-pocket expenses of \$30.
- In addition, a prize will be drawn at the completion of the project for one lucky winner who will receive \$100 Woolworths or Kris Shop shopping voucher. All participants (including those who participate in interview sessions) will be included. The winner will be notified by email.

Who is funding this research?

The project is not funded by any grant. However, this PhD research is funded by the Department of Education and Training of the Government of the Commonwealth of Australia through Australian Postgraduate Award (APA) Scholarships.

I am interested – what should I do next?

If you would like to participate in this study, please follow the below link:

www.dedywiredja.com

You will be provided with further information to ensure that your decision and consent to participate is fully informed.

Thank You!

QUT Ethics Approval Number: 150000345