

Measuring the Unmeasurable: A Holistic Metric for Passenger Satisfaction Incorporating Emotional Well-Being in Indian Aviation

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Abstract:

Passenger satisfaction within the Indian aviation industry has long been evaluated through operational indicators such as punctuality and baggage handling efficiency. However, these measures overlook the emotional dimension of air travel that significantly influences passenger perceptions and loyalty. This study proposes the Passenger Emotional Satisfaction Index (PESI) a comprehensive framework designed to quantify emotional well-being alongside traditional service quality metrics. Using a mixed-method approach, qualitative interviews identified six key emotional dimensions: Sense of Control, Cognitive Ease, Human Warmth, Physical Comfort, Perceived Fairness, and Biophilic Well-being which were subsequently validated through a quantitative survey of 502 passengers. Statistical modeling confirmed strong predictive relationships between these emotional factors and overall satisfaction levels. The findings reveal that emotional experiences, particularly feeling informed and respected, outweigh operational efficiency in shaping passenger loyalty. The PESI model thus provides airlines, airports, and regulators with a pragmatic tool to design emotionally intelligent services that enhance the holistic passenger experience in India's rapidly evolving aviation landscape.

Keywords:

Passenger Satisfaction, Emotional Well-being, Service Quality, Indian Aviation, Passenger Experience, Holistic Metrics.