

# **Perception of Service in Airlines: A comparison of Generation X and Generation Y**

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Abstract for Bachelor Thesis for Obtaining the  
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## **Abstract**

Nowadays the boundaries between full-service and low-cost carriers are becoming blurred. Despite this fact, people of different ages tend to have dissimilar opinions on airline service quality. This study aims to illuminate the differences in perception of service quality of airlines, particularly of low-cost and full-service carriers, customer loyalty and overall customer satisfaction between Generation X and Y. Previous research indicates that the relationship between generational factor and perception of service in airlines has not been investigated yet. Synthesizing the SERVQUAL model and the theoretical background, the set of hypotheses for the study is created. The primary data, obtained by conducting survey and interview, enables to run the statistical test in order to highlight the findings of the study. From the outcome of the investigation, it is possible to conclude that the researcher has received surprising results, which did not intersect with previous expectations from the study. The most important contributions of the study are a novelty and uniqueness of the findings, which are recommended to be successfully implemented in the further research on this topic.