Passenger Satisfaction in Southeast Asian Airports: Insights from User-Generated Online Content and Sentiment Analysis

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Abstract

Amidst the global transition post-COVID-19, the Asia-Pacific air travel sector, particularly in Southeast Asia, faces challenges in recovery. This research delves into passenger satisfaction at key airports in Southeast Asia through sentiment analysis of user-generated content from Skytrax. The study yields empirical evidence supporting service advancements in the region and provides crucial insights for airport management and authorities, aiming to boost service standards and operational efficiency. By harnessing data science and machine learning, online platforms like Skytrax and traveler feedback furnish an alternative source for evaluating airport services. Online reviews serve as an avenue for passengers to express satisfaction levels and drive enhancements in airport operations. Despite the volume of feedback, advanced data mining and analytics are essential for effective utilization of this information. Through sentiment analysis of Skytrax reviews, pivotal factors influencing overall customer satisfaction can be identified, enabling stakeholders to align services with passenger expectations. This study not only enriches comprehension on airport service quality but also underscores its influence on passenger experiences, opening avenues for future explorations on the relationship between service quality and airport performance metrics.

Keywords: air transportation; airport service quality; data mining; passenger feedback; Skytrax.