

BRIGITTA PALATINUS**University of Debrecen Faculty of Applied Economics and Rural Development, Hungary****CUSTOMER SERVICE RESEARCH AT THE AIRPORT DEBRECEN****Abstract:**

From June 2012 continuous scheduled air services have begun at the Debrecen International Airport between the destinations London-Luton and Debrecen, which is a milestone on the increase of passenger numbers. Thanks to the new WizzAir flight route the airport's passenger traffic and the number of the city visitors started to increase in the last year, moreover in the future further growth is expected. My research's goal is to prove the fact that the improvement of customer service ensures the growth of foreign passengers arriving in town.

Currently the Debrecen International Airport has WizzAir flights scheduled weekly between London-Luton - Debrecen and between Eindhoven- Debrecen. The studied people are foreign passengers spending a certain amount of days in Debrecen. It should be emphasized that there are no secondary data about the demographic composition of passengers at the Debrecen International Airport.

Customer service research of passengers arriving to or travelling via Airport Debrecen needs a process structure which contains every service used by the passengers from their arrival to the airport - and previously buying tickets, gathering information about the city, then housing and dining services, transport etc. - until departure. A process structure like this allows us to carry out a benchmarking method to compare other cities passenger service. To build up a structure we have to make segmentation according to the traveler's motivation because they use different services according to their motivation. An important starting point for the research is to determine what kind of services do the visitors of Debrecen use.

Process structure development is based on a questionnaire aiming to measure passenger segmentation and satisfaction, so it is the results of the data analysis gained from the questionnaires.

The questionnaires' target is to gain information about the features of the passengers arriving to and departing from the Debrecen International Airport and to examine their satisfaction regarding the services used while staying in Debrecen. First part of the questionnaire included questions about the visitors and their motivations, the second part required information about the evaluation of the services used.

On the poster I introduce the conclusions and the results gained in the course of the semi-annual investigating period.

Keywords:

customer service, satisfaction, airport, process