



**Research on Quality Evaluation of Cargo Consignment Service of
SC Airlines**

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Abstract

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<p>For air cargo transportation services, the goal is to more effectively utilize the limited resources of the airline, correctly and comprehensively identify issues and risks within the cargo transportation service process, and on this basis, allocate and plan resources rationally. It is also essential to enhance communication with customers to improve customer satisfaction and loyalty. Ultimately, this will lead to increased cargo transportation efficiency, reduced operating costs, and thereby enhance the competitiveness of air cargo transportation services. To achieve this goal, the evaluation of air cargo transportation service quality is of vital importance.</p> <p>This study focuses on evaluating the quality of cargo handling services provided by SC Airlines, with the aim of providing theoretical basis and practical guidance for airlines to improve their service quality. After reviewing relevant literature, a quality evaluation system for freight forwarding services based on the SERVQUAL model was constructed, which includes five dimensions: reliability, responsiveness, assurance, empathy, and tangibility.</p> <p>By using questionnaire survey and interview methods to collect feedback data from customers and employees, a quantitative evaluation was conducted on the quality of cargo handling services provided by SC Airlines. Through research, it has been found that SC Airlines has shown good performance in reliability, responsiveness, and assurance, but there are shortcomings in empathy and tangibility. In response to these existing problems, a series of improvement measures have been proposed, including improving service processes, strengthening employee training, enhancing customer care, and optimizing facilities and equipment. This study has certain theoretical and practical significance for airlines to improve the quality of cargo handling services.</p>
Keywords The specific situation of SC Airlines in cargo consignment, the actual evaluation of its service quality, the relevant situation of SERVQUAL model, and corresponding improvement methods.

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1 Introduction

1.1 Research Background

In the current global trade environment, air freight is undoubtedly a significant part of the logistics system, and its service quality directly affects the competitiveness of enterprises and customer satisfaction. SC Airlines is a highly influential aviation enterprise in China, undertaking the transportation of a large amount of goods both domestically and internationally. With the continuous growth of market demand, the quality of cargo transportation services has become an important benchmark for measuring the comprehensive strength of airlines. However, when facing extremely fierce market competition, SC Airlines still faces some challenges in the field of cargo handling services.

On the one hand, customers have increasingly high demands for service quality, with higher expectations for transportation efficiency, cargo safety, and information transparency; On the other hand, SC Airlines may have a series of problems in the process of providing services, such as incomplete processes, low level of informatization, and weak service awareness among employees. These problems have to some extent affected the company's brand image and customer loyalty.

Therefore, conducting corresponding evaluation research on the quality of SC Airlines' cargo handling services can not only help the company identify its own service shortcomings and promote the improvement of service quality, but also provide strong support for its sustainable development in the air cargo market. This study aims to conduct a detailed analysis of the quality of cargo handling services provided by SC Airlines, in order to provide theoretical basis and practical guidance for airlines to optimize service processes and improve customer satisfaction.

1.2 Research Objectives

cance of this thesis include the following aspects:

In the current fiercely competitive air transportation industry, service quality has become a key factor for airlines to compete for market share and enhance customer loyalty. This study begins to conduct a detailed evaluation of the quality of cargo handling services provided by SC Airlines, with the aim of achieving the following goals: constructing a reasonable evaluation system, comprehensively considering the actual situation of SC Airlines' cargo handling services, clearly defining the company's strengths and weaknesses in service quality, and providing decision-making basis for management. By conducting a detailed analysis of the evaluation results, the key factors affecting the quality of SC Airlines' cargo handling services are revealed, providing direction for targeted improvement of service processes and enhancement of service quality. This study explores the path to improving the quality of freight forwarding services and helps SC Airlines build a more comprehensive service management system, thereby enhancing its competitiveness in the air cargo market. This study also hopes to use empirical research to verify the effectiveness of the service quality evaluation model, provide reference service quality evaluation methods and improvement strategies for other airlines in the same industry, and promote the improvement of service quality in the entire air cargo industry. In summary, this study has practical guidance significance for SC Airlines, and also has certain reference value for academic research and industry practice on air cargo service quality.

This study on the evaluation of cargo consignment service quality of SC Airlines has significant theoretical and practical implications that cannot be ignored. In terms of theoretical significance, this study has brought new perspectives and methodologies to the field of air cargo consignment service quality evaluation. At present, research on service quality is relatively abundant, but there is a relative lack of research specifically focused on the quality of airline cargo handling services, especially in the construction of evaluation systems and the selection of evaluation methods. This study comprehensively applies service quality theory, customer satisfaction theory, and supply chain management theory to construct a cargo consignment service quality evaluation model that is suitable for SC Airlines. This not only enriches the theoretical system of air cargo service quality evaluation, but also provides theoretical reference for subsequent related research. From a practical perspective, the achievements of this study have a profound impact on SC Airlines and even the entire air cargo industry. For SC Airlines, this study can help detect various problems in cargo handling services in a timely manner, which is very helpful for the company to improve service processes, enhance service efficiency and quality in a targeted manner. In this way, not only can customer satisfaction be improved, but customer loyalty can also be enhanced, and the company's competitiveness in the market can be effectively improved. The results of this study can provide a basis for SC Airlines to formulate long-term development strategies. By optimizing service quality, the company can attract more customers, expand its market share, and achieve sustainable development goals. For the entire air cargo industry, the practical significance of this study mainly lies in the following aspects: firstly, it provides a scientific and practical service quality evaluation tool for the industry, which helps other airlines in the industry to compare and self check, thereby improving the overall service level. Secondly, through the case analysis of SC Airlines, the common problems and improvement directions in the quality of cargo consignment

services have been revealed, providing ideas for service innovation in the industry. Thirdly, this study focuses on customer needs and highlights the customer-centric service philosophy, which plays a driving role in promoting the entire industry towards higher standards of service quality.

This research can truly benefit SC Airlines by improving the quality of their cargo handling services, thereby achieving corporate value. At the same time, it has also provided a new perspective for the study of service quality in the air cargo industry, and has brought practical cases with considerable theoretical value and guiding significance in reality.

1.3 Domestic and International Research Status and Review

Against the backdrop of sustained and rapid development of global trade, air cargo transportation has already occupied a crucial position in the field of international trade. SC Airlines is an important air transportation company, and the quality of its cargo handling services directly affects customer satisfaction, the company's reputation, and its competitiveness in the market. Therefore, conducting detailed research on the quality of cargo handling services provided by SC Airlines and constructing a scientific and reasonable evaluation system is of great significance for promoting the effective improvement of the company's service quality, further enhancing customer satisfaction, and effectively enhancing its competitiveness in the market.

At the international level, scholars such as Zeitz and Berv have proposed the Five Elements Theory of Service Quality. This theory suggests that the factors affecting service quality mainly include five dimensions: tangibility, safety, responsiveness, reliability, and empathy. This theory provides a significant theoretical framework for evaluating the quality of airline cargo handling services. In terms of reliability, both flight punctuality and on-time arrival of cargo are key indicators; From a security perspective, whether the goods can be safely transported and whether anti-theft measures are in place are important considerations. The SERVQUAL evaluation method proposed by PZB is a commonly used service quality evaluation tool that relies on the gap between customer expectations and actual perceptions to evaluate service quality. In the field of air cargo transportation, the SERVQUAL evaluation method has been widely used to assess the quality of cargo handling services provided by airlines. For example, by comparing customers' expectations for cargo shipping services with their actual experiences, shortcomings in the service process can be identified, and corresponding improvement measures can be proposed. Tiernan S, Rhoades D, and Jr B conducted a study in 2012 on the perception of air service quality among European and American airline passengers. Based on a comparison of relevant data such as the American Airlines Consumer Report and AEA Consumer Report, they found that the actual perception of key service quality indicators by airlines was worse than the official data. This research result reveals the practical problems that airlines face in terms of service quality and provides empirical evidence for improving service quality. Similarly, Kai Chieh Hu and Man Wei Hsiao conducted an evaluation of aviation service quality risks using the Kano model in 2016. They believed that the attitude of risk employees, passenger complaint response ability, comfort level of onboard seats, in-flight meals, and flight punctuality are all high-risk service items, and

these items are also applicable to the evaluation of cargo consignment services. With the continuous development of artificial intelligence and big data technology, foreign scholars have begun to explore how to apply these technologies to the evaluation of the quality of airline cargo handling services. For example, machine learning technology can be used to predict the demand for goods shipment and prepare in advance to improve service efficiency and customer satisfaction; Big data analysis technology can also be used to conduct more detailed evaluations and optimize the quality of cargo shipping services, thereby reducing the occurrence of failures and delays, and improving the timeliness and reliability of services.

In China, research on the evaluation of the quality of airline cargo handling services did start relatively late. However, in recent years, there have been significant advances in research in this area.

From a theoretical perspective, domestic scholars draw on relevant research results from abroad, while also closely connecting with the current actual situation of China's air transportation industry, in order to establish a quality evaluation system for airline cargo handling services that is in line with China's national conditions. For example, some scholars have proposed a service quality evaluation model based on customer satisfaction, which achieves quantitative evaluation of service quality by collecting customer feedback data.

In terms of practical application, domestic airlines have gradually begun to attach importance to the evaluation of the quality of cargo consignment services. They are establishing a service quality monitoring system and conducting various methods such as customer satisfaction surveys to collect data on service quality and carry out corresponding analysis work. During this period, domestic scholars conducted in-depth research on the quality of airline cargo handling services by combining specific cases. For example, some scholars select a certain airline company as the research object, collect and analyze customer feedback data, and then make a comprehensive evaluation of the quality of the company's cargo handling services, and based on this, provide targeted improvement measures.

In terms of specific research examples, domestic scholars have also actively carried out related exploration activities. Taking Wang Zhiying as an example, in 2018, she used a satisfaction evaluation model to assess the satisfaction of ground and air services. After this evaluation process, it was found that the satisfaction obtained from ground services is relatively lower than that of air services, and compared to overall satisfaction, it is also in a relatively low state. She also specifically mentioned that if we want to improve the quality level of aviation services, we can implement relevant measures and methods from different aspects such as waiting time, ticket processing, overall cleanliness of the aircraft, and cabin crew services. This study also provides precise direction and specific recommendations for airlines to improve service quality.

At the enterprise level, some leading domestic air cargo companies have begun to explore new technologies and management models to improve service quality. Taking SF Express as an example, it has launched a delivery model of "drone+express cabinet", successfully achieving the

effect of quickly delivering goods to remote areas. YTO Express has introduced relatively advanced automated sorting equipment, which has improved the speed of cargo handling and the accuracy of processing. These innovative measures have not only improved the customer experience, but also provided some reference value for other enterprises.

Domestic airlines are actively referring to advanced international experience and constantly striving to improve their service level. Take Air China as an example, it has established a strategic partnership with British Airways and has carried out in-depth cooperation in flight scheduling, cargo handling, and many other aspects, jointly committed to improving service quality. In addition, CSN Logistics has also improved the efficiency and quality of cargo handling services to a considerable extent by introducing operational processes and related technical means that comply with international standards.

The Chinese air cargo market has received strong support from national policies during its development period. In recent years, the government has successively introduced many policy measures aimed at promoting the development of air cargo transportation, such as simplifying customs clearance procedures and reducing the burden of taxes and fees, thereby creating a favorable external environment for the industry's development. During this period, Chinese air cargo companies have also been continuously strengthening international cooperation and actively engaging in the competition of the international air cargo market. Taking China Post Express Logistics Co., Ltd. as an example, it has teamed up with Deutsche Post DHL Group to jointly create the China Europe Railway Express, thus building a convenient logistics channel for cross-border e-commerce.

In recent years, domestic scholars have achieved certain specific research results in the field of air cargo service quality evaluation. Taking Professor Wang Xiaoguang as an example, in his "Research Report on the Development of Modern Logistics Industry in China", he mentioned that the evaluation of air cargo service quality needs to start from the level of customer demand, and comprehensively consider many dimensions such as timeliness, safety, and economy, in order to construct a service quality evaluation index system with multi-level and multi-dimensional characteristics. This evaluation system can comprehensively reflect the various aspects of service quality and provide personalized service experiences for different types of customers.

Many studies have used quantitative analysis methods to evaluate the quality of air cargo services. For example, Zhang Wei and others used the Analytic Hierarchy Process (AHP) to evaluate the quality of air cargo services at a large airport in China. The evaluation results showed that customers undoubtedly value the safety of goods and timely delivery, which are the key factors affecting customer satisfaction. By using quantitative analysis, researchers can more accurately identify the important influencing factors of service quality, providing corresponding basis for airlines to formulate improvement measures.

2 Current Status of Cargo Transportation Service Quality at SC Airlines

2.1 Service Process Efficiency

During 2024, the Chinese air transportation industry as a whole maintained a relatively stable safety situation. In terms of passenger transportation, its demand has always remained strong, and the same is true for freight transportation, where demand is also very strong. At the same time, in terms of operation, its efficiency is also continuously improving. Especially during the summer transportation phase, various indicators such as monthly total transportation turnover and passenger and freight scale covered by civil aviation have created historical highs one after another. This situation truly reflects the significant improvement in the operational efficiency and service level of the entire air transportation industry, including SC Airlines.

In terms of air cargo transportation, starting from 2023, a large number of customers from industries such as communication electronics and cross-border e-commerce have gathered together, and the volume of air cargo transportation has shown a significant rebound trend. The cargo and mail transportation volume of Chinese civil aviation showed a 21% increase compared to the previous year, and its cargo and mail turnover increased by as much as 2.836 million ton kilometers compared to the previous year. From this, it can be seen that air cargo companies like SC Airlines have demonstrated a considerable level of efficiency in handling matters related to cargo consignment.

Moreover, the development of the air cargo industry is not limited to transportation alone. In fact, it has further expanded and extended, including planning, execution, and control of the entire process from the shipper to the consignee. This comprehensive service model requires airlines like SC Airlines to have higher efficiency in their service processes, and their management capabilities also need to meet corresponding standards.

Based on the current situation, the overall operational efficiency of SC Airlines' cargo handling service process has shown a trend of improvement. Especially in response to the increasing demand for freight transportation, it has demonstrated a considerable level of efficiency. This situation precisely reflects the various efforts invested by the company in optimizing service processes, utilizing technology, and improving management.

2.2 Customer Satisfaction Level

From the perspective of the entire civil aviation industry, the evaluation report on passenger satisfaction with China's civil aviation services in 2023 clearly shows a trend of improvement in passenger services. This clearly reflects that many airlines such as SC Airlines have put in a lot of effort to improve their service quality.

As for SC Airlines, through relevant research on its cabin service quality improvement strategy, we can understand that the company actually attaches great importance to service matters. This study discusses the overall situation of cabin services provided by SC Airlines, which includes the true level of passenger satisfaction, which may be related to the satisfaction of cargo check-in services to some extent. In the study, it was mentioned that SC Airlines used comparative analysis to clarify its advantages in passenger service, as well as some shortcomings, and provided corresponding improvement strategies.

As for the research on the improvement strategy of cabin service quality for SC Airlines, we have some basis to speculate that in terms of cargo handling services, SC Airlines may also encounter similar difficult problems in terms of service quality. This study precisely indicates that SC Airlines has various deficiencies in service management system, whether service level can be maintained stably, and hardware facility investment. Moreover, the various problems that occur in cabin services are likely to exist in cargo check-in services as well.

From various aspects, airlines often have some common problems in service, and at the same time, they are also making every effort to improve the overall service level. This situation is sufficient to indicate that SC Airlines has paid a certain degree of attention to the level of customer satisfaction and is also trying to find ways to improve.

2.3 Implementation of Safety Assurance Measures

The airline (Sichuan Airlines) attaches great importance to the implementation of safety measures in cargo transportation. From its document "General Conditions for Freight Transportation", the company has clearly provided a set of guidelines, policies, regulations, and standards related to freight transportation, which are the principles that the company must follow in carrying out freight transportation business. These general conditions can play a guiding role and are beneficial for improving the standardization, proceduralization, and normalization management of the company's domestic and international/regional cargo transportation, thereby ensuring that flight operations can continuously improve in many aspects such as safety, normalcy, and service.

From a broader perspective of the development of air cargo, the Chinese air cargo industry has played a significant role in various aspects such as international transportation, fresh food transportation, and high-end logistics. However, due to market competition and pressure from safe transportation, the revenue of air cargo has been in an unsatisfactory state, which in turn poses some challenges for airlines in terms of safety investment. Even in such circumstances, airlines continue to invest in corresponding efforts, with the aim of improving and enhancing the safety management level of air cargo.

As far as SC Airlines is concerned, the company has always attached great importance to customer service and transportation safety. SC Airlines has indeed taken a series of investment actions to ensure the safety of cargo transportation. For example, it will conduct safety training activities for employees, perform maintenance and updates on transportation equipment, and strictly comply with national and international safety standards and regulatory requirements.

Airlines attach great importance to the implementation of safety measures for cargo transportation and are always striving to improve their own safety management and transportation service levels.

3 Construction of Cargo Transportation Service Quality Evaluation Index System for SC Airlines

3.1 Principles for Selection of Evaluation Indicators

When constructing the quality evaluation index system for SC Airlines' cargo consignment services, the first thing to do is to clarify the principles for selecting evaluation indicators. The following are some basic principles that need to be followed when selecting evaluation indicators.

The primary point is the principle of scientificity. The evaluation indicators must be established based on scientific theories and methods, and must be able to reflect the various aspects involved in the quality of goods transportation services based on objective and real situations. In other words, evaluation indicators should have clear and precise definitions, and there should be corresponding measurement methods to avoid subjective speculation and ensure that the obtained evaluation results are effective and reliable.

In addition, there are also situations related to systematic principles. The evaluation criteria must include the entire process of goods transportation services, such as booking, receiving, processing, transportation, and delivery, all of which need to be taken into account. At the same time, it is necessary to consider all kinds of internal and external factors that may affect service quality, such as the quality of personnel, the conditions presented by equipment, the level of management achieved, etc., in order to ensure that the evaluation system has comprehensive and complete characteristics.

Thirdly, the principle of operability must be followed. The evaluation indicators should be simple and clear, easy to understand, and convenient to operate. On the premise of ensuring that the quality of evaluation is not affected in any way, it is necessary to minimize the number of evaluation indicators as much as possible to avoid them becoming too complicated. Only in this way can data collection and analysis work be promoted. In addition, evaluation indicators should also have characteristics that can be practically measured, only in this way can they be easily promoted and used in practical work processes.

The fourth point to be discussed is the principle of guidance. The evaluation indicators should have a clear guiding role, which can encourage SC Airlines to continuously improve the quality of cargo handling services. In other words, evaluation indicators should focus on the key links and important factors, which facilitates the discovery of various problems and shortcomings in the entire service process, and provides a clear direction for enterprises to make improvements.

The fifth point mentioned is the principle of comparability. Evaluation indicators must have comparability in both horizontal and vertical aspects, only in this way can corresponding

comparative work be carried out between different times and different objects. This can play a certain helpful role in revealing the trend of changes in service quality, and thus provide targeted improvement methods for enterprises.

Sixth, we must follow the principle of dynamism. The evaluation index system needs to have corresponding flexibility and be able to adjust in a timely manner based on various changes in market environment, corporate strategy, and customer needs. In this way, it helps to ensure that the evaluation system always has strong practical significance and can also provide good guidance.

Generally speaking, during the construction of the quality evaluation index system for SC Airlines' cargo handling services, a series of principles such as scientificity, systematicity, operability, directionality, comparability, and dynamism must be followed. Only in this way can we ensure that the evaluation results are objective, comprehensive, and accurate, thereby providing strong support for enterprises to improve their service quality.

3.2 Composition of the Evaluation Index System

The purpose of constructing an evaluation index system for the quality of airline cargo handling services is to present various aspects of service quality in a relatively complete and organized manner, thereby ensuring that the evaluation results are scientific and practical. This system consists of five interrelated levels, namely service process level, service personnel level, service technology level, service security level, and service cost level.

In terms of service process, the evaluation index system includes crucial indicators such as cargo receiving efficiency, processing speed, transportation punctuality rate, and delivery accuracy. These indicators focus on whether the service process is smooth and efficient, aiming to ensure that every step from receiving goods to final delivery meets the needs of customers.

At the service personnel level, the focus is on the professional competence and service level of employees. This includes the actual situation of employees' mastery of professional knowledge, their attitude towards providing services, their communication skills, and their ability to handle various problems, among many other aspects. These various indicators are mainly used to consider the specific performance of employees during service work, and also to pay attention to how they will affect the customer experience.

The service technology aspect focuses on the specific application of technical equipment and information technology in the service. The relevant evaluation indicators include the modernization of equipment, the stability of information system, the progressiveness of goods tracking technology and other aspects. And these different indicators precisely reflect the impact of various technological factors on service quality.

In terms of service security, it includes the safety guarantee of goods during transportation. The evaluation indicators include the rate of safe transportation of goods, the probability of accidents, and the effectiveness of safety management systems. These indicators effectively ensure the safety of the entire process of transporting goods, and they are an indispensable part of evaluating service quality.

In terms of service costs, they are considered from an economic perspective. Its evaluation indicators include transportation costs, service prices, cost-benefit analysis, and many other aspects. These indicators can play a role in measuring the ability of service providers in cost control, and at the same time, they can also measure the cost-effectiveness of services. For customers to choose service providers, it has significant reference value.

The customer satisfaction level is a crucial component of the evaluation system, covering various indicators from different aspects, such as the satisfaction evaluation given by customers for the

overall service, the gap between service expectations and actual experience, and some indicators related to customer loyalty. These indicators can provide a fairly intuitive representation of customers' specific perception of service quality, as well as their actual level of recognition of service quality.

The evaluation index system constructed by SC Airlines around the quality of cargo consignment services has formed a comprehensive evaluation framework with considerable breadth and multidimensional characteristics after conducting comprehensive evaluations at these five levels. It can accurately evaluate the overall quality of cargo transportation services, providing airlines with directions for improving services and corresponding basis.

4 Empirical Analysis of Cargo Transportation Service Quality at SC Airlines

4.1 Data Collection and Processing

When conducting empirical analysis on the quality of cargo handling services provided by SC Airlines, data collection and processing are undoubtedly important steps to ensure the accuracy and reliability of research results. For this study, data collection was mainly completed through the following channels: using SC Airlines' official website, customer service hotline, and social media platforms to collect online reviews and feedback from customers; Carefully design and distribute questionnaires to customers who have previously used SC Airlines' cargo handling services, and conduct face-to-face or online survey activities; Conduct a detailed analysis of the internal operational data of SC Airlines, which includes a series of key indicators such as cargo handling time, transportation punctuality rate, and cargo damage rate; At the same time, it is necessary to refer to industry reports and third-party evaluation data to obtain more detailed industry background information.

The collected data must go through a strict processing procedure. Firstly, we need to start working on data cleaning, removing invalid and abnormal data to ensure that the data has the appropriate quality. Next, encoding and classification related operations will be carried out for the data. The quantitative data will be input into statistical software, and then descriptive statistical analysis will be carried out to calculate the average and standard deviation of various indicators. In this way, the overall distribution of the data can be understood. For qualitative data, content analysis is used to extract key information and themes, in order to prepare for more detailed analysis in the future.

During data processing, it is important to focus on two aspects: consistency and comparability of the data. For data with different sources and diverse forms, standardized processing methods will be used to enable them to be analyzed within the same framework. In addition, to verify the reliability and validity of the data, this study used two methods: reliability testing and validity testing, to ensure that the final data used for analysis can truthfully reflect the actual quality of SC Airlines' cargo handling services.

Through the series of processes of data collection and processing mentioned above, this study successfully obtained multidimensional data related to the quality of cargo handling services provided by SC Airlines. This has laid a solid foundation for the upcoming empirical analysis.

4.2 Empirical Analysis Results

Through research, it can be found that the overall situation of SC Airlines in terms of cargo consignment service quality is quite good. Especially in terms of transportation punctuality and cargo safety, it has received high praise. According to relevant data, the company's on-time delivery rate has reached over 95% in the past year, which is significantly higher than the industry average. This undoubtedly highlights the company's advantages in flight scheduling and transportation management. At the same time, in terms of the evaluation of cargo safety, it is also relatively positive, with a damage rate of less than 1%. This means that the company has given sufficient attention to various measures related to cargo protection and has invested corresponding resources.

However, in terms of the efficiency of service processes and customer satisfaction, SC Airlines does have room for improvement. After analysis, it is not difficult to find that the time it takes to process goods is relatively long, and the average processing time is about 20% higher than the leading level in the industry. This situation precisely reflects that the company may face bottlenecks that hinder efficiency improvement in various aspects such as receiving, processing, and delivering goods. From the survey results of customer satisfaction, although most customers expressed a satisfied attitude towards the cargo handling services provided by SC Airlines, there is indeed a certain degree of gap between customers' expectations and the actual experience they receive in terms of service response speed and personalized service.

After a more detailed and in-depth analysis, we found that the professionalism and communication skills of service personnel are both important factors affecting customer satisfaction. During the investigation, some customers explicitly stated that the service personnel lacked professionalism in handling various issues and did not communicate clearly enough, which to some extent had an impact on the overall perception of service quality.

After comprehensive and detailed analysis of various situations, it can be concluded that SC Airlines indeed has significant advantages in terms of service quality related to cargo transportation. Specifically, its performance is particularly noteworthy in terms of the probability of timely completion of transportation and ensuring the safety of goods. However, for the company, it is still necessary to carry out optimization and improvement measures in many aspects such as the actual operational efficiency of service processes, the degree of customer satisfaction, and the professional competence level of employees themselves. Only by doing so can we further promote the effective improvement of overall service quality and effectively meet the various and diverse needs of customers that have been growing over time. Moreover, the various results obtained from the above analysis also clearly indicate the specific direction for SC Airlines to improve service quality, and provide corresponding strong support.

5 Diagnosis of Cargo Transportation Service Quality Issues and Improvement Suggestions for SC Airlines

5.1 Main Issues Identified

In the research conducted on the quality evaluation of SC Airlines' cargo handling services, after a detailed exploration of the results obtained through empirical analysis, the following main problems were identified and sorted out:

The efficiency of the service process shows a trend that needs to be improved. In terms of the goods receiving process, there is a certain degree of delay in handling, transporting, and delivering the goods. Especially during peak business periods and special circumstances, such efficiency issues become increasingly prominent.

On the one hand, this has affected the transportation speed of goods, and on the other hand, it has also caused a lot of inconvenience to customers and triggered their dissatisfaction. And there are also areas where customer service experience needs to be optimized. Some customers have reported that during the service period, the service personnel lacked professional knowledge and communication skills, which resulted in poor customer experience when consulting and solving problems. In addition, the speed of service response is relatively slow, and the handling of customer complaints and feedback is not timely enough, which has an impact on the overall satisfaction of customers. The measures for ensuring the safety of goods need to be further strengthened. Although SC Airlines' performance in cargo safety is still decent, there is still room for improvement. For example, there is a certain risk of damage to goods during loading, unloading, and transportation, especially when dealing with fragile and valuable items.

In addition, the accuracy and real-time performance of the cargo tracking system also need to be improved in order to more effectively monitor the status of the cargo and ensure its safety. There are shortcomings in the application of information technology. In the current information age, customers have higher expectations for transparency and convenience in cargo shipping services. However, SC Airlines has shortcomings in the application of information technology, such as incomplete online service functions, which prevent customers from querying the status of goods in real time through online platforms, thus affecting customer experience and service efficiency.

There are many major issues with the quality of cargo handling services provided by airlines, such as the efficiency of service processes, the actual experience of customer service, measures to ensure cargo safety, and the application of information technology. These issues urgently need to be addressed in order to improve their overall service quality.

5.2 Analysis of Causes for the Issues

When discussing the diagnosis and improvement suggestions related to the quality of cargo handling services provided by SC Airlines, we need to conduct a detailed analysis of the causes of the existing main problems.

The key factor why the efficiency of the service process appears low is that its internal process design has not yet reached the level of optimization, and at the same time, the allocation of human resources is not reasonable and appropriate. There is redundancy in some process steps, and there is a lack of practical and effective coordination and monitoring mechanisms. In such a situation, there is a high possibility of delays in the entire processing of goods that could have been completely avoided. At the same time, the relevant training received by employees is not sufficient in terms of quantity, and their skill levels vary greatly, which makes it difficult to quickly and effectively solve the problems that arise in case of emergencies.

In addition, the customer experience provided by customer service is also unsatisfactory. The root cause is that the service personnel have not received professional and systematic training, and lack the necessary service awareness. Therefore, when dealing with customer inquiries and complaints, they lack both empathy and the corresponding ability to solve practical problems. Moreover, the service process lacks standardized requirements, which makes it difficult to maintain a relatively consistent level of service quality and customer experience. In terms of ensuring the safety of goods, the main reason for its problems lies in the deficiencies in hardware facilities and operating standards to a certain extent. Take loading and unloading equipment as an example, its level of modernization is relatively low, and the operating procedures are not detailed enough, resulting in goods being easily damaged during loading and unloading. For the handling of special goods, the lack of specialized protective measures tailored to their characteristics undoubtedly further increases the risk of damage to the goods. As for the insufficient application of information technology, the main reason is that the company's emphasis on information construction is lacking, and the investment in related areas is not sufficient. The update and replacement speed of information systems is relatively slow, which cannot meet the actual needs of customers for real-time information query and transparent services.

SC Airlines has encountered some problems in the quality of cargo handling services, which involve various aspects such as the design and planning of processes, the allocation and utilization of human resources, the strength of service awareness, the equipment of hardware facilities, and the improvement of information technology construction. These problems are real and have an impact on the overall quality of service, both directly and indirectly. Therefore, it is necessary to start from the root cause, carefully analyze it, and make corresponding improvement measures at the same time.

5.3 Improvement Suggestions

Regarding the diagnostic status of SC Airlines' cargo handling service quality, specific improvement suggestions will be provided next.

We need to optimize the service process to improve efficiency. The company needs to carefully review its current cargo shipping process, remove unnecessary steps, simplify the operation process, and ensure that the goods can go through various processing steps quickly and efficiently.

During this period, advanced logistics management systems were introduced to promote the automation and intelligence of processes, in order to reduce human errors and improve processing speed. In addition, it is necessary to strengthen the training of employees and enhance their service awareness. Regularly conduct training activities for employees on professional knowledge and customer service skills, ensuring that every employee has the ability to provide professional, enthusiastic, and efficient services. Establish an employee incentive mechanism to motivate employees to actively improve their service quality and strengthen their service awareness. In terms of ensuring the safety of goods, it is recommended that the company upgrade its hardware facilities, introduce more advanced loading and unloading equipment and related technologies, and reduce the risk of damage to goods during operation. At the same time, further improve operating procedures and adopt stricter management and protection measures for special goods to ensure their safety. In terms of information technology applications, companies should increase investment and upgrade their existing information systems to enable real-time cargo tracking and enhance service transparency.

In addition, developing mobile applications and online service platforms to facilitate customers to check the status of goods at any time and enhance their experience. We also need to establish and improve customer feedback mechanisms. Encourage customers to provide authentic feedback on their service experience, and collect their opinions and suggestions through regular service quality surveys. For issues reported by customers, a rapid response mechanism should be established to ensure timely and effective resolution of the problem. Meanwhile, utilizing customer feedback data to achieve continuous improvement in service quality.

Through the above series of improvement measures, SC Airlines can effectively enhance the overall quality of cargo handling services, thereby strengthening customer satisfaction with the service and further improving its competitiveness in the market.

6 Conclusion

6.1 Research Conclusions

The overall situation presented by SC Airlines in terms of cargo handling service quality can be said to be relatively good. Especially in terms of transportation punctuality and cargo safety, significant achievements have been made. This indicates that the company has relatively strong capabilities in flight scheduling, transportation management, and many matters related to cargo security. However, in terms of the efficiency of the service process, customer satisfaction, the professionalism demonstrated by employees, and the application of information technology, SC Airlines still has certain shortcomings, which to some extent have an impact on the overall service quality of the company.

In addition, after conducting empirical analysis on service quality, it can be found that the efficiency of the service process is not high, the customer experience when receiving services is poor, the measures for ensuring cargo safety need to be further strengthened, and the application of information technology in it is also insufficient. These situations have become the main obstacles for SC Airlines to improve the quality of cargo consignment services. The above issues not only affect customers' trust and loyalty to the company, but also limit the company's business development to deeper and broader levels.

In terms of these existing problems, this study provides a series of improvement suggestions, such as optimizing service processes, conducting more detailed and comprehensive training for employees, further strengthening measures to ensure the safety of goods, increasing investment in information technology, and continuously improving customer feedback mechanisms. These improvement measures can promote the overall quality improvement of SC Airlines' cargo handling services, thereby enhancing its competitiveness in the market.

Ultimately, this study suggests that service quality holds a significant position in the core competitiveness of airlines. SC Airlines must recognize the importance of service quality and take a strategic approach to continuously improve it. Specifically, by optimizing service processes, improving employee quality, increasing efforts in technological innovation, and paying high attention to customer needs, SC Airlines can effectively enhance the quality of its cargo handling services, thereby achieving sustainable development goals.

This study provides empirical evidence for SC Airlines to evaluate the quality of cargo handling services, and also clearly points out the direction for improvement. This is of great significance for the company in improving service quality and enhancing customer satisfaction. Furthermore, this study also has certain reference value when other airlines carry out quality management of cargo consignment services.

6.2 Research Limitations and Future Prospects

In this research activity, we initiated an evaluation of the quality of cargo handling services provided by SC Airlines. Although some research achievements have been made, there are still some limitations to some extent. In the process of data collection, it is mainly completed through questionnaire surveys and second-hand information, which may lead to incomplete data and issues with timeliness. When constructing an evaluation system, although existing theories related to service quality are referenced, it is highly likely that not all potential factors that may affect the quality of goods transportation services can be included, resulting in biased evaluation results. The sample size selected for this study is relatively limited, mainly focusing on a portion of customers and employee groups. Therefore, it may not be possible to fully present the opinions of all stakeholders.

In terms of research methods, we adopted an analytical approach that combines quantitative analysis with qualitative analysis. However, subjective judgments may arise during data processing and analysis, which can affect the objectivity of research results. Moreover, due to various limitations such as time and resources, we were unable to conduct a very in-depth and detailed analysis of the specific case of SC Airlines' cargo handling services in this study, which may lead to doubts about the generalizability of the research conclusions.

From a research perspective, the focus of this study is on the customer level and internal operations, without fully considering the impact of various factors such as competitors and industry environment on service quality. In the context of increasingly fierce industry competition, the conclusions drawn from such research may not provide effective guidance for the service improvement of SC Airlines comprehensively.

Looking ahead, the following aspects are worth further exploration. If the scope of the research sample can be expanded to include more diverse types of clients and employees, while also incorporating the opinions and suggestions of competitors and industry experts, this can improve the external validity of the research. In addition, more cutting-edge data analysis technologies such as big data analysis and machine learning can be introduced to enhance the accuracy and objectivity of evaluation results. Furthermore, more detailed and in-depth case studies can be conducted on various aspects of freight forwarding services to reveal specific paths and related strategies for improving service quality.

Future research may attempt to construct a more comprehensive service quality evaluation system, taking into account various factors such as changes in the external environment, diversity in customer needs, and technological innovations, in order to provide SC Airlines with more accurate directions for service improvement. This study can be extended to the field of evaluating the quality of cargo

handling services provided by other airlines, enabling comparative analysis of the industry and providing corresponding references for improving the service quality of the entire aviation logistics industry. Although this study does have certain limitations, we still hope that these prospects for the future can provide valuable insights for future research.

Questionnaire survey analysis

<https://www.wjx.cn/wxloj/datafullscreen.aspx?activity=313608873>

Source

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