

for social sciences SPSS version 20.0 and the variables were later transformed to composite variables. These variables were transformed per hypothesis.

All the hypotheses were tested at a significance level of $\alpha = .05$. The entire test was two tailed. Decision Role-Reading Critical value and comparing with calculated value

-If the calculated value is greater than the critical value, then the Null (H_0) hypothesis is rejected, thus accepting the research (Alternative) hypothesis and vice versa.

-If the direction of the correlation is positive, it means that an increase in variable X will lead to a corresponding increase in variable Y and vice versa. Alternatively, a negative correlation signifies that an increase in variable X will lead to a decrease in variable Y and vice versa. Whereas, when the value of the correlation is zero, it means that there is significantly no relationship between the two variables.

The quantity r , called the linear correlation coefficient, measures the strength and the direction of a linear relationship between two variables. The linear correlation coefficient is sometimes referred to as the Pearson product moment correlation coefficient in honor of its developer Karl Pearson. The value of r is such that $-1 < r < +1$. The + and – signs are used for positive linear correlations and negative linear correlations, respectively. Positive correlation: If x and y have a strong positive linear correlation, r is close to +1. An r value of exactly +1 indicates a perfect positive fit. Positive values indicate a relationship between x and y variables such that as values for x increase, values for y also increase. Negative correlation: If x and y have a strong negative linear correlation, r is close to -1. An r value of exactly -1 indicates a perfect negative fit. Negative values indicate a relationship between x and y such that as values for x increase, values for y decrease. No correlation: If there is no linear correlation or a weak linear correlation, r is close to 0. A value near zero means that there is a random, nonlinear relationship between the two variables Note that r is a dimensionless quantity; that is, it does not depend on the units employed. A perfect correlation of ± 1 occurs only when the data points all lie exactly on a straight line. If $r = +1$, the slope of this line is positive. If $r = -1$, the slope of this line is negative.

A correlation greater than 0.8 is generally described as strong, whereas a correlation less than 0.5 is generally described as weak. These values can vary based upon the "type" of data being examined. A study utilizing scientific data may require a stronger correlation than a study using social science data. The coefficient of determination, r^2 , is useful because it

gives the proportion of the variance (fluctuation) of one variable that is predictable from the other variable. It is a measure that allows us to determine how certain one can be in making predictions from a certain model/graph. The coefficient of determination is the ratio of the explained variation to the total variation. The coefficient of determination is such that $0 < r^2 < 1$, and denotes the strength of the linear association between x and y. The coefficient of determination represents the percent of the data that is the closes to the line of best fit. For example, if $r = 0.564$, then $r^2 = 0.890$, which means that 89% of the total variation in y can be explained by the linear relationship between x and y (as described by the regression equation). The other 11% of the total variation in y remains unexplained. The coefficient of determination is a measure of how well the regression line represents the data. If the regression line passes exactly through every point on the scatter plot, it would be able to explain all of the variation. The further the line is away from the points, the less it is able to explain.

Hypothesis one

Ha: There is a significant relationship between Customer service and the growth of aviation companies

Ho: There is no significant relationship between Customer service and the growth of aviation companies

Each of these composite variables was then correlated with the composite variable growth of aviation companies. This data was then analyzed using SPSS and the correlation matrix generated by the software is presented on the table below;

Correlations

		Customer service	Growth of aviation companies
Customer service	Pearson Correlation	1	.241
	Sig. (2-tailed)		.574
	N	20	20

Growth of aviation companies	Pearson Correlation	.241	1
	Sig. (2-tailed)	.574	
	N	20	20
Coefficient of determination(r^2)		0.32	

Field work, NOVEMBER CAMAIR-CO. * Significant at .05 level

From the table presented above, we realized that the direction of the correlation is positive. However, we also realized that it's a moderate positive relationship. To better demonstrate this, we interpreted that Customer service has a moderate correlation value with Growth of aviation companies.

Interpretation of findings

The values in the table show the correlation while the coefficient of determination shows the direction of the correlation. This means that the correlation was a moderate positive correlation meaning that Customer service directly affects the Growth of aviation companies and thus the company success. Or we can say that there is a positive correlation in terms of managers of Camair-Co. having the tendency to think of solving problems, planning, creativity and strategic in order to make the organization to be up to its expectation. Employees with a strong affective commitment continue employment with the organization because they want to do so.

Hypothesis two

Ha: There is a significant relationship between Forecasting and the growth of aviation companies

Ho: There is no significant relationship between Forecasting and the growth of aviation companies

To test this particular hypothesis, the questions were transformed into composite variables. Each of these composite (Forecasting) variables were then correlated with the composite variable derived from the dependent variable (growth of aviation companies) using the Pearson product-moment correlation index. The summary can be presented on table below.

Correlations

	Forecasting	Growth of aviation companies
Pearson Correlation	1	.171
Sig. (2-tailed)		.625
N	20	20
Pearson Correlation	.171	1
Sig. (2-tailed)	.625	
N	20	20
Coefficient of determination(r^2)	0.691	

Field work, Camair-Co. * Significant at .05 level

Interpretation of findings

Forecasting showed a high and positive correlation value of .625, it signifies that if the managers of Camair-Co. uses Forecasting on its employees and customers hence affect the growth of the company on a positive direction. However, the fact that the direction of the correlation was positive indicates that, an improvement in the qualities of training the person using his skills could ensure the performance will improve significantly. According to Malone (1984) there are a few well-known facts about forecasting that is important to always remember. First, forecast, in general, is always wrong. No forecast is perfectly accurate; therefore, the goal is to achieve forecast within minimum error. Third, aggregate forecast, where data is drawn from various sources are generally more accurate than disaggregate forecast. Forecasting models consist of two components: a systematic component and a random component. The systematic component is what we are trying to predict, and often exhibits trends, or seasonality. (p. 216). We therefore accept H_a (the alternative hypothesis) and reject H_o (the null hypothesis) thus postulating that there is a significant relationship between the two variables.

Hypothesis three

H_o : There is no significant relationship between Information flow and the growth of aviation companies

Ha: There is a significant relationship between Information flow and the growth of aviation companies.

Correlations

	Information flow	growth of aviation companies
Information flow	Pearson Correlation	.751
	Sig. (2-tailed)	.327
	N	20
Growth of aviation companies	Pearson Correlation	.751
	Sig. (2-tailed)	.327
	N	20
Coefficient of determination(r^2)		0.564

Field work, Camair-Co. * Significant at .05 level

Interpretation of findings

The calculated value of the correlation between Information flow and the Growth of aviation companies show a strong positive correlation at a significant level of 0,05. This indicates that, there was a significant relationship between Information flow and the Growth of aviation companies. When the direction of correlation is positive, it means that as variable X increases, variable Y will increase and vice versa.

Since the direction of the correlation is positive at .564, it simply implies that Information flow have a contribution to the growth of aviation companies.. Therefore based on our findings we reject Ho and accept Ha stipulating that there is a significant relationship between refresher training and performance.

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

DISCUSSIONS

From our findings it is realized that hypothesis one show that there is a link between Customer service and the growth of aviation companies. This can be seen on table 5 where 60.0% of the workers strongly agree, 25.0% agreed, 10% disagree and 5% strongly disagree the fact that customer service has an influence on the growth of companies. According to Bovée & Thill (1992), quality and customer services present strong barrier against the competition, ensure customer loyalty; help to differentiate product and decrease marketing costs and increase company profit. Nowadays industrial producers are becoming providers of customer services too. This situation helps to extend their activities for customers. In fact, profit from provided customer services can be gained both for customers and also for companies. Many customers make final purchasing decision not only according to the product price, but also according to the range and level of customer services related to the product.

Also on table 6 we see that 55% of the respondent strongly agreed the fact that promptness in services increases performance, also 40% agree, 5% strongly disagree; from these, it is clear that majority of the respondent that is do agree that their promptness increases the performance of companies. Indicating the institution should implement promptness in their services. Most of companies working in different spheres of economy know very well that strategy of differentiation on the basis of special and “customized” services can be seen as an important opportunity to avoid a price war with competitors. Therefore, customer services become an integral part of searching for competition advantages in a wide range of economic spheres. There are some possible reasons concerning the above tendency, which may be mentioned here: flattening of demand in traditional production, increasing of international competition, a short life cycle of product innovations and important profit potential of services.

Hypothesis two also shows that there is a link between Forecasting and the growth of aviation companies. That is why in testing the second hypothesis we see that forecasting showed a high and positive correlation value of .625, it signifies that if the managers of Camair-Co. uses Forecasting on its employees and customers hence affect the growth of the company on a positive direction. However, the fact that the direction of the correlation was positive indicates that, an improvement in the qualities of training the person using his skills could ensure the performance will improve significantly. In general, forecasting techniques can be broken down into two categories; quantitative and qualitative. Quantitative forecasting

techniques consist of either time series analysis or causal models and rely heavily on historical data.

From table 14 we see that 40% of the respondent strongly agreed that forecasting has an influence aircraft companies, 45% agree, 10% disagree and 5% strongly disagree. From the above percentages it is seen that majority of the population do agree that forecasting helps an organization to know how to forecast that is $(40+45= 85)$ % of the sampled population. Holt's method, moving average and trend projection are just few examples of time series techniques. Causal methods consist of many different regression models. To contract, qualitative forecasting techniques are much less methodical and rely on judgment. Some examples are the Delphi method and sale force composites. Also on table 16 it is seen that 20% strongly disagree that time forecasting has an influence on airline companies, 40% agree, 40% strongly agree. From the above percentage it is seen that majority of the population are for the fact that time forecasting has an influence on airline companies that is 80% of the sample population.

Hypothesis three shows a link between information flow and the growth of aviation companies. From testing the hypothesis we realize the direction of the correlation is positive at .564, it simply implies that Information flow have a contribution to the growth of aviation companies. In order to cope with the issue of document indexing, search and retrieval and use of documents business information, the process of classification and metadata specification is focused on the selection of a set of labels representing contents as well as context-related properties of documents. From table 10 we see that 65% of the employees strongly agree that information flow has an impact on companies, 20% agree, 5% disagree, 10% strongly disagree. From the above percentage, it is seen that majority of the respondents agree with the fact that information flow has an impact on companies.

CONCLUSIONS

From our findings we can conclude that logistic services like customers service, sales forecast and even information sharing is very vital for the growth of marketing organizations especially with aviation companies like Camair-Co. Many customers make final purchasing decision not only according to the product price, but also according to the range and level of customer services related to the product. The companies which try to hold dominant position in provided customer services are forced to determinate and evaluate specific needs of their market segment and adapt their company strategy for them. Most of companies working in different spheres of economy know very well that strategy of differentiation on the basis of special and "customized" services can be seen as an important opportunity to avoid a price war with competitors. Therefore, customer services become an integral part of searching for

competition advantages in a wide range of economic spheres. In order to cope with the issue of document indexing, search and retrieval and use of documents business information, the process of classification and metadata specification is focused on the selection of a set of labels representing contents as well as context-related properties of documents.

5.3. RECOMMENDATIONS

Based on our findings the following recommendations were made;

- Firstly the company should be conscious about the likes and dislikes of their customers and make sure they put all in place to satisfy their customers. Remember in marketing one satisfied customer brings in ten more customers and vice versa. Therefore customer service skills like empathy, listening, smiling and communication skills should be emphasised in order to bring in more customers.
- Also the company should be able to understand the present market situation in order to make forecast about the future be it short, medium or long term forecast.
- Lastly information flow should be transparent as possible and to make sure the information reaches the right target. Information helps the customers to be aware of the company's product and as well as their qualities and based on this the customers will have that urge to buy hence influencing growth of the organisation.

In future research the candidate will like to work on the impact of Logistic flow on organisational performance.

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