

**СЕКЦИЯ D**  
**DOING BUSINESS IN MODERN WORLD ECONOMY**

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**THE RATING OF BELAVIA'S SERVICE**

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*Резюме – в сложных для авиакомпаний условиях, вызванных экономическими, политическими и эпидемиологическими проблемами, анализ качества сервиса и устранение недостатков в нем – необходимый этап для преодоления кризисных явлений. В этой статье приведены данные о рейтинге авиакомпании «Белавиа», позволяющие выявить наиболее слабые стороны ее сервиса путем изучения динамики рейтинга. Метод исследования заключается в сборе данных об отзывах пассажиров за определенный период и сравнении его с предыдущим периодом. Результатом работы является выявление наиболее низких показателей, а также причин, вызвавших их снижение.*

*Resume – in difficult conditions for airlines caused by economic, political and epidemiological problems, the analysis of the quality of service and the elimination of shortcomings in it is a necessary step to overcome the crisis. This article provides information on the rating of the airline «Belavia», allowing to identify the weakest aspects of its service by studying the dynamics of the rating. The research method lies in the fact of collection of data on passenger reviews for a certain period and comparison it with the previous one. The result of the work is an identification of the lowest indicators, as well as the reasons that caused their decline.*

**Introduction.** Airline industry is a considerable part of the national economy and a change in its functioning directly affects the country's GDP.

Over the past three years, airlines have faced significant challenges, concerning coronavirus pandemic and sanctions resulting from political conflicts. It is a fact, that airlines are among the first victims of the unstable situation, suffering from restrictions and cancellations of a significant part of flights.

The relevance of this study lies in the fact that this difficult time can be used to improve the work of the airline and it is important to determine all the weaknesses and fill in certain gaps in the service of a company. The article brings forward statistical data reflecting both the overall rating of the airline and the dynamics of changes in the airline's rating for 2019 – 2020.

The subject of the study is the studying the quality of service for an individual company, considered on the example of the Belarusian state airline "Belavia", the flag carrier and national airline of Belarus [2].

The scientific novelty of this work lies in the fact that the study is carried out relying on sources that provide information about the reviews of real passengers who have experience of using the services of Belavia.

**The main body.** Despite the difficulties currently experienced by aviators, it is necessary to pay serious attention to the problem of the quality of passenger transportation and meeting the needs of buyers of transport services, study all the problems passengers face during and before the flight by analysing their reviews. According to the Trip adviser, the average rating is 3.5 points from 5 [2]. More detailed information about the user rating of the service is given in the table (table 1).

Table 1 – The rating of a service of Belavia

Service name	Rating
Legroom	3,5
The comfort of the chairs	3,5
In-flight entertainment	2,0
Customer service	4,0
Price quality ratio	3,5
Cleanliness	4,0
Service during boarding and check-in	4,0
Food and drinks	3,5

Примечание: источник [2]

Based on the table data, users give the lowest rating to such indicators as in-flight entertainment, legroom, seating comfort, food and drink. The average level of customer service, cabin cleanliness, check-in and boarding are rated by passengers with 4 points out of 5. Calculations of average estimates of the same indicators, made on the basis of reviews available for 2019, 2020, 2021, show that the airline's rating has a negative trend. This is due to the restrictions caused by the coronavirus infection, as well as sanctions induced by political and economic conflicts. The values of the indicators are presented in the table (table 2).

Table 2 – The rating of a service of Belavia in 2019–2021

Service name	Rating		
	2019	2020	2021
Legroom	3,64	3,14	2,67
The comfort of the chairs	3,75	3,35	2,75
In-flight entertainment	2,61	2,98	1,94
Customer service	4,35	3,20	2,38
Price quality ratio	4,28	3,10	2,12
Cleanliness	4,34	3,55	3,30
Boarding and check-in service	4,18	3,03	3,0
Food and drinks	3,71	3,11	2,0
Company	3,8	3,03	2,0

Примечание: источник – собственная разработка на основе [2]

The airline's overall rating has fallen from 3.8 in 2019 to 2.0 points in 2021, which is approximately 47.3 %. The decrease in the rating primarily indicates a lowering of the quality of service. According to the table such indicators as customer service, price quality ratio, food and drinks have decreased the most by 45,2 %, 50,4 % and 46 % respectively. At the same time, about 24 % of passengers who used Belavia services in 2020–2021 report a flight delay or cancellation without warning. The assessment of the cleanliness of the cabin and service during boarding and check-in changed the least – by 23.9 %. Such results of the Belavia user feedback study mean that the airline needs to pay attention first of all to customer service, passenger awareness of flight cancellations and delays and to the quality of food and drinks.

**The conclusion.** This article shows the result of studying the reviews about the airline in the period for 2015–2021, reflecting more detailed data on dynamics of changes in the user rating from 2019 to 2021 in eight indicators. This article may be useful for building strategies to improve the quality of Belavia's service, based on the comments and needs of people who have an experience flying this airline.

#### REFERENCES

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#### IMPRESSION ECONOMY

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*Резюме – в современном мире конкуренция между разными компаниями становится все более высокой, продукты на рынке унифицируются, а потребители уже не обращают внимания на бренд. В таких обстоятельствах становится крайне важно найти конкурентное преимущество и объяснить покупателям ценность вашего продукта. Экономика впечатлений помогает справиться с этими задачами. Основная цель данной работы – понять, что такое экономика впечатлений и как можно использовать ее инструменты для построения успешного бизнеса.*

*Resume – in the modern world, competition between different companies is becoming increasingly high, products on the market are unified, and the consumers are no longer paying attention to the brand. In such circumstances, it becomes extremely important to find a competitive advantage and explain the*