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**iJOINED ETCOR**  
P - ISSN 2984-7567  
E - ISSN 2945-3577



**The Exigency**  
P - ISSN 2984-7842  
E - ISSN 1908-3181

## Satisfaction on the Pre-Flight Experience of Economy Passengers Affected by Land Traffic Congestion at NAIA Terminal 3

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**Received:** 23 September 2024

**Revised:** 26 October 2024; 30 October 2024

**Accepted:** 08 November 2024

**Available Online:** 08 November 2024

**Volume III (2024), Issue 4, P-ISSN – 2984-7567; E-ISSN - 2945-3577**

### Abstract

**Aim:** This study determined the level of satisfaction on land traffic congestion on the pre-flight experience of economy passengers at Ninoy Aquino International Airport (NAIA) Terminal 3.

**Methodology:** This study used a quantitative research design, namely a cross-sectional method through surveys to determine the association between land traffic congestion and economy passengers' pre-flight experiences. This study was conducted at PATTS College of Aeronautics with 160 survey respondents. Purposive sampling was employed with the criteria that they are both males and females, with the range of eighteen (18) to twenty-four (24) years old, twenty-five (25) to thirty-four (34) years old, thirty-five (35) to forty-four (44) years old, forty-five (45) to fifty-four (54) years old, and fifty-five (55) years old and older, and must have experienced going to NAIA Terminal 3 Departure Area.

**Results:** There is a strong relationship between land traffic congestion experienced by economy passengers during their pre-flight journey and their overall travel experience. The results reveal that traffic congestion going to NAIA Terminal 3 negatively impacts passengers' stress levels, satisfaction, and overall travel experience. Prolonged traffic delays lead to increased anxiety and frustration, which carry over into the airport experience, reducing overall satisfaction. Addressing traffic congestion is crucial for improving passenger satisfaction and ensuring a smoother, more positive travel experience.

**Conclusion:** The study determined that the land traffic congestion significantly affected the overall experience of the pre-flight experience of economy passengers at NAIA Terminal 3, leading to increased stress and negative moods. Many indicated that their dissatisfaction would impact their decision to use NAIA Terminal 3 in the future, highlighting the importance of managing traffic effectively. The study found out that traffic congestion not only disrupts the pre-flight experience but also reduces overall travel enjoyment.

**Keywords:** Passenger Satisfaction, NAIA Terminal 3, Land Traffic Congestion, Pre-flight Experience, Economy Passengers

### INTRODUCTION

Urban traffic congestion presents a significant challenge for commuters worldwide, impacting both their physical and mental well-being. This is particularly true for air travelers, whose pre-flight experience can be considerably affected by the delays and stress caused by heavy traffic. In the context of Ninoy Aquino International Airport (NAIA) Terminal 3, economy passengers are often the most vulnerable to these challenges, given their reliance on less flexible travel arrangements and limited access to premium services that might mitigate such stressors.

Passenger satisfaction is a crucial aspect of the overall travel experience, particularly during the pre-flight phase. For economy passengers traveling to NAIA Terminal 3, land traffic congestion is a significant factor that can negatively influence their satisfaction levels. As aviation activities increase, the capacity of the airport's landside



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transportation system becomes strained, contributing to severe road congestion (Roh, 2015). This congestion creates challenges for passengers, affecting their satisfaction before even reaching the terminal.

The negative effects of traffic congestion on commuters are well documented. High volume of traffic produces noise, fossil fuel fumes, and extended wait times, all of which place considerable mental pressure on passengers (Ali et al., 2021). Longer commutes have been found to correlate with lower satisfaction levels and increased stress, particularly for those traveling to airports (Chairassamee et al., 2023). Studies have also established a direct relationship between prolonged commutes and elevated stress levels, with higher transportation costs and inconvenient modes of transport contributing to poorer psychological well-being and lower satisfaction levels (Garrido-Cumbrera, et al., 2021). Conversely, reducing time spent in transportation systems has been shown to enhance passenger satisfaction (Trakoonsanti, 2016).

Additionally, the choice of travel mode is influenced by individual traits, comfort level, and the built environment, which also play a role in how passengers perceive their travel experience (al Momin et al., 2022). As NAIA Terminal 3 serves a growing number of passengers, particularly in the economy class, it is essential to understand how traffic congestion affects their pre-flight experience, as well as how improvements in the transportation infrastructure could mitigate these effects.

This study aimed to quantify the impact of land traffic congestion on the pre-flight satisfaction levels of economy passengers at NAIA Terminal 3. By examining the correlation between traffic conditions and passenger satisfaction, this research sought to improve passenger satisfaction and well-being, which could contribute to a more efficient and enjoyable air travel experience for passengers.

## Objectives

The study determined the level of satisfaction on the pre-flight experience among economy passengers affected by land traffic congestion at Ninoy Aquino International Airport (NAIA) terminal 3.

Specifically, it answered the following questions:

1. What is the socio-demographic profile of economy passengers in terms of:
  - 1.1 age;
  - 1.2 sex;
  - 1.3 current employment status;
  - 1.4 primary transportation to NAIA terminal 3; and
  - 1.5 frequency of travel to NAIA terminal 3?
2. What is the level of satisfaction on the pre-flight experience among the respondents in terms of:
  - 2.1 mode of transportation and travel experience;
  - 2.2 traffic congestion and its effects;
  - 2.3 timeliness of arrival to the airport; and
  - 2.4 overall traffic experience?
3. What sound recommendations can be proposed after the results?

## METHODS

### Research Design

The study utilized a cross-sectional survey to determine land traffic congestion and economy passengers' pre-flight experiences. A cross-sectional survey captured data at a specific point in time, providing an overview of a specific population outlook (Wang & Cheng, 2020). This approach allowed researchers to determine the frequency of various outcomes without manipulating any variables.

### Respondents

The actual respondents of the study are one hundred sixty (160) departed passengers of NAIA Terminal 3, both males and females, with the range of eighteen (18) to twenty-four (24) years old, twenty-five (25) to thirty-four (34) years old, thirty five (35) to forty-four (44) years old, forty-five (45) to fifty-four (54) years old, and fifty-five (55) years old and older, who experienced the traffic congestion at NAIA Terminal 3 Departure Area.



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## Settings

The researchers conducted the study in PATTS College of Aeronautics located at Lombos Avenue, San Isidro, Sucat, Parañaque City.

PATTS College of Aeronautics is one of the top aviation schools near Ninoy Aquino International Airport (NAIA). It was a great place for this research considering its proximity to the airport. The setting proved useful regarding context and accessibility to people who could provide valuable insights about the study.

## Instrument

Data were gathered through the use of Google Forms, which consists of twenty-one guided questions using Likert-scale researcher-made questionnaires, to identify the impact of land traffic congestion on the economy passengers of NAIA Terminal 3. The questionnaire was validated by the head of the research department and two other instructors of PATTS College of Aeronautics.

## Data Collection

The study was conducted in compliance with the curriculum of the program to conduct a study within the institution. Once approved by the adviser, the researchers formulated questions that contributed to the objectives of the study then proceeded to distribute the questionnaire to respondents. The participation of respondents in the study was strictly voluntary. Data collection ensued with the researchers gathering the necessary information that fitted the criteria and needs of the study. After a given period, the forms were closed, and the collected data underwent an evaluation phase that allowed the derivation of conclusions. The data was collected, examined, and evaluated in accordance with the study's goals and in compliance with all guidelines of the research process.

## Treatment of Data

Descriptive Statistical Analysis through Google Forms was employed to assess the level of satisfaction on the mode of transportation used by travelers to reach NAIA Terminal 3, the effect of traffic congestion to the dynamics of a passenger's travel experience, including their stress level, time management, and overall satisfaction with their journey, the strategies used by passengers to employ preventing being late for their flights, the effect of land traffic congestion to the timeliness of passengers arrival at the airport, the effect of land traffic congestion on the passengers travel budget and the effect of traffic congestion on the passengers overall traffic experience. The frequency and percentage of the answers sought from the respondents to the category of questions were calculated to provide the graphs and charts that shows a better understanding of the factors impacting the passengers' experiences.

## Ethical Considerations

The researchers conducted the study on the pre-flight experience of economy passengers affected by land traffic congestion at NAIA Terminal 3 considering ethical factors as a priority. The research process has undergone ethical review as it involved individuals as respondents. One ethical practice executed throughout the study is how the researchers obtained informed consent from all respondents. The researchers believed that it is essential for their respondents to understand the purpose of their study, the whole procedure, and their rights to withdraw from being involved (De Jong, et.al 2016). The researchers ensured that the participation of the respondents were voluntary and without undue influences. Additionally, the respondents were communicated about the benefits and risks associated with the study being conducted.

Further, an ethical consideration that was crucial and prioritized is the protection of the respondents' privacy and confidentiality. The data provided in this paper has been anonymized to prevent unauthorized access or misuse of information. The sensitivity of the nature and scope of the study is associated with the discussions of the negative effects of traffic congestion to the respondents' personal travel experiences in which the researchers handled the data collected with utmost care, respondents were expected to be emotionally and psychologically stressed during the time of data collection making the researchers extra sensitive with words used and actions done. The ethical considerations addressed in the study upheld the dignity and rights of the respondents while their valuable insights contributed to the improvement and assessment of the pre-flight experience at NAIA Terminal 3.



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**RESULTS AND DISCUSSIONS**

The majority of respondents fall within the 18-24 years old range that has 46.3%, indicating that the sample is predominantly composed of younger travelers, with nearly three-quarters of the respondents being under 35 years old. Specifically, 26.3% of respondents are aged 25-34, 17.5% are in the 35-44 age group, 6.3% are between 45-54 years old, and only 3.7% are 55 years old and above. As to the distribution of the respondents by gender, the majority of the respondents are female with 54.4%, while males have 41.3%. Followed by those who are non-binary or third gender at 2.5%, and those respondents who prefer not to say their gender at 1.9%.

With regards to the employment status of the respondents, the majority of them have been found to be retired, having a total of 48.1% of the respondents, while the respondents who are Employed Part-Time are the least having 1.3% of the total respondents. The rest are self-employed, having 16.2%, a 5.1% unemployed total, 28.1% of students, and the remaining 1.3% are employed part-time.

The majority of the respondents, totaling 41.9%, utilized their private vehicles. This number is followed by 34.4% of respondents who used ride-hailing services. 15% used public transportation, and a small amount of 8.8% utilized the services of taxis.

Regarding the distribution of the survey by travel frequency to NAIA Terminal 3, 66 or 41% of the total respondents, stated that they traveled occasionally. These respondents are followed by 47 respondents who travel rarely or 29.4%, 39 respondents who travel frequently or 24.4%, and 8 respondents who travel very frequently or 5% of all respondents, who make up the smallest percentage of respondents.

**Mode of Transportation and Influence on Travel Experience**

The following data presented below focuses on identifying the various modes of transportation used by travelers to reach NAIA Terminal 3 and explores how these choices influence their overall travel experience. The table aims to highlight how transportation modes affect the pre-flight experience of economy passengers, particularly in the context of traffic congestion. The level of satisfaction of passengers is vital for understanding the broader impact of land traffic on passenger satisfaction and stress levels at the airport.

Table 1  
 Mode of Transportation and Influence on Travel Experience

MODE OF TRANSPORTATION AND INFLUENCE ON TRAVEL EXPERIENCE	VERY SATISFIED		SATISFIED		UNSATISFIED		VERY UNSATISFIED	
	Fq	%	Fq	%	Fq	%	Fq	%
1. How was your recent travel to NAIA Terminal 3?	20	12.5	81	50.63	50	31.25	9	5.63
2. How would you describe the transportation you use when you travel to NAIA Terminal 3?	29	18.13	70	43.75	55	34.38	6	3.75
3. How would you rate your overall travel experience using your chosen mode of transportation?	22	13.75	85	53.13	44	27.5	9	5.63



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4. How satisfied are you with your choice of transportation?	39	24.38	75	46.88	39	24.38	7	4.38
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The survey results on the question, "How was your recent travel to NAIA Terminal 3?" showed that a majority of the respondents were satisfied with (50.63%) and (12.5%) answered they were very satisfied. However, (31.25%) were unsatisfied, and (5.63%) were very satisfied, indicating that while the majority of passengers had a positive experience, a considerable amount of passengers had challenges.

In response to the question, "How would you describe the transportation you use when you travel to NAIA Terminal 3?" (43.75%) of the respondents were satisfied, and (18.13%) were very satisfied showing a positive perception. However, some passengers have expressed dissatisfaction with (34.38%) unsatisfied and (3.75%) very unsatisfied, which indicates that challenges with transportation options may be one of the factors impacting the overall travel experience of passengers.

When asked, "How would you describe the transportation you use when you travel to NAIA Terminal 3?" (53.13%) of respondents were satisfied and (13.75%) were very satisfied. Despite this, (27.5%) of the respondents were unsatisfied, and (5.63%) were very unsatisfied, indicating that the majority of the respondents were contented with their experience, a significant number of respondents have expressed difficulties that affected their journey.

Lastly, when asked, "How satisfied are you with your choice of transportation?" (46.88%) of the respondents were satisfied, and (24.38%) were very satisfied. Some respondents expressed dissatisfaction with (24.38), and (4.38) were very unsatisfied, indicating that some respondents' choice did not meet their expectations.

In conclusion, while the majority of passengers had a positive travel experience to NAIA Terminal 3, a significant portion of passengers expressed dissatisfaction. The results in Table 1 emphasized the need for improvement in transportation infrastructure and services to enhance overall passenger satisfaction. Previous studies have also suggested that solutions to transportation challenges involve not only professional traffic management but also addressing the needs of passengers and ensuring these needs are met (Mándoki & Lakatos, 2017). Additionally, factors such as travel time, expenses, comfort, safety, and convenience significantly influence passengers' choice of transportation mode (al Momin et al., 2022). Therefore, enhancing these features could lead to more positive travel experiences for passengers.

**Traffic Congestion and Its Effects**

The following information summarizes the traffic congestion and its effect on the overall satisfaction of passengers of NAIA Terminal 3. This representation allows for a clear and concise display of the respondents' satisfaction levels, enabling quick comparisons across the different categories. The table serves as an effective tool for identifying areas where passengers are most satisfied or dissatisfied, which can guide in prioritizing improvements to enhance the overall passenger experience at NAIA Terminal 3.



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Table 2  
Traffic Congestion and Its Effects

TRAFFIC CONGESTION AND ITS EFFECTS	VERY SATISFIED		SATISFIED		UNSATISFIED		VERY UNSATISFIED	
	Fq	%	Fq	%	Fq	%	Fq	%
1. How satisfied are you with the traffic congestion on your way to NAIA Terminal 3?	3	1.88	25	15.63	96	60	36	22.5
2. How satisfied are you with the level of traffic congestion you usually experience when traveling to NAIA Terminal 3?	5	3.13	27	16.88	91	56.88	37	23.13
3. How would you rate your satisfaction with the impact of traffic congestion on your stress level when traveling to the airport?	5	3.13	28	17.5	91	56.88	36	22.5
4. How contented are you with the traffic congestion affects your mood at the start of your trip?	6	3.75	16	10	103	64.38	35	21.88
5. How would you rate your ability to interact with airport staff and fellow passengers after experiencing stress from traffic congestion on your way to the airport?	15	9.38	61	38.13	64	40	20	12.5

Table 2 presents the satisfaction levels of passengers and the impact of traffic congestion they experienced on their way to NAIA Terminal 3. In response to the question, 'How satisfied are you with the traffic congestion on your way to NAIA Terminal 3?', (60%) of the respondents expressed dissatisfaction, while (22.5%) were very dissatisfied. Only (17.51%) of respondents were either satisfied or very satisfied with the traffic conditions. These findings indicate a general dissatisfaction among passengers regarding the impact of traffic congestion on their journey to the airport, underscoring the challenges they face in navigating through heavy traffic.

Additionally, in response to the question, 'How satisfied are you with the level of traffic congestion you usually experience when traveling to NAIA Terminal 3?', the results showed that (56.88%) of passengers expressed dissatisfaction, the highest percentage recorded, while (23.13%) were very dissatisfied. Only (20.01%) of respondents were somewhat or highly satisfied with the traffic condition. These findings underscore a significant level of dissatisfaction among passengers regarding traffic congestion, suggesting that the majority find their travel experience negatively impacted by the congestion they encounter on their way to the airport."

The third question shows how unsatisfied most of the respondents are with the impact of traffic congestion on their stress level when traveling to the airport. The (56.88%) of the travelers are unsatisfied due to traffic congestion, and it takes them a lot of time to get to the airport.

The fourth question demonstrates how a traveler's mood is impacted by traffic congestion from the time they leave their house until they get to the airport. (64.38%) of the respondents said they were unsatisfied, which is



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a significant portion of the sample. This indicates that most people are not in a good mood when traveling to the airport because of traffic.

In response to the last question in this problem statement, (40%) of respondents said they were unsatisfied with their interactions with other travelers and airport employees because of the traffic difficulties they had to overcome to get to the airport. Nonetheless, a large number of respondents also express satisfaction, with (38.13%) saying they are satisfied.

In conclusion, the result of table 2 reveals it has a high level of dissatisfaction among passengers concerning the impact of traffic congestion on their way to NAIA Terminal 3. With increasing air traffic at international airports due to high demand, landside congestion is likely to rise. As a result, this can negatively impact the quality of service provided to passengers (Failla et al., 2014). Majority of the respondents answered dissatisfaction with the traffic conditions and the effects on their stress levels and mood. Customer emotion reflects the psychological activities they experience firsthand. These emotions represent how well the service or product satisfies their psychological needs. Thus, enhancing transportation will provide passengers with a sense of well-being. (Song et al., 2024). However, a significant portion of passengers responded satisfactorily with their interactions with other travelers and airport personnel. The result highlighted the necessary improvements in traffic management to enhance passenger satisfaction and reduce stress correlated with traveling to NAIA Terminal 3.

**Timeliness of Arrival and Missed Flights**

The data in the table below provides insights into respondents' satisfaction with managing stress associated with time allocation for arriving at the airport punctually. This information is essential for gaining a comprehensive understanding of how travel time impacts travelers' comfort and anxiety levels before their flights. The data reflects satisfaction with stress management related to travel and the extent of extra time generally set aside for airport arrival.

Table 3  
Timeliness of Arrival and Missed Flights

TIMELINESS OF ARRIVAL AND MISSED FLIGHTS	VERY SATISFIED		SATISFIED		UNSATISFIED		VERY UNSATISFIED	
	Fq	%	Fq	%	Fq	%	Fq	%
1. How do you feel about the amount of time you spend managing travel-related stress and anxiety?	7	4.38	61	38.13	74	46.25	18	11.25
2. How do you feel about your ability to avoid missing flights due to traffic congestion?	19	11.88	58	36.25	68	42.50	15	9.38
3. How satisfied are you with the amount of additional time you typically allocate for travel to the airport?	15	9.38	59	36.88	67	41.88	19	11.88
4. How pleased are you with your time management skills while arranging a trip to the airport, taking into account the impact of traffic congestion?	29	18.13	58	36.25	60	37.50	13	8.13



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The table offers an overview of respondents' satisfaction with how land traffic congestion at NAIA Terminal 3 affects their emotional state and ability to arrive at the airport on time. In the first question, a great percentage of respondents totaling 46.35% expressed dissatisfaction with the amount of time spent managing travel-related stress and anxiety. In contrast, 38.13% reported a satisfactory experience, while 11.25% were very dissatisfied. Only a low percentage of respondents, 4.38%, showed that they were very satisfied with handling travel-related issues.

In the second question, which inquired about respondents' ability to avoid missing flights due to traffic congestion. Unsatisfied was the majority of the answer, with 42.50% of respondents compared to 36.25% who were satisfied. 11.88% reported Very Satisfied while 9.38% of respondents were Very Unsatisfied. This data highlights that traffic congestion remains a significant factor contributing to the risk of passengers missing their flights.

The third question reveals that 41.88% of the respondents are dissatisfied with the amount of additional time they allocate when traveling to the airport while 11.88% of respondents were very unsatisfied with the time they allocate. However, there are 36.25% of respondents who are satisfied with the additional time they allocate to travel and 9.38% were extremely satisfied. This data suggests that there is a need for more effective time management strategies.

In response to the final question in this problem statement, 37.50% of respondents said they were dissatisfied with their time management abilities when planning a trip to the airport, considering the impact of traffic congestion. Nonetheless, a considerable proportion of respondents indicate satisfaction, with 36.25% indicating they were content.

In result, the data given in Table 4 show the need for solutions to assist travelers in managing the stress and anxiety associated with airport travel, as well as improving their time management abilities to lower the chance of missing flights. Passengers facing time management constraints can lead to heightened levels of stress and alter the flow of the travel experience. It also increases the chances of overlooking and making wrong decisions (Rasouli & Timmermans, 2014). Possible solutions include giving information and training on stress management strategies, creating user-friendly time management tools and resources, and improving traffic information and routing. By addressing these issues, authorities may significantly enhance passengers' overall travel experiences while also reducing the stress and anxiety associated with airport travel.

**The Effect on Overall Traffic Experience**

The respondents' perceptions of the overall impact of traffic congestion on their travel experience to NAIA Terminal 3 includes their willingness to travel from the airport in the future, and their enjoyment of the overall travel experience, including flight and destination activities.

Table 4  
Effect on Overall Traffic Experience

EFFECT ON OVERALL TRAFFIC EXPERIENCE	VERY SATISFIED		SATISFIED		UNSATISFIED		VERY UNSATISFIED	
	Fq	%	Fq	%	Fq	%	Fq	%
1. How would you rate the overall impact of traffic congestion on your travel experience to NAIA Terminal 3?	7	4.38	31	18.37	100	62.5	22	13.75



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2. To what extent does your satisfaction with traffic congestion affect your willingness to travel from NAIA Terminal 3 in the future?	6	3.75	57	45.63	80	50	17	10.53
3. How would you describe your level of satisfaction with the impact of traffic congestion on your enjoyment of the overall travel experience, including the flight and destination activities?	10	6.25	55	34.37	75	46.88	20	12.5

The above data exposes the comprehensive level of satisfaction of the effect on overall traffic experiences of the respondents as they utilize Ninoy Aquino International Airport Terminal 3.

The respondents' rates of the overall impact of traffic congestion on their travel experience to NAIA Terminal 3 with dissatisfaction at most as the report stated that (62.5%) were "Unsatisfied", while a small fraction of the respondents expressed their satisfaction as (22.75%) answered either "Satisfied" or "Very Satisfied"

On the other hand, when asked about the extent to which satisfaction with traffic congestion affects their willingness to travel from NAIA Terminal 3 in the future, half of the respondents (50%) indicated that they are "Dissatisfied" while only (45.63%) have been found to be "Satisfied".

Lastly, as to the level of satisfaction with the impact of traffic congestion on the overall enjoyment of the travel experience, most respondents expressed their dissatisfaction, (59.38%) answered either "Dissatisfied" or "Very Dissatisfied" while (40.62%) expressed their satisfaction answering either "Satisfied" or "Very Satisfied"

The results exposes that not only does traffic congestion affect the pre-flight phase of the passengers but also is a factor of the entire travel journey of individuals or groups, making traffic management strategies an important part of traveling to maintain a smooth travel experience (Carandang, et. al. 2016). The severity of the traffic congestion in NAIA Terminal 3 is considered "brutal" as it had faced long-standing issues since its construction (Chanco, 2024). The traffic congestion is worsened by unplanned high-density developments around the airport and inadequate traffic management. Many travelers report significant delays reaching the terminal, Chanco stated.

## Conclusions

In conclusion, the researchers conducted this study to measure the satisfaction levels of economy passengers at NAIA Terminal 3 with the impact of land traffic congestion on their pre-flight experience.

The findings specify that land traffic congestion delays significantly affect passenger satisfaction, stress levels, and overall travel experience. A high amount of dissatisfaction was reported due to congestion encountered on the way to the airport, which negatively affected passengers' moods and stress levels. The study revealed that, despite the efforts of economy passengers to avoid delays, such as adjusting travel times, many of them continue to experience stress and anxiety related to their pre-flight experience. These challenges contributed to a negative overall pre-flight experience for a considerable portion of the passengers.

The results emphasized the need for improving traffic management systems and having alternative transportation options to reduce the effects of congestion on passengers. Addressing these issues may enhance the pre-flight experience and improve satisfaction levels among economy passengers at NAIA Terminal 3, contributing to a more positive overall travel experience.



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## Recommendations

In light of the study's findings, it is recommended that airport passengers prioritize selecting the most efficient and reliable modes of transportation to reduce travel time and minimize stress associated with commuting to NAIA Terminal 3. Additionally, passengers are encouraged to schedule flights during off-peak hours to mitigate the likelihood of delays caused by heavy traffic congestion.

Airport management is urged to enhance operational efficiency by integrating automated systems such as self-service kiosks, e-gates, and advanced pre-screening technologies to optimize passenger processing times, thereby reducing wait times and improving overall satisfaction levels. Furthermore, providing real-time traffic data and offering incentives for early arrivals are proposed as measures to alleviate terminal congestion and improve passenger throughput.

It is also recommended that policymakers collaborate with local government units and traffic enforcement agencies to conduct regular traffic impact assessments, enabling data-driven decisions to optimize traffic management strategies aimed at reducing congestion around the airport. Consideration should also be given to investing in alternative transportation infrastructure, such as dedicated bus lanes and rail connections, to enhance access to the airport and reduce reliance on private vehicles.

Lastly, future research is encouraged to perform comparative analyses across airports in the Philippines and other regions to identify effective traffic mitigation strategies. Employing robust statistical techniques and diverse data sources will allow for a more comprehensive understanding of the factors affecting passenger satisfaction and traffic management at NAIA Terminal 3, contributing to data-driven improvements in airport operations.

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