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Jetstar Asia ranks top in customer satisfaction for LCCs in Singapore

Customers in Singapore have ranked Jetstar Asia as the top budget airline in the 2014 Customer Satisfaction Index of Singapore (CSISG)*.

Since Jetstar Asia started participating in the survey in 2012, the customer satisfaction index for the airline has improved year-on-year and has increased by 5.7 points over the two year period.

The survey measures customer satisfaction in terms of customer expectation and perceived quality and value, and Jetstar Asia has improved in across all measures. In 2014, the most significant improvement was customer loyalty and the rate of complaints also fell significantly.

Jetstar Asia CEO Bara Pasupathi said that the positive customer feedback was very encouraging.

“In the last two years, Jetstar Asia has introduced first-to-market innovations like our online virtual assistant service, Ask Jess, straight-to-gate, check-in kiosks and bag drop services to save our customers time and streamline the travel experience.

“Customers are seeing the value of our services and are voting with their feet,” said Mr Pasupathi.

“This result is also a credit to our team who genuinely care for our customers and are dedicated to creating great travel experiences for them,” he said.

“The customer has always been at the heart of everything we do and understanding their needs and experience along the customer journey helps us enhance their travel experience, while continuing to enjoy low fares,” he said.

The CSISG is an annual benchmark of customer satisfaction of goods and services produced by the Singapore economy over time and across countries. The results are released by the Institute of Service Excellence at the Singapore Management University (ISES).

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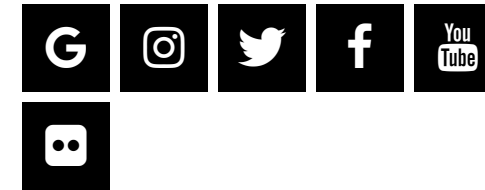
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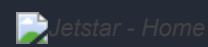
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About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.



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