

## **Abstract**

This thesis outlines theories and methodologies in the field of Perceived Quality and studies that were undertaken in a research project at EADS Deutschland GmbH Innovation Works in Hamburg, Germany. Perceived Quality is a holistic judgment by the customer of a product which is derived from the perception of concrete and abstract attributes. EADS and Airbus aim at the broader investigation of aircraft cabin properties that go beyond comfort which has been subject to many research projects over the past decades. The investigation consists of a pre-study using a special form of interview – laddering – and a main study using a derived questionnaire in which the subjective importance of cabin features is assessed in combination with remote eye tracking. In order to trigger judgment-related viewing behavior, subjects were instructed to navigate through a virtually presented aircraft cabin on a computer screen and were told that their judgment of the cabin would be important. A factor analysis revealed seven semantically interpretable factors, two of which explained much of the variance and showed high internal consistencies. Correlations with eye-tracking data indicated mostly moderate relationships, which allows only for statements about trends of the attentional relevance of certain cabin components for Perceived Quality. Possible future ways of investigation are discussed.