

Saowakon Srithongkul 2013: Thai Passengers' Satisfaction in Service Quality relating to Loyalty toward Thai Airways International Public Company Limited. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Siri Poopongwatana, M.B.A. 92 pages.

The objectives of this research aim to 1) study the level of the customers' satisfaction 2) study the level of the customers' loyalty and 3) study the relationship between the customers' satisfaction and loyalty towards Thai Airways International Public Company Limited. This research is survey research by collected 403 questionnaires. The data is analysed by descriptive statistic such as frequency, percentage, mean and standard deviation and inferential statistic by correlation analysis Pearson, level of significant at 0.05.

The findings show the sampling performed at high level of satisfaction. The level of satisfaction is ranked from high to low: assurance, responsiveness, empathy, reliability and tangibles, in respectively. The overall loyalty level is also ranked at high level. Hypothesis testing found the relationship between the overall satisfaction in service quality and the loyalty is statistical significantly positive association by correlation analysis equal to 0.589. Moreover, the relationship between the satisfaction in service quality and the loyalty is statistical significantly positive at 0.01 at all items. The numbers of correlation analysis were ranked from high to low, reliability, responsiveness empathy assurance and tangibles, and, respectively.

The recommendations provided to the company are to improve the service quality in term of tangibles concerning stimulus creation from tangible and stimulated-tangible of services to be visible and touchable such as materials, equipments, buildings, human resources to perform better service quality.

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Thesis Advisor's signature