

**THE EFFECTIVENESS OF LOW COST AIRLINE'S SERVICE
QUALITY IN THAILAND**

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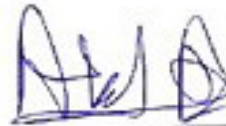
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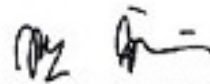
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ABSTRACT

The general objective of this study was to examine the effectiveness of airline service quality on passenger satisfaction. To achieve this, the research was guided by three specific objectives to which data collection was effected mainly by interview method using a fully structured questionnaire. The study used random sampling technique and it covered 415 respondents on international and domestic flights using Nok Air, Thai AirAsia, Thai Smile, and Orient Thai. Data was analyzed using SPSS 16, were descriptive statistic was used to find percentage, mean, mode, and standard deviation.

Findings indicated that the quality of pre-flight, in-flight and post-flight services had a statistically significant effect on passenger satisfaction. It was also noted that passenger satisfaction differed from person to person as some were more interested in off board facilities, others with onboard, others in communication skills of flight attendants while others focused more on the benefit of frequent flyer programs and the ongoing after-flight service promotions. Therefore, it was recommended that airline management should consider developing various strategies for improving service quality based on demographic characteristics of the customer such as age, gender, salary, and occupation.

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CHAPTER 1

INTRODUCTION

1.1 General introduction

Thailand has many Low Cost Carriers and has flights for both domestic and international destinations. The competition in the airline business is very high and has a lot of competitors. Asia also has low Cost Airlines in other countries with the same destinations. Each airline does research for finding strategies to maintain customer satisfy with their flight service. Thailand has Thai Smile, Thai AirAsia, Orient Thai, and Nok Air. All of these Low Cost Carriers have destinations in domestic and international locations. All of them are concerned with services they provide and how to make their passengers feel satisfied with the service quality.

Nowadays people use air transportation more than in the past, and they are concerned on the service quality. Moreover, airline passengers can experience many services with airlines since they arrive at airport, from pre-flight services with airline staff at the check-in counter, and then with flight attendants during the flight on board. Finally, passengers wish to gain good experience with airline staff. The airline business is popular with people nowadays as it is not too expensive as it used to be. Passengers have many airlines with different types of prices for customers to choose from.

1.2 Information of Low Cost Carriers in Thailand

1.2.1 Nok Air

Nok Air was established on 10 February 2004 under the company Sky Asia Co., Ltd. The name Nok means ‘bird’ in Thai language and it symbolizes friendship and freedom to travel, or the ability to fly everywhere. Nok Air’s major hub is at Don Mueang International Airport in Bangkok and the secondary hub is in Chiang Mai International airport, in the north of Thailand. Nok Air entered into the Stock Exchange of Thailand on 18 January 2012 and operated under the name “Nok

Airlines Public Company Limited” which has been effective since 18 January 2013 (nokair.com)

Figure 1: Thailand’s Budget Carriers

| | |
|--|---------------------|
|  | Nok Air |
|  | Thai AirAsia |
|  | Thai Smile |
|  | Orient Thai |

Source: <http://www.budgetairlineguide.com/budget-airlines-in-thailand>

1.2.2 Thai AirAsia

Thai AirAsia is a partner with AirAsia, which is an airline that has its main hub in Malaysia. Thai AirAsia uses the slogan “everyone can fly” to persuade people who have never previously used air transportation because the ticket price for other airlines was very expensive for them. But Thai AirAsia performs their airline by utilizing an easy process and low prices, because they do not include meal and beverages in the ticket fare for short connections. They use technology to operate their process for reducing the cost and can control the cost for doing business. Thai AirAsia grew and developed very fast within a few years after they operated in Thailand. They have a variety of routes to domestic and international destinations for customers to choose.

1.2.3 Thai Smile

Thai Smile is a new service offered by Thai Airways with two classes of service: Smile: Economy Class and Smile Plus: short haul business class service. They use Airbus A320 aircraft configured and provide the same service of excellence as flying with Thai Airways. Thai Smile will operate

under the same Airline Operator Certificate TG, starting with seven routes within Thailand, and to selected international destinations within 1-3 hours flight time from its hub at Bangkok's Suvarnabhumi Airport. They provide smooth connections with Thai Airways and Star Alliance member airlines (thaismileair.com).

1.2.4 Orient Thai

Orient Thai Airlines was Asia's first international charter operator. Along with its subsidiary, Kampuchea Airlines, it provided services to other airlines including Finnair, Lufthansa, LTU International and Merpati. It transported refugees around the world for the International Organization for Migration (IOM), including returning people to Kosovo from Australia and helping Timorese return to East Timor in 1999 after it won its independence from Indonesia. Orient Thai Airlines did not just help refugees get home or troops undertake their missions, because its aircraft were also busy flying Muslim Hajj pilgrims to Saudi Arabia for various clients, including Air India and the Saudi royal family.

1.3 Statement of problem

Airline business involves high competition nowadays and the important thing for every airline to focus on is the service quality, because it has a direct affect on passengers and will affect the company's reliability and their reputation. Most of the airlines do research to improve their service and reach out to customer's needs. Another important thing for airline business is not only service quality but also the price that customers can afford to spend is also very significant. Hence, they have started to open low cost airlines to respond to people who have a low budget but prefer to use air transportation for more convenience.

Thailand has four low cost airlines or budget airlines available (Thai Smile, Nok Air, Thai Airasia, and Orient Thai) for customers to select from. All of them

find a different advantage to persuade customers and to make their brand more reliable. The most obvious thing that can show they are a low cost airline is a fair priced ticket. The companies compete by comparing who can provide the best price to customers and the other important factor for the airline business, which is service quality. Because service quality has a direct affect on customers and can affect the airline, then undertaking research about how to improve airline service quality or becoming aware about specific problems can make it possible to respond to the customer's needs and would be far more positive for the airline's overall image.

Excellent passenger satisfaction is one of the greatest assets for air businesses in today's competitive environment. The on board experience is still something special for the customer because, if the passenger is not satisfied with the quality of service, they will reconsider the buying decision for further flights and will probably switch to another airline in their future travels (Archana & Subha, 2012). The research related to service quality and customer satisfaction in the low cost airline industry has recently increased with interest in this area, because the delivery of high service quality is essential for every airline's survival and competitiveness (Archana & Subha, 2012).

Nowadays, most travellers have many choices of airlines to fly with but the most important thing in the airline industry is the passengers' concern with the service quality that is provided. A service quality in an airline does not only include only service that is tangible but it transfers to other factors that relate to customer satisfaction. The airlines have to find the way to make their passengers not only satisfied with the service quality, but are keen to repurchase their service once again in the future.

1.4 Research Question

The research question is:

What is the effect of airline service quality that directly affects customer satisfaction of Low Cost Carriers in Thailand?

1.5 Objective of the study

To study the effective level of satisfaction in service quality of Low Cost Airlines in Thailand.

1.6 Scope of study

This research focused on the influence of airline service quality on passenger satisfaction in low cost airlines in Thailand. The study was limited in its scope only on passengers who fly with Low Cost Airlines in Thailand. The respondents of this study were both Thai and foreign customers who fly or have flown with Thai's low cost airlines. The measurement of the airline service quality is passenger satisfaction.

1.7 Significance of study

- 1.7.1 To measure the effectiveness of airline service quality on passenger satisfaction in Thai's low cost carriers.
- 1.7.2 Research results will be guided on developing the airline service quality and response to customer's needs.

1.8 Definition of term

Low Cost Carriers (LCCs): An airline that offers generally low fares in exchange for eliminating many traditional passenger services.

Customer Service: The part of an organization which answers customers' questions, exchanges goods which have been damaged, etc. (Cambridge Advanced Learner's Dictionary, 2005, p.306)

Customer Satisfaction: In customer relationship management, customer satisfaction (CSAT) is a measure of the degree to which a product or service meets the customer's expectations.

Reliability: The ability to perform the promised service dependably and accurately (Essentials of Service Marketing, 2009, p.369)

Responsiveness: To making a positive and quick reaction to someone (Cambridge Advanced Learner's Dictionary, 2005, p.1083)

Pricing: A factor when a consumer must surrender to obtain a product (Consumer Behavior: Building Marketing Strategy, 2010, p.740)

Tangibles: Being able to be shown, touched or experienced (Cambridge Advanced Learner's Dictionary, 2005, p.1327) that affect a passenger.

Courtesy: Polite behaviour, or a polite action or remark (Cambridge Advanced Learner's Dictionary, 2005, p.286)

Language skills: A communication skill between a passenger and the cabin crew or airline staff that was appropriated in any given situation.

Frequent flyer: A program for a collecting point to get a benefit by using points. This special benefit is for customers who often fly with the airline.

Timeliness: A promptness of service from airline service to passenger.

After service: A service from airline staff or the airline to each passenger who has been served by the airline.

Pre-flight service: A service from airline staff at the airport before being on board and response to customer's needs on ground, such as assistance with information, checking in, baggage check-in, etc. only at the airport and in the departure area.

In-flight service: A service from flight attendants during time on board and providing service for more convenience: serving meals, assisting information about security during time on board, etc.

Post-flight service: A service from airline staff at the airport after the flight and a response to customer's needs only on the ground, such as assisting any baggage problems or lost-and-found, baggage delivery, etc. only at the airport of destination and in the arrival area.

CHAPTER 2

LITERATURE REVIEW

This chapter consists of a review of previous studies related to the topic of the effectiveness of airline service quality on passenger satisfaction in Thai low cost airlines that has been undertaken within a research objective. It will also include other related literature reviews, and frameworks as follows:

- 2.1 General Information of Thai Low Cost Airlines
- 2.2 The aviation sector
- 2.3 Definitions of service quality and customer satisfaction
- 2.4 Satisfaction Theory and concept
- 2.5 Frequent flyer program
- 2.6 Effect of Pre-flight service quality on passenger satisfaction
- 2.7 Effect of In-flight service quality on passenger satisfaction
- 2.8 Effect of Post-flight service quality on passenger satisfaction
- 2.9 Conceptual Framework
- 2.10 Research Hypothesis

2.1 General Information of Thai Low Cost Airlines

The business model used by Low Cost Carriers (LCCs) is that of price leadership. In direct contrast, the traditional scheduled carriers, also known as Legacy Carriers, have pursued a full service differentiation strategy with emphasis on hub and spoke networks, primary airport use and Frequent Flyer Programs, all augmented through alliance membership (Dawna L. Rhoades, Blaise W. and Siobhan T., 2008).

Low cost carriers (LCCs) in South-East Asia on service quality and customer satisfaction have become increasingly important in the airline industry in this region and especially in Thailand (Gour C. Saha and Theingi, 2009). However, Thailand's four LCCs (Thai Smile, Thai AirAsia, Orient Thai, and Nok Air) have a seemingly bleak picture since their emergence in the market. Nowadays, Low Cost Airline has operated in Don Maeung Airport in Bangkok, including private airlines.

2.2 The Aviation Sector

The aviation sector has become the most important segment in the economic development of a nation. It plays a vital role in moving people or products from one place to another, be it domestic or international, especially when the distance involved is far. In a highly competitive environment, the provision of high quality service to passengers is the core competitive advantage for an airline's profitability and sustained growth. Since the air transportation market has become more challenging, many airlines have turned to focus on airline service quality to increase service satisfaction since service quality conditions influences a firm's competitive advantage by retaining customer patronage; and with this comes market shares (Archana & Subha, 2012) Therefore, delivering quality airline services to passengers is essential for the airline company's survival, since passengers are becoming increasingly sensitive to the service quality they receive.

2.3 Definitions of Service Quality and Customer Satisfaction

In the airline business, service quality is very important and another thing that is also significant is the problems that often happen to every airline and can affect their likeable reputation: on-time performance, flight problems, denied boarding, fare complaints, mishandled baggage, ticketing complaints, refund complaints, advertising complaints, customer service complaints, credit complaints, and other complaints which can include frequent flyer and cargo problems (Dawna L. Rhoades, Blaise Waguespack Jr, Eric Treudt., 1998). However, demographics, personality, and culture

do not completely explain consumers' generally negative attitude towards complaining (Hawkins D. and Mothersbaugh D., 2010).

There is a strong suggestion that personal touch in service leads to greater satisfaction of airline customers and that individual attention, helpfulness, courtesy, and promptness deserve more careful attention by airlines (Sunil Babber, Xenophone Koufteros, 2008). Most of the customers have a high expectation from airline staff. The situation in which consumers receive information has an impact on their behaviour (Hawkins D. and Mothersbaugh D., 2010). Most factors that satisfy consumer appreciation consist of creating reasonable expectations through promotional efforts and maintaining consistent quality so that the reasonable expectations are fulfilled (Hawkins D. and Mothersbaugh D., 2010). When the customers have a problem or have a question they hope that the airline staff can give help to find the answer or are willing to offer help. The airline staff should have to care about the customers' feelings and pay attention when they have a problem.

Oliver (1981) defined satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations." The definition provided by Oliver (1981) has been used for this study. Therefore, it is very important to satisfy customers because nowadays most of them have exposure to a variety of information, they are more familiar with the present trends in technology, very well educated and more demanding in the products and services they require.

However, customers' feeling of being comfortable is also effected on customer satisfaction, because (Spake et al. D. F., 2003) consumer comfort is "a psychological state wherein a customer's anxiety concerning a service has been eased, and he or she enjoys peace of mind and is calm and worry free concerning service encounters with service provider." This reason most directly affects the consumer on any kind of service.

Nowadays in Thailand, within many kinds of industries, the leaders are also concerned with the importance of service quality, such as in hospitality and the medical profession. Medical tourism in Thailand applies to the medical services sector

that has been growing tremendously in recent years (Zhigunova M., 2012). The rapid growth of this industry, across many international borders in order to obtain health care, had led to more concerns on customer satisfaction that can have a direct impact on the profitable of the hospital.

Service failures test the commitment of an organisation's customers. Service encounters can result in failure as perceived by customers in a number of categories, including the unavailability of a service, slow service and the avoidable errors in delivery (Bitner et al., 1990). By failing to honour its promises, the trust which goes in to a relationship is undermined (Gronroos, 1990). Through a recovery process, service failure can be transformed into a positive act which will increase strong attitudes of the customers towards the supplier (Hart et al., 1990).

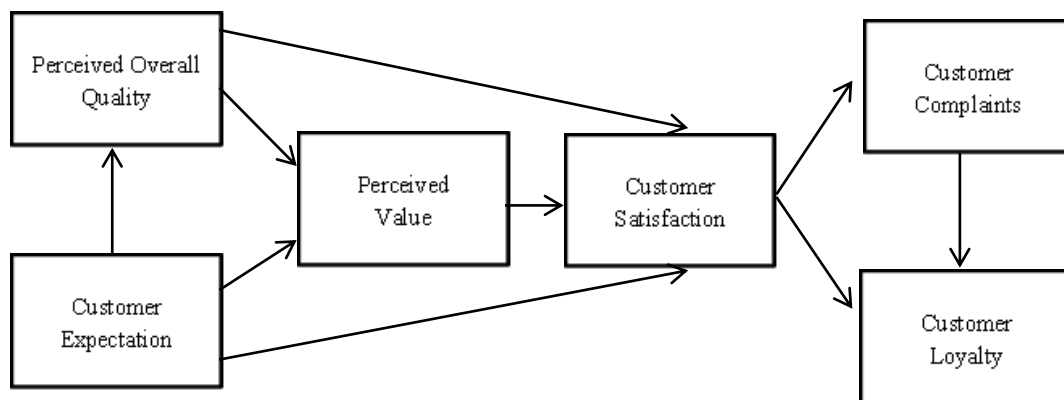
Many Asian carriers, however, were very unhappy with what they considered to be an unfair strategic competitive advantage from airlines based outside Asia (Daniel C., 2000) because it has been noted that there is a very different attitude and personality of the passengers in each region, possibly based on cultural relativism, i.e. different cultural issues. It has been argued by scholars that surely this difference of cultural norms will effect service quality and customer satisfaction and, therefore, would be a potentially serious problem for airline service strategies. Asian airlines responded to the competition by offering better service, capitalizing and differentiating themselves by promoting their Asian charm and hospitality in their service (Daniel C., 2000).

2.4 Satisfaction Theory and Concept

Although many businesses are interested in customer satisfaction, it is not necessarily because customer satisfaction is the ultimate objective in itself. The underlying motive could be that satisfied customers can yield far greater profits to the company (Piti T., 2008). The airline will be more successful with customer satisfaction and may become more profitable for the airline company. Thailand is typically referred to as the "Land of Smiles" because this facial expression is so often visible (Hendon, 1999). This is one reason why service quality in Thailand has an impact to customer satisfaction.

The most popular model for measuring customer satisfaction is the American Satisfaction Index (ACSI). The ACSI model is a cause-and-effect model (Figure 2.1) with indicates the drivers of satisfaction on the left-hand side (customer expectations, perceived overall quality, and perceived value), with satisfaction in the centre, and outcomes of satisfaction on the right-hand side (customer complaints and customer loyalty which, amongst other things, includes customer retention and price tolerance) (<http://shodhganga.inflibnet.ac.in>).

Figure 2.1 ACSI Methodology



Airline industry clients can take advantage of ACSI's both competitive and cross-industry benchmarking capabilities via these two factors: ACSI Benchmark and ACSI Diagnostics. Both of the products feature ACSI's Client Portal, which is the gateway to access confidential airline industry data spanning over nearly two decades. Key metrics include customer expectations, customer perceptions about the value and quality of their actual experiences, customer complaints, and customer retention. Airline clients also access ACSI's full array of customer experience benchmarks for their own industry as well as obtaining actionable data for improving the customer experience (theacsi.org).

2.5 Frequent Flyer Program

Almost every airline has the 'frequent flyer' program they provide to passengers who often use air transportation. Each airline aims to offer the benefits in

response to customer satisfaction requests. One could argue that it can surely affect each passenger's satisfaction on the airline and even low cost airlines can also offer such a program in order to persuade customers to maintain an interest in their product, so the main benefits of this program could make the customers' continually repurchasing the airline services.

The Thai Smile Air frequent flyer program cooperates with Thai Airways by using the very same program: Royal Orchid Plus, divided by two types; Silver and Gold. To qualify for Silver membership in the program, passengers must earn 10,000 or 15,000 qualifying miles within three specified evaluation periods as determined by THAI (Thai Airways). Gold membership is attained when a passenger accumulates 50,000 qualifying miles or 80,000 qualifying miles within three specified evaluation periods as determined by THAI, or by completing forty paid international sectors on THAI within one calendar year, excluding travel in V, W, or G classes, while travelling on THAI and Star Alliance operated flights, and including any applicable class of service Bonus Miles. However, all bonus and promotional miles as well as all other partner miles which are gained through Star Alliance airlines are excluded from membership evaluation (thaiairways.com/frequent-flyer.htm).

Similarly in this context, Nok Air offers Nok Fanclub to provide promotion and benefits to passengers who often fly with the airline. Nok Air Frequent Flyer card is called the "Nok Smile Card" and is divided into two levels; Nok Smile, and Nok Smile Plus. Nok Smile Plus is an upgrade from the Nok Smile Card, but both cards are used collecting points. Every 5-Baht spent for the ticket fare can earn one point, and the benefits from this program are separated, based on the type of card. The benefits that the passenger will gain is a bonus when a customer holds the Nok Smile Card when they have collected 7,500 points, as they can exchange the points to one air ticket with a valid time card. The Nok Smile Plus care card which has collected 5,500 points can be exchanged for one air ticket with a valid time card, and the passenger can gain further information about other promotion fares before the other regular, non-card-holding, customers (nokfanclub.com).

Thai AirAsia has “AirAsia’s BIG Loyalty Programme” (airasia.com) to earn BIG points when a passenger spends on purchasing an air ticket. It operates in cooperation with partners in hotel & travel packages, car rental, groceries and online shopping to redeem a free flight. This program calculates the points that passengers can earn one BIG point for every RM4 spent on AirAsia flights – only purchased with no Add-ons, and can earn one BIG point for every RM2 spent on AirAsia flights and an Add On (the phrase ‘Add on’ relates to: Hot Seats, Baggage, Meal, AirAsia INSURE, and Comfort Kit) but BIG points will not be credited for fees and taxes.

In Orient Thai Airline offers the “GO CARD” and has two types: Platinum and Gold Go Card. The GO CARD is a pre-paid card that offers passengers a convenient option to pay for flights prior to departure, with a benefit of 8% to 10% discount. The use is determined by rules of each card: The Platinum GO CARD can be topped-up with the minimum amount of THB 20,000 per top-up and 10% value back per each payment and The Gold Card can be topped-up with the minimum amount of THB 5,000 per top-up and 8% value back per each payment (flyorientthai.com).

2.6 Effect of Pre-flight Service Quality on Passenger Satisfaction

In order to achieve customer satisfaction, organizations must be able to build and maintain long lasting relationships with customers through satisfying various customer needs and demands which resultantly motivates them to continue to do business with the organization on an on-going basis (Labarbera, & Mazursky, 1983). In terms of direct customer service, especially those airline staff that have customer contact is generally defined as the interface between the customer and the service provided (Sunil B. and Xenophon K., 2008). Therefore, it is presumed that pre-flight service quality has a significant effect on passenger satisfaction.

2.7 Effect of In-flight Service Quality on Passenger Satisfaction

Ng, et al., (2011) stated that in-flight services offered by flight attendants affected customer satisfaction. Airline passengers may experience many service encounters with in-flight attendants, and this is referred to as the 'moment of truth.' Passengers may judge or evaluate airline service quality through a comparison between their previous experiences and expectations, over a number of quality attributes (Grönroos, 2000) since most services are intangible. Thus, because of this intangibility, most companies find it difficult to understand how customers perceive their services. Therefore in-flight attendants should focus on tangibles by communicating to the customers the features of the service being provided. Moreover, the findings revealed that on-time departure and arrival, the cleanliness of the cabin and the toilets and washrooms plus a comfortable seat during the whole journey were the three most crucial and basic service attributes for the domestic and international passenger to continue to travel with low cost airlines (Eileen Y. and Jennifer K., 2011). Thus, it is presumed that in-flight on board service quality has a significant effect on passenger satisfaction.

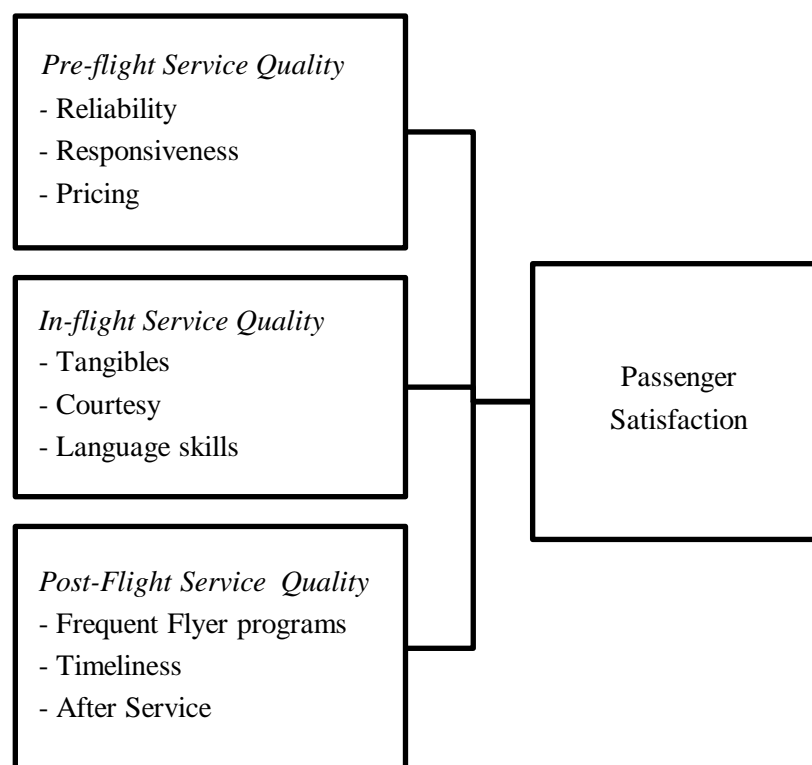
2.8 Effect of Post-flight Service Quality on Passenger Satisfaction

An after-sales service constitutes a means to uncover extra customer needs and a strategic driver for customer retention. Oliver et al. (1997) demonstrated that extremely satisfied customers are much more likely to remain loyal to a firm than those who are merely satisfied. The critical role that the customer-contact employees play in shaping the experience of customers can be seen as being invaluable to service providers (Sunil B. and Xenophon K., 2008) and can have an effect on customer impressions and good experience after flight. It is especially true that the customers' mood-state and the people with whom they are travelling with are crucial in influencing how they viewed their total consumption experience of low cost airlines (Eileen Y. and Jennifer K., 2011). Hence, it is presumed that post-flight service quality has a significant effect on passenger satisfaction.

2.9 Conceptual Framework

The framework for this study provides a more detailed insight on the variables that have effects on passenger satisfaction in the Thai Low Cost Carriers based on pre-flight service quality, in-flight service quality, and post-flight service quality. The variables were developed from the extensive review of literature related to this specific study.

Figure 2.2 Research Framework



Pre-flight Service Quality

Quality of service is very important in ensuring customer satisfaction because frequency of bad experiences will impact a customer's perception on the company (Munusamy, 2011). For example, if customers receive rude services from the same airline consistently they will be dissatisfied with the services and, eventually, these customers might well decide to take their business elsewhere. Therefore, in this study, it is anticipated that pre-flight service quality (such as the reliability of the airline

website, discount offers, responsiveness to emergency situations like cancelled flights and baggage allowance) will have an important influence on passenger satisfaction and loyalty.

In-flight Service Quality

In a study by Ng, et al (2011) it was stated that in-flight services offered by flight attendants affected customer satisfaction. Therefore, in order to develop a good customer service, the in-flight crew should put emphasis on tangible cues in order to create a strong organizational image. Hence, it is suggested that in-flight services, including safety precautions, seat comfort, the quality of the food, the inflight entertainment services, the language skills and courtesy of in-flight crew, will directly affect customer satisfaction.

Post-flight Service Quality

Post-flight services, such as offering frequent flyer programs, the promptness of baggage delivery and retrieval are regarded as important factors that have an impact on establishing good relationships with customers which eventually influence the customer satisfaction and continued loyalty. In order to survive and grow all airlines, regardless of place of operation, have to be both internationally competitive and must continuously improve all aspects of their operations (Doganis, 2006).

2.10 Research Hypothesis

This research followed the hypotheses that were proposed to determine the level of customer satisfaction. The hypotheses were divided into three sections: Reliability, Responsibility, and Pricing in Pre-Flight service quality factors, for Tangibles, Courtesy, and Language skills in In-Flight service quality factor. Lastly, Frequent Flyer programs, Timeliness, and After-service in the Post-flight service quality factor.

Hypotheses based on satisfaction on service quality.

Hypothesis 1: Reliability has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 2: Responsiveness has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 3: Pricing has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 4: Tangibles have significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 5: Courtesy has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 6: Language skills has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 7: Frequent Flyer program has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 8: Timeliness has significant influence on the satisfaction of Low Cost Airline passengers

Hypothesis 9: After-service has significant influence on the satisfaction of Low Cost Airline passenger

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the research method that was used for the study of “The influence of airline service quality on passenger satisfaction in Thai Low Cost Carriers.” The procedures were as follows:

- 3.1 Research design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Validity and Reliability
- 3.5 Data Collection
- 3.6 Data Analysis

3.1 Research Design

This study adopted convenience sampling. Sampling was done by interviewing randomly selected passengers, whoever flew with Thai low cost airlines within one year. A structured questionnaire was used for data collection. The questionnaire was divided into four sections: the first section was about the general information of respondents and the second, third and fourth sections were designed to evaluate passengers’ satisfaction on experiences with the quality of services they had previously received from the airlines.

3.2 Population and Sample Size

3.2.1 Population

The target population for this study was people who had flown with Thai low cost airlines. The age of the population used ranged from less than 20 years old to more than 50 years old of people who had flown with Thai low cost airlines (Thai Smile, Thai AirAsia, Nok Air, and Orient Thai). Also interviews with both Thai and foreign passengers included both domestic and international destinations. The Kasikorn Research Center (2012) has researched the population of passengers who had flown with low cost airlines in Thailand in 2012, which was recorded as 13,100,000 passengers in total.

3.2.2 Sample selection

The sample size for this study was selected from people who had flown with Thai low cost airlines. The ages of the population used ranged from less than 20 years old to more than 50 years old who had flown with Thai low cost airlines (Thai Smile, Thai AirAsia, Nok Air, and Orient Thai). To calculate the sample size of this study the researcher used simple random sampling based on Yamane's formula, which provides a formula to calculate sample sizes with a 95% confidence level where $e = 0.05$. When the researcher knew the size of the population of passenger who had flown with low cost airlines in Thailand in 2012, the sample size was determined based on the formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n = sample size

N = population size

e = level of precision

The specific values set for the formula was as follows:

$$N = 13,100,000$$

$$e = 0.05$$

$$n = \frac{13,100,000}{1 + 13,100,000(0.05)^2}$$

$$n = 399.987$$

According to the result being 399.987, the researcher decided to distribute 400 sets of questionnaires in order to prevent any error. Thus, the target population was 400 passengers in total. This researcher applied a sampling technique by using simple random sampling, which draws on a final sample of total passengers who had previously used Thai low cost airlines in 2012.

The results from using a drawing sampling method in passengers was used for all Thai low cost airlines. After the researcher had gained the amount from this formula, then 420 sets of questionnaires were distributed to collect information from people who have flown with Thai low cost airlines.

3.3 Research Instrument

The steps of developing the research instrument:

1. Find other research studies for obtaining a general idea of a designed questionnaire, which would be suitable for assessing the effectiveness of airline service quality on passenger satisfaction in Thai low cost carriers.
2. Design a questionnaire based on a conceptual framework that relates to this study.
3. Ensure with a project advisor about any questionnaire design concerns to this research objective, so that all respondents could fully understand and be able to answer the questions.
4. Before taking the formal survey, ask a few people, such as regular customers, to do pilot pre-test research. The sample size was 30 questionnaires to confirm the questions were accurate. In order to calculate for the reliability of variables, the researcher used Cronbrach's Alpha (α).

This study used the questionnaires to collect the opinions of people who had previously flown with Thai low cost airlines and consisted of four parts, as follows:

Part 1: General Information of Respondents.

The first part focused on general information of the respondents including gender, monthly income, age, and how frequently they fly with Thai low cost carriers that they have been using.

Part 2: Customer satisfaction on pre-flight service.

The second part searched the influence of airline service quality on passenger satisfaction in pre-flight service. The pre-flight service factor included the reliability, responsiveness, and pricing. The five-point Likert scale was applied to measure the level of the satisfaction in each category ranging from 1 (very unsatisfied) to 5 (very satisfied).

In this study, the researcher used a classification method to analyze the data by using this formula:

$$\begin{aligned} \text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

In consequence, after calculating, the analysis results will be shown as below:

Mean score between 4.21 – 5.00 (Very high) means the effectiveness of airline service quality on passenger satisfaction in pre-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is very satisfied.

Mean score between 3.41 – 4.20 (High) means the effectiveness of airline service quality on passenger satisfaction in pre-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is satisfied.

Mean score between 2.61 – 3.40 (Medium) means the effectiveness of airline service quality on passenger satisfaction in pre-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is average.

Mean score between 1.81 – 2.60 (Low) means the effectiveness of airline service quality on passenger satisfaction in pre-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is unsatisfied.

Mean score between 1.00 – 1.80 (Very low) means the effectiveness of airline service quality on passenger satisfaction in pre-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is very unsatisfied.

Part 3: In-flight service offered by flight attendants affected customer satisfaction.

The second part searched the influence of airline service quality on passenger satisfaction in pre-flight service. The in-flight service factor included the tangible, courtesy, and language skills. The five-point Likert scale was applied to measure the level of the satisfaction in each category ranging from 1 (very unsatisfied) to 5 (very satisfied).

In this study, the researcher used a classification method to analyze the data by using this formula:

$$\begin{aligned} \text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

In consequence, after calculating, the analysis results will be shown as below:

Mean score between 4.21 – 5.00 (Very high) means the effectiveness of airline service quality on passenger satisfaction in in-flight service of Thai low cost carrier, which affects passenger satisfaction with service quality is very satisfied.

Mean score between 3.41 – 4.20 (High) means the effectiveness of airline service quality on passenger satisfaction in in-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is satisfied.

Mean score between 2.61 – 3.40 (Medium) means the effectiveness of airline service quality on passenger satisfaction in in-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is average.

Mean score between 1.81 – 2.60 (Low) means the effectiveness of airline service quality on passenger satisfaction in in-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is unsatisfied.

Mean score between 1.00 – 1.80 (Very low) means the effectiveness of airline service quality on passenger satisfaction in in-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is very unsatisfied.

Part4: Post-flight service and Passenger Satisfaction

The second part searched the effectiveness of airline service quality on passenger satisfaction in pre-flight service. The post-flight service factor included frequent flyer programs, timeliness, and after service. The five-point Likert scale was applied to measure the level of the satisfaction in each category ranging from 1 (very unsatisfied) to 5 (very satisfied).

In this study, the researcher used a classification method to analyze the data by using this formula:

$$\begin{aligned} \text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

In consequence, after calculating, the analysis result will be shown as below:

Mean score between 4.21 – 5.00 (Very high) means the effectiveness of airline service quality on passenger satisfaction in post-flight service of Thai low cost carriers which affects passenger satisfaction with service quality is very satisfied.

Mean score between 3.41 – 4.20 (High) means the effectiveness of airline service quality on passenger satisfaction in post-flight service of Thai low cost carriers which affects passenger satisfaction with service quality is satisfied.

Mean score between 2.61 – 3.40 (Medium) means the effectiveness of airline service quality on passenger satisfaction in post-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is average.

Mean score between 1.81 – 2.60 (Low) means the effectiveness of airline service quality on passenger satisfaction in post-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is unsatisfied.

Mean score between 1.00 – 1.80 (Very low) means the effectiveness of airline service quality on passenger satisfaction in post-flight service of Thai low cost carriers, which affects passenger satisfaction with service quality is very unsatisfied.

3.4 Validity and Reliability

According to the average of the pilot pre-test achievement scores from 30 responders the results, when using Cronbrach's Alpha method for all questions, was 0.957. The results of checking each factor will be given in Table 3.1. The reliability of each construct was assessed by using Cronbrach's Alpha measure which in the experiment ranged from 0.674 to 0.891. To summarize, the survey results had high

reliability of variables because the number is very near 1.00. Thus, the questionnaires can be used for all the 415 respondents in the research project.

Table 3.1 The Cronbrach's Alpha of each sector

| Variable | N of statement | Cronbrach's Alpha (n=30) |
|----------------------------|----------------|--------------------------|
| <i>Pre-flight service</i> | | |
| Reliability | 2 | .816 |
| Responsiveness | 2 | .772 |
| Price | 2 | .693 |
| <i>In-flight service</i> | | |
| Tangibles | 2 | .767 |
| Courtesy | 2 | .891 |
| Language skills | 2 | .851 |
| <i>Post-flight service</i> | | |
| Frequent Flyer programs | 2 | .773 |
| Timeliness | 2 | .788 |
| After Service | 2 | .674 |

3.5 Data Collection

Data was collected using both primary and secondary data sources. Primary data was collected through the use of structured questionnaires which consisted of four sections on the following aspects: respondents' profile, passenger satisfaction of pre-flight services, in-flight services, and post-flight services. The questions were phrased in the form of statements scored on a 5-point Likert type scale, ranking from

1 “very unsatisfied” to 5 “very satisfied.” The study was conducted on face-to-face interview and used a third party to collect data from the respondents. Questionnaires were distributed to respondents who had undertaken a flight with a Thai low cost carrier in the previous 12 months. Face-to-face interviewing randomly selected passengers, whoever had flown with Thai low cost airlines within one year. A total of 415 sets of usable questionnaires were successfully collected. To reduce the refusals to participate or to answer specific questions, the researcher contacted passengers politely by explaining the purpose and contribution of the research. This fieldwork research collected data from 8 July to 31 July 2013 by distributed questionnaires by both the researcher and a third party who helped to distribute each questionnaire.

3.6 Data Analysis

Data was analyzed using statistical package for social sciences (SPSS) version 16 and descriptive statistics was used to find the percentage, mean, mode, and standard deviation.

The “Mode” is the score or qualitative category that occurs with the greatest frequency.

The “Mean” is the sum of scores divided by the number of score.

$$\text{Mean} = \sum_{i=1}^n \frac{X_i}{n}$$

The “Standard deviation” (SD) is used to measure any dispersion.

$$\text{SD} = \sqrt{\frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n-1}}$$

This study used “mode” to analyze the greatest number of respondents which level was a large group. The “mean” was the average of the results in this research and concluded with the level of satisfaction of passengers who had flown with a Thai low cost carrier. The “standard deviation” was used to analyze the score that deviates from the mean.

The “Multiple Regression” is an extension of simple regression in which an outcome is predicted by a linear combination of two or more predictor variables. The generalized equation is:

$$Y_i = b_0 + b_1 X_{i1} + b_2 X_{i2} + \dots + b_n X_n + \varepsilon_i$$

Y is the outcome variable, b_1 is the coefficient of the first predictor (X_1), b_2 is the coefficient of the second predictor (X_2), b_n is the coefficient of the nth predictor (X_n), and ε_i is the difference between the predicted and the observed value of Y for the participant.

Analysis of the how well the line fits is done as the following:

Multiple R is the correlation between the observed values of Y and the values of Y predicted by the multiple regression model. Therefore, the large value of the multiple R represents a large correlation between predicted and observed values of the outcome.

$R^2 = \frac{SS_M}{SS_T}$, where SS_M is the model sum of squares and SS_T is the total sum of squares. It is the amount of variation in the outcome variable that is accounted for by the model.

CHAPTER 4

RESEARCH FINDINGS

This chapter will present the data analysis of the effectiveness of airline service quality on passenger satisfaction in Thai low cost carriers. There were 420 questionnaires collected in this research study, among which, 415 samples were valid.

The researcher presented the revealed data in the form of several tables by arranging data into four separate parts, as follows:

- 4.1 Description of the general information and airline service quality on customer satisfaction of pre-flight, in-flight, and post-flight factors.
- 4.2 Description of the airline service quality on customer satisfaction of pre-flight, in-flight, and post-flight factors.
- 4.3 Descriptive statistics of airline service quality on customer satisfaction of the pre-flight, in-flight, and post-flight factors.
- 4.4 Hypotheses testing

4.1 Description of General Information Factor

General information was asked in section one of the questionnaire in which respondents were requested to mark the option representing them. For each general information sector, the tables are presented below:

Table 4.1 showed that the sample size was 415 respondents, of which, 43.4% (180) represented males and 56.6% (235) represented females. From Figure 4.1, it showed that the majority of respondents were female.

Table 4.1: Descriptive Statistics of Gender

| | | Frequency | Percent | Valid Percent |
|-------|--------|-----------|---------|---------------|
| Valid | Male | 180 | 43.4 | 43.4 |
| | Female | 235 | 56.6 | 56.6 |
| | Total | 415 | 100.0 | 100.0 |

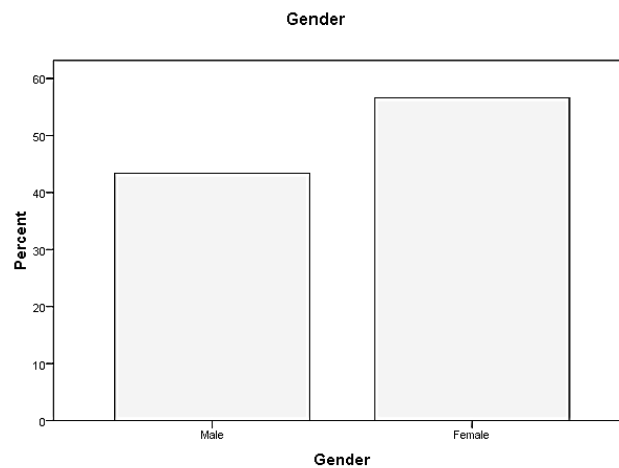
Figure 4.1

Table 4.2 showed the respondents monthly income level: for less than 10,000 Baht represents 7.2% (30), 10,001–20,000 Baht represents 12.8% (53), 20,001–30,000 Baht represents 29.4% (122), 30,001–40,000 Baht represents 29.2% (121), 40,001–50,000 Baht represents 12.5% (52), and more than 50,001 Baht totaled 8.9% (37). From Table 4.2, the majority of respondents represented an income level of between 20,001–30,000 Baht, which was 29.4% (122).

Table 4.2: Descriptive statistics of Income

| | | Frequency | Percent | Valid Percent |
|-------|-------------------|-----------|---------|---------------|
| Valid | < 10,000 THB | 30 | 7.2 | 7.2 |
| | 10,001-20,000 THB | 53 | 12.8 | 12.8 |
| | 20,001-30,000 THB | 122 | 29.4 | 29.4 |
| | 30,001-40,000 THB | 121 | 29.2 | 29.2 |
| | 40,001-50,000 THB | 52 | 12.5 | 12.5 |
| | > 50,001 THB | 37 | 8.9 | 8.9 |
| | Total | 415 | 100.0 | 100.0 |

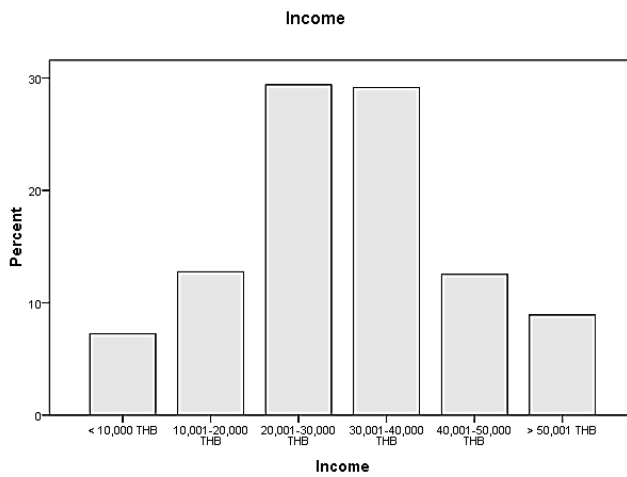
Figure 4.2

Table 4.3 showed the age range of the respondents : less than 20 years, 21 years–25 years, 26 years–30 years, 31 years–35 years, 36 years–40 years, 41 years–45 years, 46 years–50 years, and more than 51 years, which were represented as 5.5% (23), 28.2% (117), 23.1% (96), 13.7% (57), 18.6% (77), 6.5% (27), 2.4% (10), 1.9% (8), respectively. Of the given group of age, Figure 4.3 showed that 21 years–25 years represented the majority of respondents from the given age groups.

Table 4.3 Descriptive statistics of Age

| | | Frequency | Percent | Valid Percent |
|-------|-------|-----------|---------|---------------|
| Valid | < 20 | 23 | 5.5 | 5.5 |
| | 21-25 | 117 | 28.2 | 28.2 |
| | 26-30 | 96 | 23.1 | 23.1 |
| | 31-35 | 57 | 13.7 | 13.7 |
| | 36-40 | 77 | 18.6 | 18.6 |
| | 41-45 | 27 | 6.5 | 6.5 |
| | 46-50 | 10 | 2.4 | 2.4 |
| | > 51 | 8 | 1.9 | 1.9 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.3

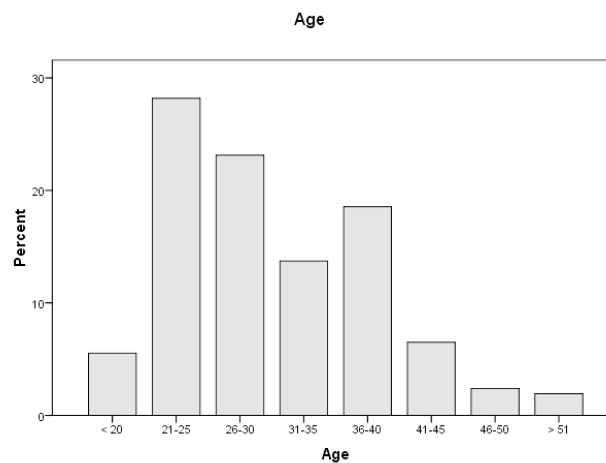
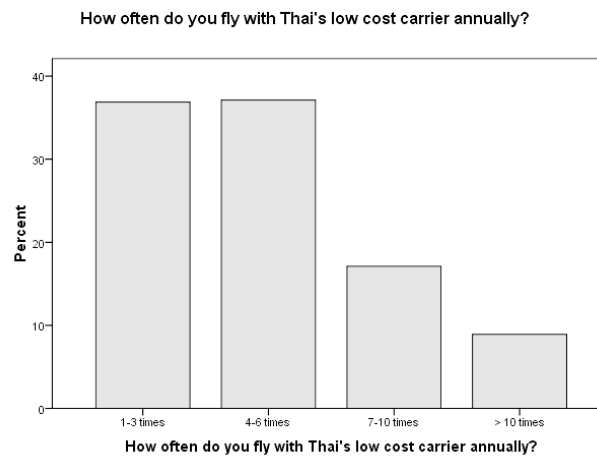


Table 4.4 showed the frequency of flying of the respondents, which ranged from first flight to over ten times: 1–3 times, 4–6 times, 7–10 times, and more than 10 times. The results represented 36.9% (153), 37.1% (154), 17.1% (71), and 8.9% (37) respectively. Among the frequency of flying of the respondents, the major frequent flying time was in the range of 4-6 times, at 37.1% (154).

Table 4.4 Descriptive statistics of frequent flying

| | | Frequency | Percent | Valid Percent |
|-------|------------|-----------|---------|---------------|
| Valid | 1-3 times | 153 | 36.9 | 36.9 |
| | 4-6 times | 154 | 37.1 | 37.1 |
| | 7-10 times | 71 | 17.1 | 17.1 |
| | > 10 times | 37 | 8.9 | 8.9 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.4



4.2 Description Airline Service Quality on Customer Satisfaction of Pre-Flight, In-Flight, and Post-Flight Factors.

Airline service quality on customer satisfaction was asked in sections two, three, and four of the questionnaire in which the respondents were requested to mark the option representing them. The results for each airline service quality sector, are presented in the Tables below:

Table 4.5 showed satisfaction on the image of Thai low cost airlines of all the respondents was 415. It showed 38.3% (159) represented the highest percentage on being satisfied and 0.2% (1) represented the lowest percentage of being very unsatisfied. The Table 4.5 showed that the percentage of respondents on satisfied of the image of Thai low cost carriers.

Table 4.5 Frequency and Percentage of Satisfaction of the Image

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 1 | 0.2 | 0.2 |
| | Unsatisfied | 22 | 5.3 | 5.3 |
| | Average | 157 | 37.8 | 37.8 |
| | Satisfied | 159 | 38.3 | 38.3 |
| | Very Satisfied | 76 | 18.3 | 18.3 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.5

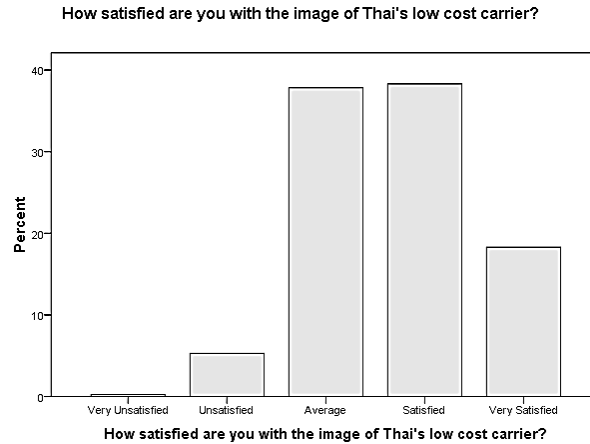


Table 4.6 showed satisfaction on the reliability of Thai low cost airlines of the respondents was 415. It showed 44.8% (186) represented the highest percentage on average and 0.2% (1) represented the lowest percentage on being very unsatisfied. The Table 4.6 showed the percentage of the respondents on being satisfied of the reliability of Thai low cost carriers.

Table 4.6 Frequency and Percentage of Satisfaction on the Reliability of the Thai Low Cost Airlines

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 1 | 0.2 | 0.2 |
| | Unsatisfied | 40 | 9.6 | 9.6 |
| | Average | 186 | 44.8 | 44.8 |
| | Satisfied | 138 | 33.3 | 33.3 |
| | Very Satisfied | 50 | 12.0 | 12.0 |
| | Total | 415 | 100.0 | 100.0 |

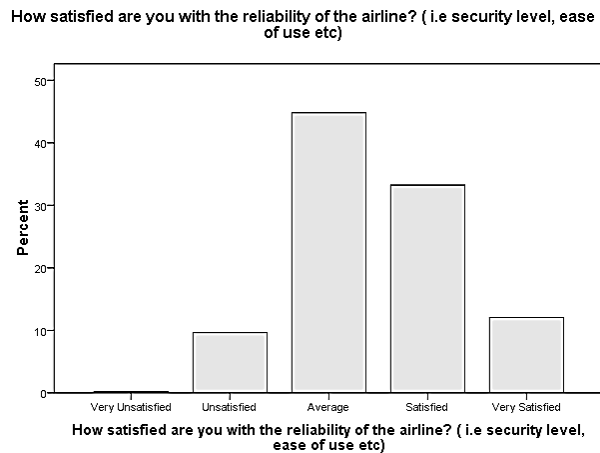
Figure 4.6

Table 4.7 showed satisfaction on pre-flight service from airline staff of Thai low cost airlines of the respondents was 415. It showed 39.5% (164) represented the highest percentage on average and 0.7% (3) represented the lowest percentage on being very unsatisfied. Table 4.7 showed that the percentage of respondents on being satisfied of pre-flight service from airline staff of Thai low cost carriers.

Table 4.7 Frequency and Percentage of Satisfaction on Pre-Flight Service of Airline Staff.

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 3 | 0.7 | 0.7 |
| | Unsatisfied | 52 | 12.5 | 12.5 |
| | Average | 164 | 39.5 | 39.5 |
| | Satisfied | 105 | 25.3 | 25.3 |
| | Very Satisfied | 91 | 21.9 | 21.9 |
| | Total | 415 | 100.0 | 100.0 |

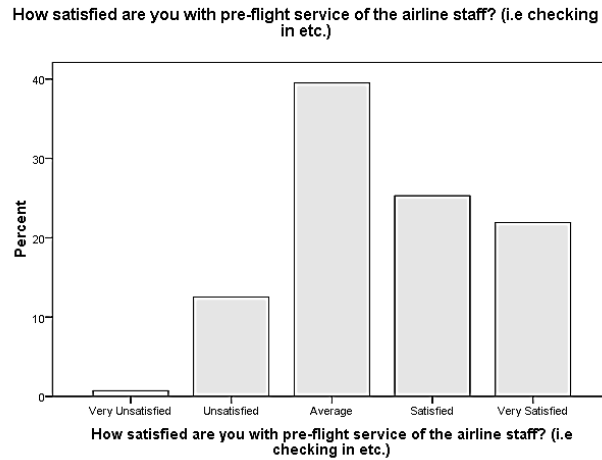
Figure 4.7

Table 4.8 showed satisfaction on responsiveness of the airline staff of Thai low cost airlines of all respondents was 415. It showed 35.4% (147) represented the highest percentage on being satisfied and 0.2% (1) represented the lowest percentage on being very unsatisfied. Table 4.8 showed that the percentage of respondents on responsiveness of the airline staff of Thai low cost airlines.

Table 4.8 Frequency and Percentage of Satisfaction on the Responsiveness of the Airline Staff.

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 1 | 0.2 | 0.2 |
| | Unsatisfied | 38 | 9.2 | 9.2 |
| | Average | 113 | 27.2 | 27.2 |
| | Satisfied | 147 | 35.4 | 35.4 |
| | Very Satisfied | 116 | 28.0 | 28.0 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.8

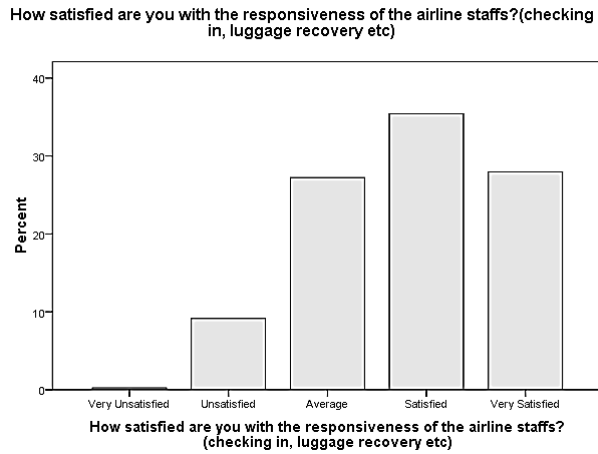


Table 4.9 showed satisfaction on prices when comparing other low cost airlines of the respondents was 415. It showed 37.3% (155) represented the highest percentage on being satisfied and 1% (4) represented the lowest percentage on being very unsatisfied. The Table 4.9 showed that the percentage of respondents on satisfaction of prices comparing other low cost airlines.

Table 4.9 Frequency and Percentage of Satisfaction on the Price Comparison

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 4 | 1.0 | 1.0 |
| | Unsatisfied | 34 | 8.2 | 8.2 |
| | Average | 130 | 31.3 | 31.3 |
| | Satisfied | 155 | 37.3 | 37.3 |
| | Very Satisfied | 92 | 22.2 | 22.2 |
| | Total | 415 | 100.0 | 100.0 |

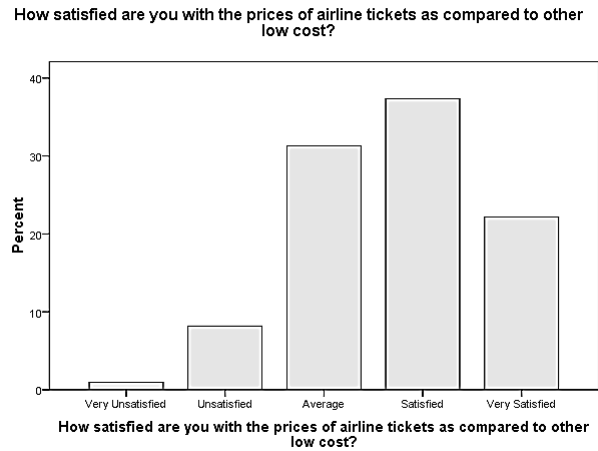
Figure 4.9

Table 4.10 showed satisfaction on price affordability of Thai low cost airlines for the respondents was 415. It showed 37.1% (154) represented the highest percentage on average and 1.2% (5) represented the lowest percentage on being very unsatisfied. The Table 4.10 showed that the percentage of respondents on price affordability of Thai low cost airlines.

Table 4.10 Frequency and Percentage of Satisfaction on the Affordability

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 5 | 1.2 | 1.2 |
| | Unsatisfied | 42 | 10.1 | 10.1 |
| | Average | 154 | 37.1 | 37.1 |
| | Satisfied | 128 | 30.8 | 30.8 |
| | Very Satisfied | 86 | 20.7 | 20.7 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.10

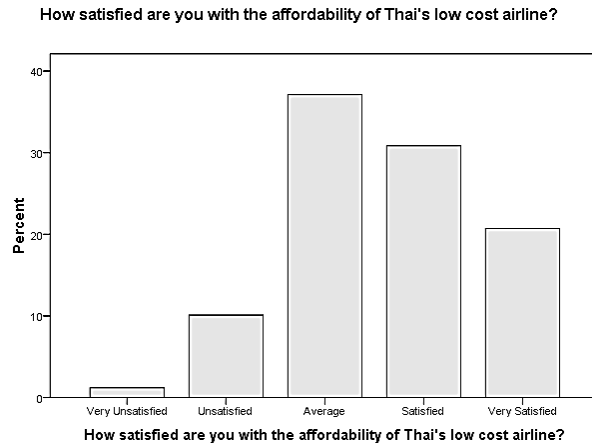


Table 4.11 showed satisfaction on safety of Thai low cost airlines of the respondents was 415. It showed 38.6% (160) represented the highest percentage on average and 0.2% (1) represented the lowest percentage on being very unsatisfied. Table 4.11 showed the percentage of respondents on safety of Thai low cost airlines.

Table 4.11 Frequency and Percentage of Satisfaction on the Safety

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 1 | 0.2 | 0.2 |
| | Unsatisfied | 40 | 9.6 | 9.6 |
| | Average | 160 | 38.6 | 38.6 |
| | Satisfied | 139 | 33.5 | 33.5 |
| | Very Satisfied | 75 | 18.1 | 18.1 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.11

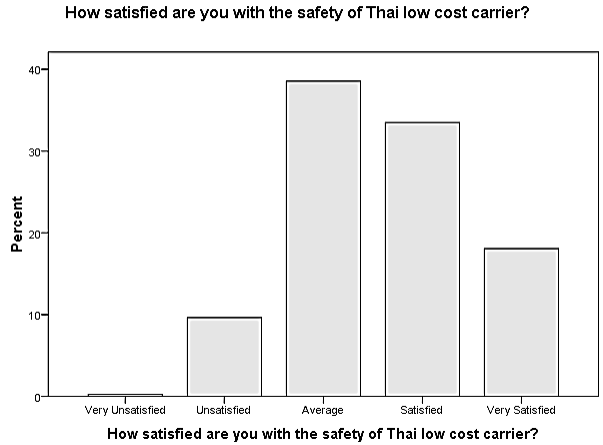


Table 4.12 showed satisfaction on safety of Thai low cost airlines of the respondents was 415. It showed 35.7% (148) represented the highest percentage on being satisfied and 1.2% (5) represented the lowest percentage on being very unsatisfied. Table 4.11 showed the percentage of the respondents on safety of Thai low cost airlines.

Table 4.12 Frequency and Percentage of Satisfaction on the Cleanliness

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 5 | 1.2 | 1.2 |
| | Unsatisfied | 64 | 15.4 | 15.4 |
| | Average | 130 | 31.3 | 31.3 |
| | Satisfied | 148 | 35.7 | 35.7 |
| | Very Satisfied | 68 | 16.4 | 16.4 |
| | Total | 415 | 100.0 | 100.0 |

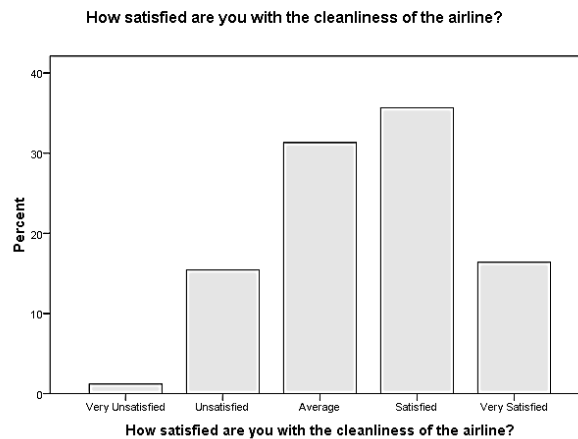
Figure 4.12

Table 4.13 showed satisfaction on grooming and image of the flight attendants of Thai low cost airlines of the respondents was 415. It showed 38.6% (160) represented the highest percentage on average and 1.0% (4) represented the lowest percentage on being very unsatisfied. Table 4.13 showed that the percentage of respondents on grooming and image of the flight attendants of Thai low cost airlines.

Table 4.13 Frequency and Percentage of Satisfaction on the Grooming

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 4 | 1.0 | 1.0 |
| | Unsatisfied | 44 | 10.6 | 10.6 |
| | Average | 160 | 38.6 | 38.6 |
| | Satisfied | 135 | 32.5 | 32.5 |
| | Very Satisfied | 72 | 17.3 | 17.3 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.13

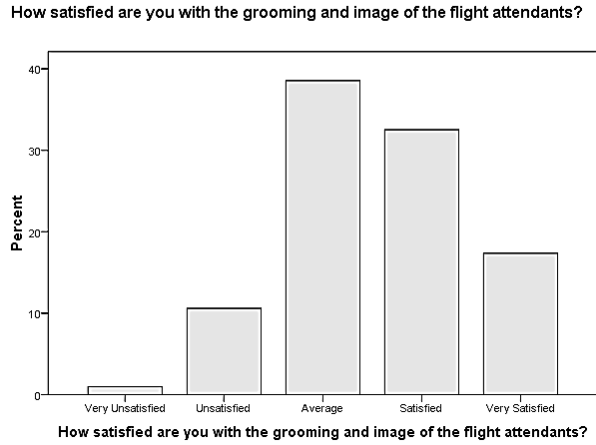


Table 4.14 showed satisfaction on the consistency of cabin crew of Thai low cost airlines of the respondents was 415. It showed 39.5% (164) represented the highest percentage on average and 1.7% (7) represented the lowest percentage on being very unsatisfied.

Table 4.14 showed the percentage of respondents on the consistency of cabin crew of Thai low cost airlines.

Table 4.14 Frequency and Percentage of Satisfaction on the Consistency

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 7 | 1.7 | 1.7 |
| | Unsatisfied | 63 | 15.2 | 15.2 |
| | Average | 164 | 39.5 | 39.5 |
| | Satisfied | 115 | 27.7 | 27.7 |
| | Very Satisfied | 66 | 15.9 | 15.9 |
| | Total | 415 | 100.0 | 100.0 |

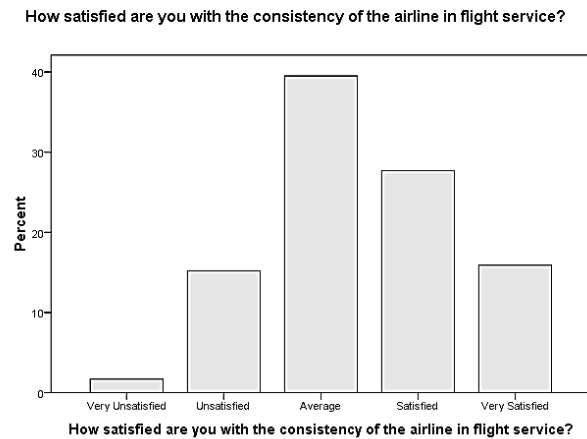
Figure 4.14

Table 4.15 showed satisfaction on language skills of cabin crew of Thai low cost airlines of the respondents was 415. It showed 32.5% (135) represented the highest percentage on being satisfied and 1.2% (5) represented the lowest percentage on being very unsatisfied. Table 4.15 showed the percentage of respondents on language skills of cabin crew of Thai low cost airlines.

Table 4.15 Frequency and Percentage of Satisfaction on the Language Skills

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 5 | 1.2 | 1.2 |
| | Unsatisfied | 58 | 14.0 | 14.0 |
| | Average | 133 | 32.0 | 32.0 |
| | Satisfied | 135 | 32.5 | 32.5 |
| | Very Satisfied | 84 | 20.2 | 20.2 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.15

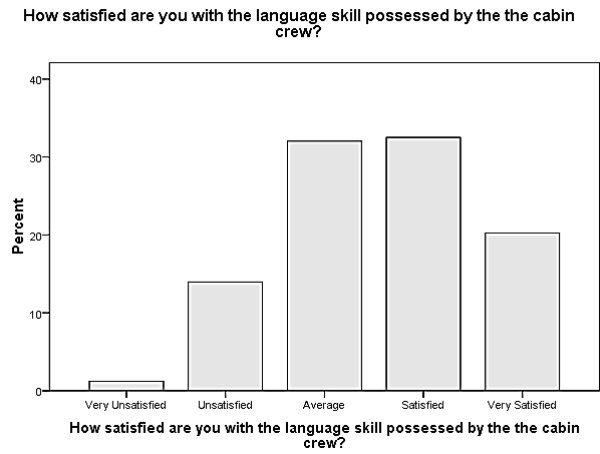


Table 4.16 showed satisfaction on communication skills and approachability of the cabin crew of Thai low cost airlines of the respondents was 415. It showed 37.8% (157) represented the highest percentage on satisfied and 1.7% (7) represented the lowest percentage on being very unsatisfied. Table 4.16 showed the percentage of respondents on communication skills and approachability of the cabin crew of Thai low cost airlines.

Table 4.16 Frequency and Percentage of Satisfaction on Communication Skills

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 7 | 1.7 | 1.7 |
| | Unsatisfied | 70 | 16.9 | 16.9 |
| | Average | 113 | 27.2 | 27.2 |
| | Satisfied | 157 | 37.8 | 37.8 |
| | Very Satisfied | 68 | 16.4 | 16.4 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.16

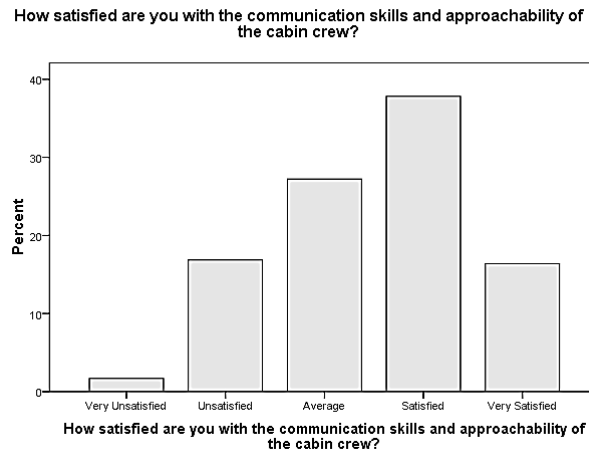


Table 4.17 showed satisfaction on the frequent flyer program of Thai low cost airlines of respondents was 415. It showed 39.5% (164) represented the highest percentage on average and 0.2% (1) represented the lowest percentage on very unsatisfied.

Table 4.17 showed the percentage of respondents on the frequent flyer program of Thai low cost airlines.

Table 4.17 Frequency and Percentage of Satisfaction on the Frequent Flyer Program

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 1 | 0.2 | 0.2 |
| | Unsatisfied | 74 | 17.8 | 17.8 |
| | Average | 164 | 39.5 | 39.5 |
| | Satisfied | 125 | 30.1 | 30.1 |
| | Very Satisfied | 51 | 12.3 | 12.3 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.17

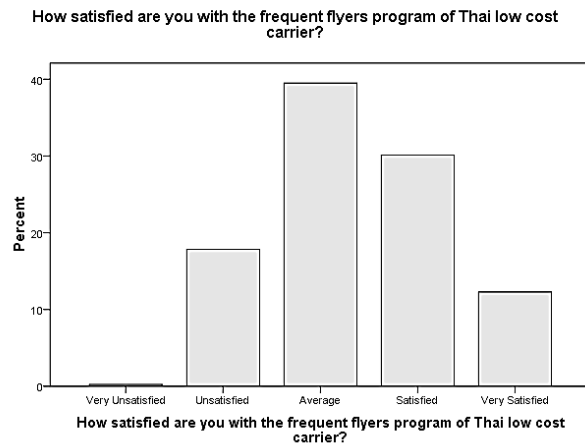


Table 4.18 showed satisfaction on the benefit of the frequent flyer of Thai low cost airlines of the respondents was 415. It showed 29.4% (122) represented the highest percentage on average and 2.9% (12) represented the lowest percentage on being very unsatisfied. Table 4.18 showed the percentage of respondents on the benefit of the frequent flyer of Thai low cost airlines.

Table 4.18 Frequency and Percentage of Satisfaction on the Benefit of the Frequent Flyer Program.

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 12 | 2.9 | 2.9 |
| | Unsatisfied | 101 | 24.3 | 24.3 |
| | Average | 122 | 29.4 | 29.4 |
| | Satisfied | 109 | 26.3 | 26.3 |
| | Very Satisfied | 71 | 17.1 | 17.1 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.18

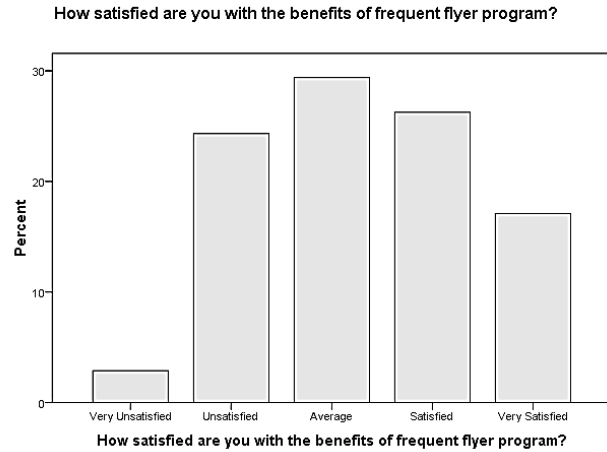


Table 4.19 showed satisfaction on the promptness of baggage delivery of Thai low cost airlines of the respondents was 415. It showed 42.4% (176) represented the highest percentage on average and 3.1% (13) represented the lowest percentage on being very unsatisfied. Table 4.19 showed the percentage of the respondents on the promptness of baggage delivery of Thai low cost airlines.

Table 4.19 Frequency and Percentage of Satisfaction on the Promptness of Baggage Delivery

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 13 | 3.1 | 3.1 |
| | Unsatisfied | 52 | 12.5 | 12.5 |
| | Average | 176 | 42.4 | 42.4 |
| | Satisfied | 120 | 28.9 | 28.9 |
| | Very Satisfied | 54 | 13.0 | 13.0 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.19

Table 4.20 showed satisfaction on the responsiveness to assist in baggage recovery by Thai low cost airlines of the respondents was 415. It showed 36.4% (157) represented the highest percentage on average and 1.7% (7) represented the lowest percentage on being very unsatisfied. Table 4.20 showed the percentage of respondents on the responsiveness to assist in baggage recovery by Thai low cost airlines.

Table 4.20 Frequency and Percentage of Satisfaction on the Responsiveness to Assist in Baggage Recovery

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 7 | 1.7 | 1.7 |
| | Unsatisfied | 80 | 19.3 | 19.3 |
| | Average | 151 | 36.4 | 36.4 |
| | Satisfied | 113 | 27.2 | 27.2 |
| | Very Satisfied | 64 | 15.4 | 15.4 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.20

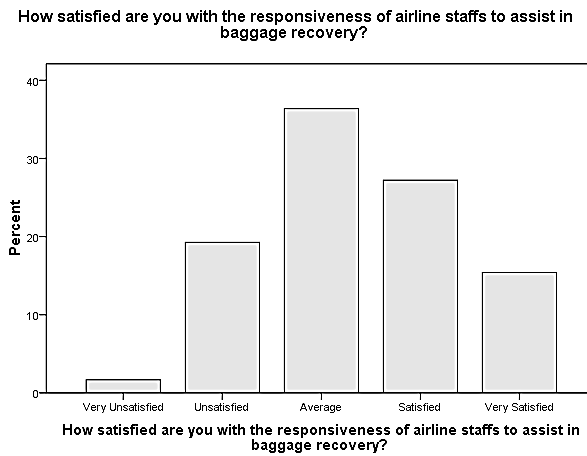


Table 4.21 showed satisfaction on on-going after-flight promotions of Thai low cost airlines of the respondents was 415. It showed 38.1% (158) represented the highest percentage on average and 1.4% (6) represented the lowest percentage on being very unsatisfied. Table 4.21 showed the percentage of respondents on on-going after-flight promotions of Thai low cost airlines.

Table 4.21 Frequency and Percentage of Satisfaction on the On-going After-Flight Promotions

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 6 | 1.4 | 1.4 |
| | Unsatisfied | 77 | 18.6 | 18.6 |
| | Average | 158 | 38.1 | 38.1 |
| | Satisfied | 131 | 31.6 | 31.6 |
| | Very Satisfied | 43 | 10.4 | 10.4 |
| | Total | 415 | 100.0 | 100.0 |

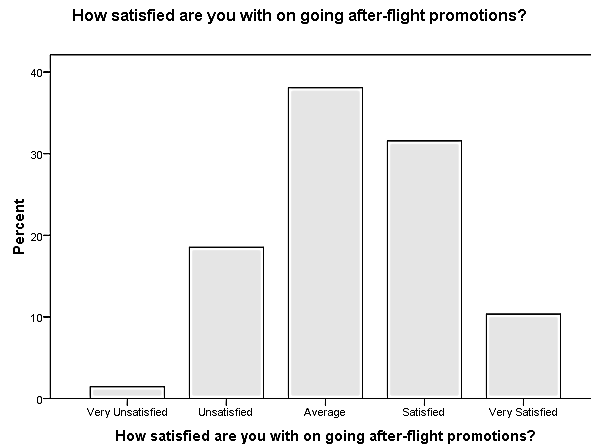
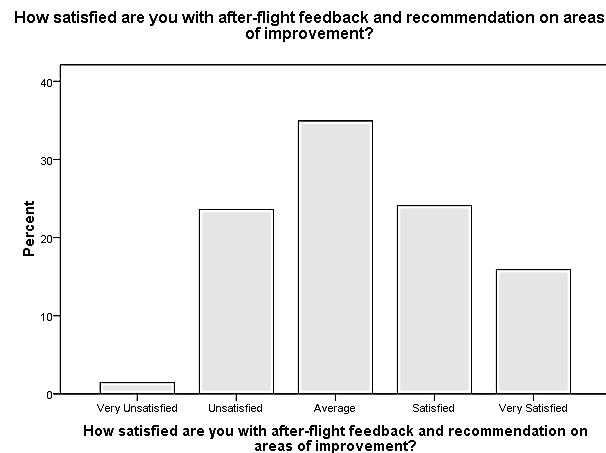
Figure 4.21

Table 4.22 showed satisfaction on after-flight feedback and recommendations on areas of improvement of Thai low cost airlines of the respondents was 415. It showed 34.9% (145) represented the highest percentage on average and 1.4% (6) represented the lowest percentage on being very unsatisfied. Table 4.22 showed the percentage of respondents on after-flight feedback and recommendations on areas of improvement of Thai low cost airlines.

Table 4.22 Frequency and Percentage of Satisfaction on Feedback and Recommendations on areas of Improvement.

| | | Frequency | Percent | Valid Percent |
|-------|------------------|-----------|---------|---------------|
| Valid | Very Unsatisfied | 6 | 1.4 | 1.4 |
| | Unsatisfied | 98 | 23.6 | 23.6 |
| | Average | 145 | 34.9 | 34.9 |
| | Satisfied | 100 | 24.1 | 24.1 |
| | Very Satisfied | 66 | 15.9 | 15.9 |
| | Total | 415 | 100.0 | 100.0 |

Figure 4.22

4.3 Description of Airline Service Quality on Customer Satisfaction of Pre-flight, In-flight, and Post-Flight Factors.

Service Quality factor questions were asked in section two, three, and four. For the questions, the respondents selected the number corresponding to their level of satisfaction. The numbers represented following:

1 = “Very Unsatisfied”, 2 = “Unsatisfied”, 3 = “Average”, 4 = “Satisfied”, 5 = “Very Satisfied.”

Table 4.23 presented a description of items of pre-flight service. It showed that Thai low cost airlines were “good on airline staff responsiveness” as it showed the highest mean score of 3.82 while “reliability of the ground airline service” showed the lowest mean score of 3.47. The average mean score of pre-flight service was 3.64. Thus, the respondents were unsatisfied on pre-flight services.

The average level of the respondents’ opinion represented in Table 4.23 is above average, and the result of mean (\bar{x}) is 3.64; the mode is 3.5, and standard deviation (SD) is 0.919. To follow all the results in each category range, each one is above an average level, which means all factors of pre-flight service are important to passenger satisfaction. For the image, the result of the mean is 3.69; the mode is 4 and standard deviation is 0.838. For the reliability of airline staff, the result of the mean is 3.47; the mode is 3, and standard deviation is 0.836. For pre-flight service of the airline staff, the result of the

mean is 3.55; the mode is 3, and standard deviation is 0.991. For responsiveness of airline staff, the result of the mean is 3.82; the mode is 4 and standard deviation is 0.953. For price comparing, the result of the mean is 3.72; the mode is 4, and standard deviation is 0.933. For affordability, the result of the mean is 3.60; the mode is 3, and standard deviation is 0.965.

Table 4.23 Mean, Standard Deviation, and Mode of the Satisfaction on Pre-Flight Service.

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Standard Deviation | Mode |
|---|-----|---------|---------|------|--------------------|------|
| The image of Thai low cost carriers | 415 | 1 | 5 | 3.69 | 0.838 | 4 |
| The reliability of the airline (i.e. security level, ease of use etc) | 415 | 1 | 5 | 3.47 | 0.836 | 3 |
| Pre-flight service of the airline staff (i.e. checking in etc.) | 415 | 1 | 5 | 3.55 | 0.991 | 3 |
| The responsiveness of the airline staff (checking in, luggage recovery etc) | 415 | 1 | 5 | 3.82 | 0.953 | 4 |
| The price of airline tickets as compared to other low cost airlines | 415 | 1 | 5 | 3.72 | 0.933 | 4 |

| | | | | | | |
|---|-----|---|---|------|-------|-----|
| The affordability of Thai low cost airlines | 415 | 1 | 5 | 3.60 | 0.965 | 3 |
| Pre-Flight service | 415 | 1 | 5 | 3.64 | 0.919 | 3.5 |
| Valid N (list-wise) | 415 | | | | | |

Figure 4.23

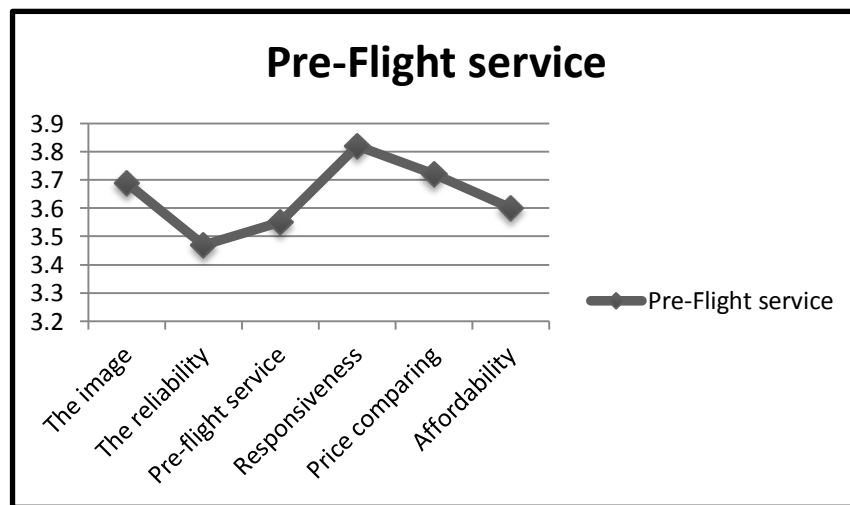


Table 4.24 presented the description of items of in-flight service. It showed that Thai low cost airlines has “high safety on aircraft” and showed the highest mean score of 3.60, while concerning “the consistency of cabin crew on-board,” it showed the lowest mean score of 3.41. The average mean score of pre-flight service was 3.52. Thus, the respondents were satisfied with in-flight service.

The average level of the respondents’ opinion in Table 4.24 is above average, and the result of the mean (\bar{x}) is 3.52; the mode is 3.5 and standard deviation (SD) is 0.919. To follow all the results in each category range, each one is above an average level, which means all factors of in-flight service are important to passenger satisfaction. For

the safety, the result of the mean is 3.60; the mode is 3 and standard deviation is 0.901. For the cleanliness, the result of the mean is 3.51; the mode is 4, and standard deviation is 0.980. For grooming of flight attendants, the result of the mean is 3.55; the mode is 3, and standard deviation is 0.931. For the consistency of the airline, the result of the mean is 3.41; the mode is 3 and standard deviation is 0.983. For Language skills, the result of the mean is 3.57; the mode is 4, and standard deviation is 1.002. For communication skills, the result of the mean is 3.50; the mode is 4, and standard deviation is 1.009.

Table 4.24 Mean, Standard Deviation, and Mode of the Satisfaction on In-Flight Service

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Standard Deviation | Mode |
|--|-----|---------|---------|------|--------------------|------|
| The safety of Thai low cost carriers | 415 | 1 | 5 | 3.60 | 0.901 | 3 |
| The cleanliness of the airline | 415 | 1 | 5 | 3.51 | 0.980 | 4 |
| The grooming and image of the flight attendants | 415 | 1 | 5 | 3.55 | 0.931 | 3 |
| The consistency of the airline in-flight service | 415 | 1 | 5 | 3.41 | 0.983 | 3 |
| The language skills possessed by the cabin crew | 415 | 1 | 5 | 3.57 | 1.002 | 4 |

| | | | | | | |
|--|-----|---|---|------|-------|-----|
| The communication skills and approachability of the cabin crew | 415 | 1 | 5 | 3.50 | 1.009 | 4 |
| In-Flight service | 415 | 1 | 5 | 3.52 | 0.968 | 3.5 |
| Valid N (list-wise) | 415 | | | | | |

Figure 4.24

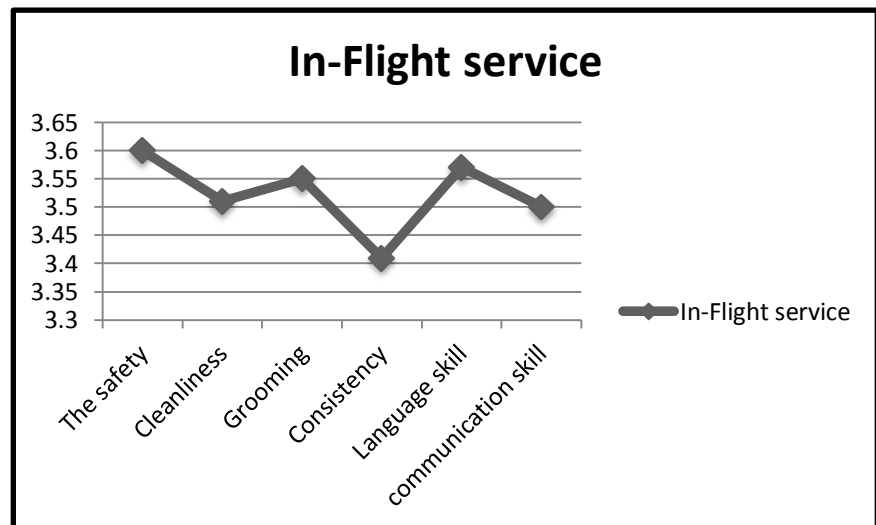


Table 4.25 presented a description of items of post-flight service. It showed that for the Thai low cost airlines “frequent flyers program,” it showed the highest mean score of 3.37, while concerning “feedback and recommendation” it showed the lowest mean score of 3.29. The average mean score of pre-flight service was 3.33. Thus, the respondents were satisfied with post-flight service.

The average level of the respondents’ opinion in Table 4.25 is above average, and the result of the mean (\bar{x}) is 3.33; the mode is 3, and standard deviation (SD) is 0.997. To follow all the results in each category range, each one is an average level, which means

all factors of post-flight service can directly affect passenger satisfaction. For the frequent flyers program, the result of the mean is 3.37; the mode is 3 and standard deviation is 0.920. For the benefit of the frequent flyer program, the result of the mean is 3.30; the mode is 3, and standard deviation is 1.103. For promptness on baggage delivery, the result of the mean is 3.36; the mode is 3, and standard deviation is 0.965. For responsiveness to assist in baggage recovery, the result of the mean is 3.35; the mode is 3 and standard deviation is 1.013. For ongoing after-flight service, the result of the mean is 3.31; the mode is 3, and standard deviation is 0.938. For feedback and recommendations, the result of the mean is 3.29; the mode is 3, and standard deviation is 1.043.

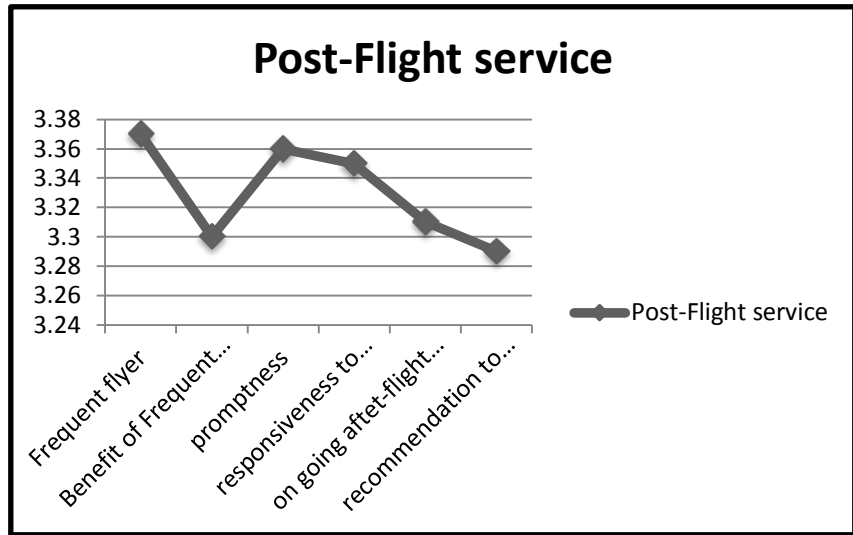
Table 4.25 Mean, Standard Deviation, and Mode of the Satisfaction on Post-Flight Service

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Standard Deviation | Mode |
|---|-----|---------|---------|------|--------------------|------|
| The frequent flyers program of Thai low cost carriers | 415 | 1 | 5 | 3.37 | 0.920 | 3 |
| The benefits of the frequent flyer program | 415 | 1 | 5 | 3.30 | 1.103 | 3 |
| The promptness of baggage delivery | 415 | 1 | 5 | 3.36 | 0.965 | 3 |
| The responsiveness of airline staff to assist in baggage recovery | 415 | 1 | 5 | 3.35 | 1.013 | 3 |

| | | | | | | |
|---|-----|---|---|------|-------|---|
| On-going after-flight promotions | 415 | 1 | 5 | 3.31 | 0.938 | 3 |
| After-flight feedback and recommendations on areas of improvement | 415 | 1 | 5 | 3.29 | 1.043 | 3 |
| Post-Flight service | 415 | 1 | 5 | 3.33 | 0.997 | 3 |
| Valid N (listwise) | 415 | | | | | |

Figure 4.25



4.4 Hypotheses testing

The study used Multiple Regression to analyze the service quality dimension. The regression analysis was used to determine the effect of service quality of low cost airlines in Thailand. Multiple R is the correlation between observed values of Y and the values of Y predicted by the multiple regression model.

From Table 4.26 the value of R was found to be 0.815. Therefore, the larger the value of multiple R indicates a large correlation between the observed and predicted values of reliability of customer satisfaction. From Table 4.26, r^2 was found to be 0.665 (66.5%), thus, 0.665 (66.5%) variance on customer satisfaction was explained from this model.

Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From the Table 4.26, adjusted r^2 was found to be 0.663 (66.3%). Thus, the value signified that 66.3% of the variance on customer satisfaction was explained by the model.

Table 4.26 Summary of Multiple Regression Model on Reliability

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.815 ^a | 0.665 | 0.663 | 0.4080 | 0.665 | 408.066 | 2 | 412 | .000 | 1.703 |

Hypothesis 1: Reliability has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

$H_{0,1}$: Reliability on customer service quality has no effect on passenger satisfaction

$H_{1,1}$: Reliability on customer service quality has an effect on passenger satisfaction

From the figures presented in Table 4.26, it was therefore confirmed that there was a significant positive relationship between reliability in pre-flight service quality and passenger satisfaction. Amongst the pre-flight variables, reliability ($r = 0.815$) had more impact on passenger satisfaction.

From Table 4.27 the value of R was found to be 0.915. Therefore, the larger the value of multiple R indicates a large correlation between the observed and predicted values of responsiveness of customer satisfaction. In Table 4.26, r^2 was found to be 0.837 (83.7%) for the model. Thus, 0.837 (83.7%) variance on customer satisfaction was explained from this model.

Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From Table 4.27, adjusted r^2 was found to be 0.836 (83.6%). Thus, the value signified that 83.6% of the variance on customer satisfaction was explained through the model.

Table 4.27 Summary of Multiple Regression Model on Responsiveness.

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.915 ^a | 0.837 | 0.836 | 0.2845 | .837 | 1056.866 | 2 | 412 | 0.000 | 1.615 |

Hypothesis 2: Responsiveness has significant influence on the satisfaction of Low Cost Airline passenger

H_{0,2}: Responsiveness on customer service quality has no effect on passenger satisfaction

H_{1,2}: Responsiveness on customer service quality has an effect on passenger satisfaction

From figures presented in Table 4.27, it therefore confirmed that there was a significant positive relationship between responsiveness in pre-flight service quality and passenger satisfaction. Amongst the pre-flight variables, responsiveness ($r = 0.915$) had more impact on passenger satisfaction.

In Table 4.28, the value of R was found to be 0.863. Therefore, the larger the value of multiple R indicates a large correlation between the observed and predicted values of pricing of customer satisfaction. In Table 4.28, r^2 was found to be 0.745 (74.5%) for the model. Thus, 0.745 (74.5%) variance on customer satisfaction was explained from this model.

Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. In Table 4.28, adjusted r^2 was found to be 0.744 (74.4%). Thus, the value signified that 74.4% of the variance on customer satisfaction was explained through the model.

Table 4.28 Summary of Multiple Regression Model on Pricing.

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.863 ^a | 0.745 | 0.744 | 0.3558 | 0.745 | 601.502 | 2 | 412 | 0.000 | 1.667 |

Hypothesis 3: Pricing Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,3}: Pricing on customer service quality has no effect on passenger satisfaction

H_{1,3}: Pricing on customer service quality has an effect on passenger satisfaction

The figures presented in Table 4.28, therefore confirmed that there was a significant positive relationship between pricing in pre-flight service quality and passenger satisfaction. Amongst the pre-flight variables, pricing ($r = 0.863$) had more impact on passenger satisfaction.

In Table 4.29, the value of R was found to be 0.878. Therefore, the larger the value of multiple R indicates a large correlation between the observed and predicted values of tangibles of customer satisfaction. From table 4.28, r^2 was found to be 0.770 (77%) for the model. Thus, 0.770 (77%) variance on customer satisfaction was explained from this model.

Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From Table 4.29, adjusted r^2 was found to be 0.769 (76.9%). Thus, the value signified that 76.9% of the variance on customer satisfaction was explained by the model.

Table 4.29 Summary of Multiple Regression Model on Tangibles

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.878 ^a | 0.770 | 0.769 | 0.3638 | 0.770 | 690.048 | 2 | 412 | 0.000 | 1.788 |

Hypothesis 4: Tangibles Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,4}: Tangibles on customer service quality has no effect on passenger satisfaction

H_{1,4}: Tangibles on customer service quality has an effect on passenger satisfaction

From the figures presented in Table 4.29, therefore confirmed that there was a significant positive relationship between tangibles in in-flight service quality and passenger satisfaction. Amongst the in-flight variables, tangibles ($r = 0.878$) had more impact on passenger satisfaction.

From Table 4.30 the value of R was found to be 0.903. Therefore, the larger the value of multiple R indicates that there was a large correlation between the observed and predicted values of courtesy of customer satisfaction. In Table 4.30, r^2 was found to be 0.815 (81.5%) for the model. Thus, 0.815 (81.5%) variance on customer satisfaction was explained from this model. Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From Table 4.30, adjusted r^2 was found to be 0.814 (81.4%). Thus, the value signified that 81.4% of the variance on customer satisfaction was explained in the model.

Table 4.30 Summary of Multiple Regression Model on Courtesy

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.903 ^a | 0.815 | 0.814 | 0.3262 | 0.815 | 908.457 | 2 | 412 | 0.000 | 1.942 |

Hypothesis 5: Courtesy Has Significant Influence on the Satisfaction of Low Cost Airline Passengers

H_{0,5}: Courtesy on customer service quality has no effect on passenger satisfaction

H_{1,5}: Courtesy on customer service quality has an effect on passenger satisfaction

The figures from Table 4.30 therefore confirmed that there was a significant positive relation between courtesy in in-flight service quality and passenger satisfaction. Amongst the in-flight variables, courtesy ($r = 0.903$) had more impact on passenger satisfaction.

In Table 4.31, the value of R was found to be 0.866. Therefore, the larger the value of multiple R indicates that there was a large correlation between the observed and predicted values of language skills of customer satisfaction. From Table 4.31, r^2 was found to be 0.751 (75.1%) for the model. Thus, 0.751 (75.1%) variance on customer satisfaction was explained from this model. Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. In Table 4.31, adjusted r^2 was found to be 0.750 (75%). Thus, the value signified that 75% of the variance on customer satisfaction was explained by the model.

Table 4.31 Summary of Multiple Regression Model on Language Skills

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.866 ^a | 0.751 | 0.750 | 0.3788 | 0.751 | 620.606 | 2 | 412 | 0.000 | 1.825 |

Hypothesis 6: Language skills Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,6}: Language skills on customer service quality has no effect on passenger satisfaction

H_{1,6}: Language skills on customer service quality has an effect on passenger satisfaction

The figures from Table 4.31 therefore confirmed that there was a significant positive relation between language skills in in-flight service quality and passenger satisfaction. Amongst the in-flight variables, language skills ($r = 0.866$) had more impact on passenger satisfaction.

In Table 4.32, the value of R was found to be 0.865. Therefore, the larger the value of multiple R indicates that there was a large correlation between the observed and predicted values of frequent flyer programs of customer satisfaction. From the Table 4.31, r^2 was found to be 0.748 (74.8%), thus, .748 (74.8%) variance on customer satisfaction was explained from this model. Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From the table 4.32, adjusted r^2 was found to be 0.747 (74.7%), thus, the value signified that 74.7% of the variance on customer satisfaction was explained through the model.

Table 4.32 Summary of Multiple Regression Model on Frequent Flyer Programs.

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.865 ^a | 0.748 | 0.747 | 0.3924 | 0.748 | 612.681 | 2 | 412 | 0.000 | 1.696 |

Hypothesis 7: Frequent Flyer Programs Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,7}: Frequent flyer programs on customer service quality has no effect on passenger satisfaction

H_{1,7}: Frequent flyer programs on customer service quality has an effect on passenger satisfaction

From the figures in Table 4.32 therefore confirmed that there was a significant positive relationship between frequent flyer programs in post-flight service quality and passenger satisfaction. Amongst the post-flight variables, frequent flyer programs ($r = 0.865$) had more impact on passenger satisfaction.

From Table 4.33 the value of R was found to be 0.913. Therefore, the larger the value of multiple R indicates that there is a large correlation between the observed and predicted values of timeliness of customer satisfaction. From the Table 4.33, r^2 was found to be 0.833 (83.3%), thus, 0.833 (83.3%) variance on customer satisfaction was explained from this model. Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From Table 4.33, adjusted r^2 was found to be 0.832 (83.2%). Thus, the value signified that 83.2% of the variance on customer satisfaction was explained in the model.

Table 4.33 Summary of Multiple Regression Model on Timeliness.

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.913 ^a | 0.833 | 0.832 | 0.3198 | 0.833 | 1026.503 | 2 | 412 | 0.000 | 1.571 |

Hypothesis 8: Timeliness Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,8}: Timeliness on customer service quality has no effect on passenger satisfaction

H_{1,8}: Timeliness on customer service quality has an effect on passenger satisfaction

The figures in Table 4.33 therefore confirmed that there was a significant positive relationship between timeliness in post-flight service quality and passenger satisfaction. Amongst the post-flight variables, timeliness ($r = 0.913$) had more impact on passenger satisfaction.

From Table 4.34 the value of R was found to be 0.884. Therefore, the larger the value of multiple R indicates that there was a large correlation between the observed and predicted values of after service for customer satisfaction. From Table 4.34, r^2 was found to be 0.781 (78.1%), thus, 0.781 (78.1%) variance on customer satisfaction was explained from this model. Adjusted r^2 is a measure of the loss of predictive power of shrinkage in regression. From the table 4.34, adjusted r^2 was found to be 0.780 (78%). Thus, the value signified that 78% of the variance on customer satisfaction was explained through the model.

Table 4.34 Summary of Multiple Regression Model on After-Service

| Model | R | R Square | Adjusted Square | Standard Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|--------------------|----------|-----------------|--------------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | 0.884 ^a | 0.781 | 0.780 | 0.3658 | 0.781 | 736.380 | 2 | 412 | 0.000 | 1.572 |

Hypothesis 9: After-Service Has Significant Influence on the Satisfaction of Low Cost Airline Passengers.

H_{0,9}: After-service on customer service quality has no effect on passenger satisfaction

H_{1,9}: After-service on customer service quality has an effect on passenger satisfaction

The figures in Table 4.34 therefore confirmed that there was a significant positive relationship between after-service in post-flight service quality and passenger satisfaction. Amongst the post-flight variables, after-service ($r = 0.884$) had more impact on passenger satisfaction.

Table 4.35 Regression of In-flight, Pre-flight, and Post-flight Service Quality on Passenger Satisfaction.

| In-flight service quality variables | | R | R Square | Significance |
|--|-------------------------|----------|-----------------|---------------------|
| 1 | Reliability | 0.815 a | 0.665 | 0.000 a |
| 2 | Responsiveness | 0.915 a | 0.837 | 0.000 a |
| 3 | Pricing | 0.863 a | 0.745 | 0.000 a |
| Pre-flight service quality variables | | R | R Square | Significance |
| 1 | Tangible | 0.878 a | 0.770 | 0.000 a |
| 2 | Courtesy | 0.903 a | 0.815 | 0.000 a |
| 3 | Language skills | 0.866 a | 0.751 | 0.000 a |
| Post-flight service quality variables | | R | R Square | Significance |
| 1 | Frequent Flyer programs | 0.865 a | 0.748 | 0.000 a |
| 2 | Timeliness | 0.913 a | 0.833 | 0.000 a |
| 3 | After-service | 0.884 a | 0.781 | 0.000 a |

From the figures in Table 4.35 this result is the summary of regression on the pre-flight, in-flight, and post-flight service quality that is an impact on passenger satisfaction. Amongst pre-flight variables, reliability ($r = 0.815$), responsiveness ($r = 0.915$), and pricing ($r = 0.863$) had an impact on passenger satisfaction. This, therefore, implies that airlines should improve on their pre-flight service quality of image and reliability of airline services, responsibility of airline staff, the price of air tickets, and the responsibility of airline staff since they have a higher impact on passenger satisfaction.

Also, amongst in-flight variables, tangible ($r = 0.878$), courtesy ($r = 0.903$), and language skills ($r = 0.866$) had an impact on passenger satisfaction. This, therefore, implies that airlines should improve on their in-flight service quality of safety and cleanliness on tangibles, courtesy and consistency of flight attendants, the language skills of the cabin crew, and courtesy and consistency of flight attendants since they have higher impact on passenger satisfaction.

Finally, amongst post-flight variables, frequent flyer programs ($r = 0.865$), timeliness ($r = 0.913$), and after-service ($r = 0.884$), these all had an impact on passenger satisfaction. This, therefore, implies that airlines should improve on their post-flight service quality of frequent flyer programs and the benefits provided, plus the promptness of baggage delivery and baggage recovery, together with after-service on the recommendations and promotions, and the courtesy and promptness of baggage delivery and baggage recovery since these factors all have a high impact on passenger satisfaction.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researcher will assess the results of the findings in the effectiveness of airline service quality on passenger satisfaction in Thai low cost carriers. This is the concluding chapter of the research project. It will bring the purpose of writing this research into a specific context. It will also provide the limitations to the study, as well as offering recommendations and suggestions for future studies, in this order, as follows:

5.1 Conclusion

5.2 Limitation of the study

5.3 Recommendations

5.3.1 Pre-Flight service

5.3.2 In-Flight service

5.3.3 Post-Flight service

5.4 Discussion of major findings

5.5 Recommendations for Future Research

5.1 Conclusion

This study aimed to investigate the effectiveness of airline service quality on passenger satisfaction in Thai low cost carriers. In this regard, the study analyzed the satisfaction on service quality that affects passengers who have used Thai low cost carriers. Survey questionnaires were used as an instrument to collect data variables from 415 passengers. The respondents who had used Thai low cost airline carriers (Thai Smile, Thai AirAsia, Nok Air, and Orient Thai) were chosen as a related sample. The demographic profile and the opinions of passengers were analyzed using percentile of each sector on satisfaction, the Mean (\bar{x}) and Standard Deviation (SD). The results were compiled and presented as follows:

Part 1 was for the general information of the respondents, categorized by gender, monthly income, age, and frequency of flying, from 415 respondents and the researcher found that the majority of the respondents were female, with an average

age range between 21-25 years old, with a monthly income which ranged between 20,001–30,000 Baht, and the annually flying frequency between 4–6 times.

Part 2 was for the satisfaction of airline service quality in pre-flight service from 415 respondents. The researcher found that the most effective factor on pre-flight service was on the responsiveness of the airline staff and passengers satisfaction on the responsiveness of pre-flight service. The less satisfaction on the pre-flight service was the reliability of the low cost airlines. The respondents answered the questionnaire sections based on their own personal experience because the researcher collected data specifically from people who had previously flown with Thai low cost airlines (Thai Smile, Thai AirAsia, Nok Air, and Orient Thai).

Part 3 was for the satisfaction of airline service quality in in-flight service from 415 respondents. The researcher found that the most effective factor concerning the in-flight service was on safety of the airline and found passenger satisfaction focused on safety of in-flight services. The less satisfaction on in-flight service was the consistency of flight attendants on-board.

Part 4 was for the satisfaction of airline service quality in post-flight service from 415 respondents. The researcher found that the most effective factor concerning post-flight service was the frequent flyer programs of the airline and found that passenger satisfaction was with the frequent flyer programs of the low cost airline carriers. The less satisfaction on post-flight service was an after-flight feedback and recommendations on areas in need of improvement.

5.2 Limitation of the study

All of the 415 respondents were only passengers of Thai low cost carriers (Thai Smile, Thai AirAsia, Nok Air, and Orient Thai). Furthermore, this research study only collected data from respondents who had previously flown with the Thai low cost airlines only, but the selection was not specific concerning the chosen route or the destination. Also, since the questionnaires were answered anonymously, some respondents might have answered based on their own genuine personal experience and some of the respondents may have answered by using their prejudice that related to their first impression with the low cost airline services they had received, or not received.

Hence, the limitation of the study was finding the satisfaction of service quality that directly affected passengers' satisfaction on Thai low cost airlines. Also, finding the main satisfaction was taken from different kinds of sectors. Moreover, finding the satisfaction on passengers in pre-flight service, in-flight service and also post-flight service and to cover all the factors that passengers had been provided as a service from the several Thai low cost airlines was within certain given boundaries.

However, the limited time provided and the amount of the 415 respondents for the research project were limited by using a short time period to distribute and then collect a large amount of questionnaires, using a specific sample of whomever had flown only with Thai low cost airline carriers: Thai Smile, Thai AirAsia, Nok Air, and Orient Thai, both on domestic and international flight routes.

5.3 Recommendations

The objective of the study was to determine the effectiveness of airline service quality on passenger satisfaction in Thai low cost airlines. This study covered three specific factors: pre-flight, in-flight, and post-flight services. Therefore, there is a need to consider those factors in creating passenger satisfaction with services that are offered by the Thai low cost airlines.

5.3.1 Pre-Flight service

Three factors in the pre-flight service for the research were “reliability,” “responsiveness,” and “price.” The study on the “reliability” factor asked the question about “image”; “reliability of the airline (i.e. security level, ease of use etc.)” focused on the reliability factor. For this factor passengers were satisfied on the image more than the reliability of the airline. Also, they considered the airline on the image of the airline and its effectiveness on the passenger. The study on the “responsiveness” factor asked the question about “pre-flight service of the airline staff (i.e. check-in, etc.),” and the “responsiveness of the airline staff” focusing on the responsiveness factor. This factor was the most effective on passenger satisfaction on the provided pre-flight service. The “responsiveness of the airline staff” was the factor that gained the most on passenger satisfaction on the pre-flight service. The “pre-flight service of the airline staff (i.e. check-in, etc.)” did not affect

the passengers' satisfaction too much, as it appeared on the least inferior rank. The study on the "price" factor asked the question about "price compared to other low cost airlines" and the "affordability" of the price factor. Passengers were satisfied on the price factor in the second rank of pre-flight services. Passengers were also satisfied on the airline ticket prices when compared to other international low cost airlines.

5.3.2 In-Flight service

Three factors in the in-flight service for the research were "tangible," "courtesy," and "language skills." The study on the "tangible" factor asked the question about "safety" and "cleanliness" on the tangible factor. Passengers were mostly satisfied on the safety on the in-flight service of the airline and it affected the passengers' impression and satisfaction. One other factor of the in-flight service was the "courtesy" factor with the question asked about "grooming" and "consistency." Passengers were more satisfied on "grooming" much more than the "consistency" of the cabin crew of the Thai low cost airlines, but the "consistency" of the cabin crew was the lowest rank of the passenger satisfaction results. However, in the airline service quality, a "consistency" of the airline was considered important and had an effect on the passengers' satisfaction on in-flight services. The study on the "language skills" factor asked the question about "language skills" and "communication skills and approachability" on the language skills factor. Passengers prefer a good "language skill" whether they are either Thai or a foreigner. The language skills were also important and a direct impact on passenger satisfaction. For Thai passengers' the language skills from a Thai cabin crew was based mostly on polite questions and sentences provided, but for foreign passengers a good language skill was important for the cabin crew to speak correctly, politely, and showed a good language skill of the cabin crew of the Thai low cost airlines.

5.3.3 Post-Flight service

Three factors in post-flight service for the research were “frequent flyer programs,” “timeliness,” and “after-service.” The study on the “frequent flyer programs” factor asked the question about “frequent flyer programs” and the “benefit.” Passengers were most satisfied on frequent flyer programs provided to passengers who often fly with their airline, but on the “benefit” for this program, the passengers were rarely satisfied on it. Concerning the “timeliness” factor, the passengers were satisfied with the promptness of baggage delivery of the airline because these things provide more convenience to passengers when they arrive at a given destination. For “after-service” on post-flight service the passengers were rarely dissatisfied with this factor, especially with the feedback and recommendations on the areas of potential improvement for future services to be provided.

5.4 Discussion of Major Findings.

From this research project of the effectiveness of airline service quality on passenger satisfaction in the Thai low cost carriers, in the three factors of pre-flight, in-flight, and post-flight services, found that the effect on passenger satisfaction. The research hypothesis that was presented in Chapter Two will be related to in further discussion.

As Eileen Y. and Jennifer K. (2011) suggested, the findings revealed that the on-time departure and arrival times, the cleanliness of cabin crew and the washroom or toilet, plus a comfortable seat during the whole journey were the three most crucial and basic service attributes for the domestic and international customers to continue to travel with low cost airlines. The results found in this research on the cleanliness factor directly affected passengers.

Also, on in-flight service, Ng, et al. (2011) stated that in-flight services offered by flight attendants affected customer satisfaction. Airline passengers may experience many service encounters with in-flight attendants, as the result on consistency of flight attendants was highly effective to customer satisfaction.

The factor of the post-flight factor, as Eileen Y. and Jennifer K. (2011) suggested, the customers’ mood state and the people with whom they are travelling

with are crucial in influencing how they viewed their total consumption experience of the low cost airlines. This was the same as the experience of after-flight and also the pre-flight service that can affect both the image and reliability of the airline.

The effect of after-flight researched by Sunil B. and Xenophon K. (2008) stated what the critical role of customer contact with employees' plays in shaping the experience of customers. This can be invaluable to service providers and can have a direct effect to customers' impression and good experience during the after-flight experience.

As the results on pre-flight service from airline staff was a direct affect to passengers then, as Sunil B. and Xenophon K. (2008) researched, in terms of customer service and especially airline staff who have direct customer contact, this is generally defined as the interface between the customer and the service provider. This factor includes all the airline staff who work directly face-to-face contact with passengers during any part of the airline services.

5.5 Recommendations for Future Research

This study focused on the effectiveness of airline service quality on passenger satisfaction in the Thai low cost airline carriers (Thai Smile, Nok Air, Thai AirAsia, and Orient Thai). It aimed to find customer satisfaction on pre-flight service, in-flight service, and post-flight service. It would be both potentially positive and progressive for the airlines to use the research results to improve the services and respond to customers' needs to make passengers' more satisfied with the airline services. Consequently, recommendations for further research are proposed as follows:

- 1) A study to explore more factors that affect passengers' satisfaction.
- 2) A study to compare between the Thai low cost airlines and other international low cost airline companies.
- 3) A study to focus on the purpose to improve the service quality on airline services of all three factors: pre-flight, in-flight, and post-flight.
- 4) A study that investigates the opinion of passengers and people who have flown with the Thai low cost airlines, concerning the services and responsibilities and the accountabilities held by each airline.

- 5) A study to explore the effect on passenger satisfaction that directly relates to the airline image which has an impact to the demand from customers.
- 6) A study that has an impact to value each airline by measuring passenger satisfaction on each service quality factor.

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