

## **ABSTRACT**

The major objective of this study is to explore the degree of customer satisfaction with ground services provided by Nok Air at Don Muang Airport in terms of place, staff, and ground services. The study design of this research is a cross-sectional survey, and a self-administered questionnaire was used as a instrument of the study. The subjects, who were 160 customers, were asked to complete a questionnaire during December 2008 – February 2009. The collected data were analyzed using frequency and percentage by SPSS Version 15.

The results of this research revealed that most customers were moderately satisfied with Ground Service provided by Nok Air at Don Muang Airport. Most customers were satisfied with airline staff followed by airline ground services and location. The factors that contributed to customer satisfaction were ground staff friendliness, good interaction, courteous manner, good temperament, alacrity to serve and the staff's proper attire. However, the result reflected that staff's ability to answer customer's questions and to solve customer problems were rather lower than for other parts. In order to better serve customers, the airline not only needs to improve its service in some areas such as booth decoration, staff ability to give advice and to solve customer's problem as well as the betterment of the Lost and Found service.

More or less, this study can be used as a guideline to improve Nok Air Ground Service to make its customer more satisfied and it might be useful for further study.