

CONTENTS

	PAGE
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS	iv
CHAPTER	
1. INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	2
1.3 Objectives of the Study	2
1.4 Definitions of Terms	3
1.5 Scope of the Study	3
1.6 Significance of the Study	3
1.7 Organization of the Study	4
2. REVIEW OF LITERATURE	5
2.1. Concept of Service Quality	5
2.2 Concept of Service Quality Measurement	6
2.3 Concept of Customer Satisfaction and Chain Reaction of Customer Satisfaction	7
2.4 Concept of Customer Retention and Loyalty	8
2.5 Relevant Research	9
3. METHODOLOGY	11
3.1 Subjects	11
3.2 Materials	11
3.3 Procedures	12
3.4 Data Analysis	12

4.	RESULTS	13
4.1	Demographic Information	13
4.2	Level of Customer Satisfaction with Ground Services provided by Nok Air at Don Muang Airport	16
4.3	Other Recommendations to improve Customer Satisfaction of the Ground Service provided by Nok Air Don Muang Airport	19
5.	DISCUSSION, CONCLUSION AND RECOMMENDATIONS	21
5.1	Summary of the Study	21
5.2	Summary of the Findings	22
5.3	Discussion	23
5.4	Conclusion	25
5.5	Recommendations for Further Studies	25
	REFERENCES	27
	APPENDIXES	28
A.	Research Questionnaire (English)	29
B.	Research Questionnaire (Thai)	33