

CHAPTER FOUR

RESULTS

The previous chapter explained the research methodology used to ascertain the customer satisfaction with Ground services provided by Nok Air at Don Muang Airport. This chapter reports the results of customer satisfaction with Nok Airline ground service which is divided into 3 parts based on each section of the questionnaire distributed

I. Demographic Information of respondents

II. Level of customer satisfaction

III. Suggestions of the respondents

4.1 DEMOGRAPHIC INFORMATION OF RESPONDENTS

In this part, the respondents were asked 6 questions about their personal information and frequency of travel together with their destinations.

Table 1. Gender of the Respondents

Gender	Frequency	Percentage
Male	64	40
Female	96	60
Total	160	100

Table 1 presented the respondents' gender which consisted of 60 percent female and 40 percent male respondents.

Table 2. Age of the Respondents

Age	Frequency	Percentage
Lower than 25	6	3.75
25-35	140	87.5
36-45	12	7.5
46-50	0	0

(table continues)

More than 50	2	1.25
Total	160	0

Table 2 showed that the maximum age of respondents was more than 50 years old and the minimum age was lower than 25 years old. There were no respondents aged between 46-50 years old. Most of the respondents are aged between 25-35 years old.

Table 3. Income per Month of the Respondents

Income / month	Frequency	Percentage
Lower than 10,000	2	1.25
10,000 – 30,000	90	56.25
30,001 – 50,000	42	26.25
More than 50,001	26	16.25
Total	160	100

Table 3 revealed that most of the respondents earned 10,000 – 30,000 THB/Month. Only 42 respondents earned 30,000 – 50,000 THB/Month, 26 respondents earned more than 50,001 THB/Month and only 2 respondents earned lower than 10,000 THB/Month.

Table 4. Occupation of the Respondents

Occupation	Frequency	Percentage
Government Officer	4	2.5
State Owned Enterprise Officer	6	3.75
Private Sector Officer	116	72.5
Business Owner	14	8.75
Student	10	6.25
Others	10	6.25
Total	160	100

Table 4 shared that most respondents were private sector officers (72.5 percent), 8.75 percent were business owners, 6.25 percent were students, and 3.75 percent were state owned enterprise officers.

Table 5. Respondents' Frequency of Travel

Frequency of flights per month	Frequency	Percentage
0-2	150	93.75
3-5	8	5
More than 5 flights	2	1.25
Total	160	100

From table 5, 93.75 percent of the respondents traveled 0-2 flights per month, 8 respondents or 5 percent traveled 3-5 flights per month. Only two respondents or 1.25 percent traveled more than 5 flights per month.

Table 6. Respondents' Travel Destinations

Destination	Frequency	Percentage
Chiang Mai	56	35
Had Yai	12	7.5
Nakornsri Thammarat	10	6.25
Trang	10	6.25
Udorn Thani	4	2.5
Others	68	42.5
Total	160	100

From table 6, the majority of the respondents often travel to other destinations apart from the choices in the questionnaire (42.5 percent) followed by Chiang Mai (35 percent), Had Yai (7.5 percent), Nakorn Sri Thammarat and Trang (6.25 percent) and only 2.5 percent of respondents travel to Udorn Thani.

4.2 LEVEL OF CUSTOMER SATISFACTION WITH GROUND SERVICE PROVIDED BY NOK AIR AT DON MUANG AIRPORT

Table 7. Respondents Satisfaction With Location

Location	Very Satisfied	Satisfied	Mode rate	Dissatisfied	Very Dissatisfied	Rating Average	Level of Satisfaction
Easy to find	12.5 % 20	36.25% 58	46.25% 74	2.75 6	1.25 2	3.55	Mode rate
Enough space	10% 16	28.75% 46	57.5% 92	2.5% 4	1.25% 2	3.44	Mode rate
Attractive decoration	6.25% 10	37.5% 60	46.25% 74	8.75% 14	1.25% 2	3.39	Mode rate
Attractive product display	1.25% 2	38.75% 62	52.5% 84	6.25% 10	1.25% 2	3.33	Mode rate
Cleanliness	10% 16	32.5% 52	45% 72	11.25% 18	1.25% 2	3.39	Mode rate
Clear Signage	12.5% 10	36.25% 58	43.75% 70	6.25% 10	1.25% 2	3.53	Mode rate

Table 7 reflected the respondents' level of satisfaction with the location which was moderate. They were satisfied with the easiness of finding the Nok Air counter at the airport the most. On the contrary, the respondents rated the attractive product display least, which had the lowest mean of only 3.33

Table 8. Respondents' Satisfaction With Ground Staff

Ground Staff	Very Satisfied	Satisfied	Mode rate	Dissatisfied	Very Dissatisfied	Rating Average	Level of Satisfaction
Friendliness	13.75 % 22	41.25% 66	40% 64	3.75% 6	1.25% 2	3.63	Satisfied
Interaction with customer	10% 16	56.25% 90	16.25% 26	3.75% 6	1.25% 2	3.70	Satisfied
Polite manner	11.25% 18	48.75% 78	33.75% 54	5% 8	1.25% 2	3.64	Satisfied
Good temperament	13.75% 22	50% 80	32.5% 52	2.5% 4	1.25% 2	3.73	Satisfied
Readiness in providing service	16.25% 26	41.25% 66	37.5% 60	3.75% 6	1.25% 2	3.68	Satisfied
Ability to answer customer question	7.5% 12	36.25% 58	48.75% 78	6.25% 10	1.25% 2	3.43	Moderate
Ability to solve customer problems	6.25% 10	32.5% 52	47.5% 76	11.25% 18	2.5% 4	3.29	Moderate

(table continues)

Proper attire	16.25%	47.5%	32.5%	1.25%	2.5%	3.74	Satisfied
	26	76	52	2	4		

Table 8 showed that the respondents were satisfied with Nok Air staff with regards to their proper attire (X 3.74), good temperament (X 3.73), interaction with customers (X 3.70), readiness in providing service (X 3.68), polite manner (X 3.64) and friendliness (X 3.63) respectively. With regards to ability to answer customer questions and ability to solve customer problems, respondents expressed their satisfaction to a moderate degree.

Table 9. Respondents Satisfaction With Service

Service	Very Satisfied	Satisfied	Mode rate	Dissatisfied	Very Dissatisfied	Rating Average	Level of Satisfaction
Check In Service	7.5% 12	50% 80	36.25% 58	5% 8	1.25% 2	3.58	Satisfied
Baggage service	7.5% 12	33.75% 54	52.5% 84	3.75% 6	2.5% 4	3.40	Moderate
Flight information service	12.5% 20	28.75% 46	55% 88	1.25% 2	2.5% 4	3.48	Moderate
Ticketing service	15% 24	43.75% 70	38.75% 62	1.25% 2	1.25% 2	3.70	Satisfied
Reservation service	12.5% 20	46.25% 74	37.5% 60	1.25% 2	2.5% 4	3.65	Satisfied

(table continues)

Lost and found service	2.5%	30%	63.75%	2.5%	1.25%	3.30	Moderate
	4	48	102	4	2		
Boarding service	7.5%	35%	53.75%	2.5%	1.25%	3.45	Moderate
	12	56	86	4	2		
Information service	7.5%	38.75%	48.75%	2.5%	2.5%	3.46	Moderate
	12	62	78	4	4		

According to table 9, the respondents were satisfied with check in service at the airport (X 3.58), ticketing service (X 3.70) and reservation service (X 3.65). However, respondents expressed their satisfaction to a moderate degree for flight information service (X 3.48), Information service (X 3.46), boarding service (X 3.45), baggage service (X 3.40) and lost and found service (X 3.30) respectively.

4.3 OTHER RECOMMENDATIONS TO IMPROVE THE CUSTOMER SATISFACTION OF GROUND SERVICES PROVIDED BY NOK AIR AT DON MUANG AIRPORT

The third part of the questionnaire asked for the customers' opinions of the aspects needed to be improved. Since this part was optional, only 40 respondents (25 percent replied). Those comments and suggestions are given as follows:

4.3.1 Respondents' Comments and Suggestions on Aspects They Want the Airline to Improve

Most of the respondents answered no and gave the reason that the needed services given are good already. However, there are some other points that respondents recommend which were:

- The check- in process needed to be quicker in peak hours
- Ground staff should give accurate information to customers
- Ground staff should keep on being polite to customers , no matter how stressed they are or how bad their tempers are

- Ground staff should be trained for a service mind
- Ground service for handicaps should be provided without being requested.

4.3.2 Respondents Comments and Suggestions to Increase Their

Satisfaction

On the last question of the questionnaire, the respondents were asked for the services that they would like to recommend the airline to add. The recommendation and suggestion were listed below:

- The airline should provide special ground services for children or elderly who travel alone.
- The airline should provide new and quicker check in service.
- The airline should have lounges for passengers who wait to board or passengers from delayed flights.
- The airline should expand its routes to cover all regions of the country.

In summary, this chapter showed the results of the findings of the survey on customer satisfaction with ground services provided by Nok Air at Don Muang airport. All of the results are shown in 9 tables together with points that customer would like the airline to improve and their suggestions to increase the satisfaction level.

The findings of the study will be summarized and discussed in the next chapter.