

CHAPTER FIVE

CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions of the findings, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

5.1.1 Objective of the Study

The objective of this study intended to measure the level of customer satisfaction with Ground Services provided by Nok Air at Don Muang Airport, to find out the issues and problems which customers are not satisfied with, and to find the solutions for further improvement. The research focused on three main areas, which were location, staff and ground services.

5.1.2 Subjects, Materials, and Procedures.

5.1.2.1 Subjects

The subjects of the study were 160 customers who use the ground service of Nok Air at Don Muang Airport only. They were of different ages and genders with the willingness to complete the survey. The study design was descriptive cross-sectional.

5.1.2.2 Materials

The researcher used an open-ended and close-ended questionnaire which consisted of three parts as the research instrument. The first part was demographic information requiring the respondents' general information such as age, gender, and income. The second part aimed to seek for the customer satisfaction levels using a scale rating from 1 to 5. Finally, the third part aimed to obtain recommendations for the level of satisfaction for further improvement.

5.1.2.3 Procedures

The survey started to distribute the questionnaires in December 2008 and finished in February 2009. After collecting the completed questionnaires, all data were analyzed using The Statistical Package for Social Sciences or SPSS program

version 15. In order to present the results of this study, the researcher used descriptive statistics of frequency, percentage and mean.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information of the Respondents

The results showed that, the proportion between male and female respondents was different since there were 60% female while there were 40% male respondents. The information on the age of the respondents were varied, but most of them were between 25-35 years old. Regarding the average income per month, most of the respondents earned 10,000 – 30,000 baht per month. Furthermore, most of the respondents were private sector officers. Moreover, 93.8% of respondents traveled with Nok Air and used ground services less than 2 flights per month.

5.2.2 Level of Customers' Satisfaction with Ground Services provided by Nok Air at Don Muang Airport

This section will be divided into 3 parts based on the measurement procedures of the Likert Scale as below:

The first part focused on the customer satisfaction with Ground Services provided by Nok Air at Don Muang Airport in terms of place. The results showed that the customers were satisfied with the ease of finding Nok Air counters at the airport, the space provided is enough, the attractive decorations, attractive product displays, the cleanliness and the clear signage. However, customer rated the ease of finding Nok Air location the most while the product display was rated last.

Secondly, the greater number of the customers felt satisfied with the staff's friendliness, interaction with customers, polite manner, good temperament, willingness in providing service and proper attire. However, the staff's ability to answer customer questions and ability to solve customer's problems made customers feel moderately satisfied.

Thirdly, a moderate satisfaction level was given to Baggage services, flight information services, lost and found services, boarding services, and information service. A small number of customers were satisfied with the check-in services at the airport, ticketing service and reservation service.

5.2.3 Customer Suggestions to improve Ground Services Provided by Nok Air at Don Muang Airport.

Although the respondents were quite satisfied with ground services provided by Nok Air at Don Muang Airport as the general result showed, they would still like the airline to improve its service in some areas.

In terms of place, the respondents answered that the decorations at Nok Air counters at Don Muang airport were too cluttered. Some respondents prefer nice and neat decorations which represents an airline's professional service. Moreover, the respondents also suggested arranging one stop service counters where customer can check in, make a reservation, to issued tickets, and check-in at one place.

For service staff, the respondents commented that ground service was provided with readiness and willingness as well as in a polite manner. However, their ability at solving customer problems needs to be improved. The respondents also suggested that the staff should be more responsive as well as give accurate information to customers.

The respondents also gave comments related to Nok Air ground services. Major of them suggested that it would be excellent if the airline provide a lounge at Don Muang Airport so customers can spend their time while waiting for the flight or flight delays. A few respondents complained about Baggage services and the Lost and Found service as they experienced lost baggage and a delay in following up lost belongings.

5.3 DISCUSSIONS

In this part, the findings of the study will be discussed based on the research questions posed in Chapter One.

5.3.1 Research question one asks if customers are satisfied or not with Ground Services provided by Nok Air at Don Muang Airport. The results revealed that the customer satisfaction level with the Ground Services varied. The component that people were most satisfied with was staff. Customer valued staff's friendliness, interaction with customers, polite manner, good temperament, willingness in providing service, and proper attire. In the ground services aspect, customers rated satisfied with Check-in services, Ticketing services and Reservation services.

The moderate satisfaction level was given to the ease of finding Nok Air booths and counters, sufficient space provided, attractive location, attractive product display, clean and comfortable service counters, clear signage, staff's ability to answer customer questions. In terms of employees, customers felt moderately satisfied with staff's ability to solve customer problems. For services provided, customers rated Baggage service, Flight Information services, Lost and Found Services, Boarding Services and General Information Services as moderately satisfied.

There was no dissatisfaction given to any area.

5.3.2 Research question two asks about the extent that customers are satisfied with the Ground Services Provided by Nok Air at Don Muang Airport. From the findings, overall degrees of satisfaction with Ground Services Provided by Nok Air were moderately satisfied. Most of the customers were moderately satisfied with the location. However, customers were satisfied with ground staff of the airline, because of their proper attire the most. Apart from that, the ground services that satisfied customers most were the ticketing service.

5.3.3 Research question three asks about the factors that contribute to customer satisfaction or dissatisfaction with the Ground Services Provided by Nok Air. The research findings revealed that customers were satisfied with Nok Air Ground staffs in terms of their appropriate clothing, positive temperament, polite manner and willingness to serve. The results of the staff satisfaction aspect was in accordance with Zeithaml, Bitner, and Gremler (2006, pp. 116-117) who presented the five elements of how consumer weigh service quality. The factors consisted of employees' full service availability, job responsiveness to serve customer needs, product knowledge, and proper attire. It could be indicated that the ground staff factor contributed to customer satisfaction with Ground Services provided by Nok Air at Don Muang Airport. However, the result of customer satisfaction with location was rated at a moderate level and was the part which was the lowest rated among the three aspects. In accordance with Zeithaml, Bitner and Gremler (2006, pp. 116-117) regarding The Dimension of Service Quality, the tangibles which included the appearance of physical facilities, equipment, personnel, and written materials was the major factor that drive customer satisfaction levels. This knowledge together with

research results enables the airline to allocate appropriate resources to improve service quality.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1. Regarding the research finding, the customers were moderately satisfied with Nok Air Ground Services at Don Muang Airport.

5.4.2 The research findings showed that most of the respondents were satisfied with airline staff followed by airline ground services and location.

5.4.3 The factors leading to customer satisfaction were the ground staff friendliness, good interaction with customers, polite manner, good temperament, staff willingness to serve and their proper attire. However, the staff's ability to answer customer's question and to solve customer problems were rather lower than for other parts.

5.4.4 As the results revealed that most of them were moderately satisfied with all dimensions of Nok Air Ground Services at Don Muang Airport, some areas still need to be improved such as the decorations, product display, staff's ability to serve customer needs, staff's ability to give advice or answer customers' questions as well as the Lost and Found service.

5.4.5 In order to better serve its customers, the airline not only needs to maintain its quality in current services, but they also need to add special services such as assistance to young passenger or elderly passenger, providing lounge or waiting areas for customers and a quicker check-in process.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for future research.

5.5.1. Further research should compare the satisfaction level between new and old customers to find out if service experience has any impact on customer satisfaction with Ground Services provided by Nok Air at Don Muang Airport.

5.5.2 Further research should compare the satisfaction level between

Thai and foreign customers using Nok Air Ground Service at Don Muang Airport to find out if nationality has any impact on customer satisfaction

5.5.3 The questionnaire in this research covered only the measurement of customer satisfaction with location, ground staff and ground services. The questionnaire for further research should cover a larger area of satisfaction such as on board services or web services.