CHAPTER II

LITERATURE REVIEW

This chapter discusses the theory and previous research relating to the topic *"European Tourists' Satisfaction towards Airport Rail Link in Bangkok"* The review of literature review discusses in the following sections:

1. Airport Rail Link
2. Service quality
3. Factor influencing passengers choosing the transportation
4. Satisfaction
5. Expectation
6. Word of mouth
7. Improving Service
8. Previous research regarding rail service

Airport Rail Link

The Airport Rail Link is separated into 2 services, the city line and express line. The City Line Service, which is called SA City Line, stop in every station, which is 8 stations, including Phaya thai, Ratchaprarop, Makkasan, Ramkamhaeng, Hua-mak, Bantapchang, Lat-krabang and Suvarnabhumi (SVB). The Airport Rail Link provides service during 06.00 until 24.00 everyday. The rail fare is around 15-45 baht. It is approximately distance 28 kilometers. The train suit for 745 passengers per train. The other service, which called SA Express, an express train bring passenger from the city to the airport. It is a direct line operates between Makkasan Station and Suvarnabhumi Sattion as first launch. Lately, The Airport Rail Link expands the SA express line to Phayathai station, which is the connection to BTS line. SA express line now operates between Phayathai Station and Suvarnabhumi Station.

Service Quality

Feigenbaum (1956) developed the notion of total quality control begins when the product design until the product delivered to customer with satisfied. This

statement refers to the quality that company or organization will provide to the customer. It start when the product have been designed until the product or service delivered to customer.

Sasser, et al. (1978) identified that there are three dimensions of service quality which includes material, facilities and personnel. As mentioned in the statement above, it can be related to this research topic as

1. The quality of material includes the service provided to customers, such as the train or electronic tickets.

2. The quality of facilities includes making the customer comfortable. For example, the seat in the train or the elevator in the train station.

3. The quality of personnel can be the friendly staff.

Chalermjirat, (2000) mentioned that satisfaction measurement is the same as service quality measurement.

Grönroos (1982a) stated two dimensions in service quality. It is consists of technical quality and functional quality. He mentioned that technical quality includes food in restaurant or the room and bed in a hotel. For the technical quality in train service, it can be a train service and facilities provide to customer. The functional quality included the behavior of restaurant waiter. For the functional quality in train service, it can be a behavior of station staff. This idea can identified what the service quality should have in service business.

Bitner and Hubbert (1994) discussed that Service quality is the impression of consumer that identified the service or product company that good or bad. According to the statement shows that there are a relationship of service quality and satisfaction.

Lewis and Booms (1983) mentioned that the service quality is a measure of the degree to which the service delivered matches customer expectations.

Service quality is the most effective tool that enables a business to satisfy all of its customers. It leads to an increase of competitiveness, effectiveness, profitability, market shares, stronger performances and flexibility of the business (Lewis, 1993; Baggs and Kleiner, 1996).

As the three authors wrote about the SERVQUAL model that combined perception of service quality on five dimensions included tangibles, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithmal and Berry, 1988).

Cronin and Taylor (1992) introduced SERVPREF as more efficient than the SERVQUAL scale. SERVQUAL measures performance based on the expectation and perception. Hence, SERVPERF measures the actual performance based on the customer satisfaction. In recent study, Zeithmal (one of the SERVQUAL founders) suggested that "...Our results are incompatible with both the one-dimensional view of expectations and the gap formation for service quality. Instead, we found the perceived quality is directly influenced only by perceptions (of performance)" (Boulding et al., 1993 cite in Jain and Gupta, 2004, p.29).

Jain and Gupta, 2004 stated that SERVPREF scale should also be preferred instrument in the research which relevant to the service firm.

Factors influencing passengers choosing the transportation

Hanna & Drea (1998) mentioned in their study that there are four factor that very important for travelers. The four factors include cost, comfort, ability to travel when I want (Timing) and ability to travel where I want (location) while In-transit productivity is more important for business travelers. All of these factors can be applied to this study which can be the factors attract tourists to choose the service.

Mancini (2005, p.173) discussed in his book that people travel by rail with all these following reasons

1. To save time, rail travel often represents the fastest way to get from place to place, especially high speed trains.

2. To experience the environment, trains and local transportation raillines enable passenger to have an up-close, often leisurely. Train travel helps passengers to experience an environment.

3. To travel in comfort, trains often have wider seats and better pitch between seats than aircraft. Passengers can get up and walk around, which is very hard to do on a plane.

4. To meet people Rail travel easily lends itself to socializing, usually in a train dining or lounge car.

5. To save money, first class seats on trains are always less expensive than those on planes.

6. To " travel back in time" many specialty trains enable you to experience what was the dominant form of travel in the 19th and early 20th

Satisfaction

Kozak & Rimmington (2000) mentioned that tourist satisfaction is much more important in marketing destination; it affects the number of visitors making decisions to return to a destination. For this study, it is the same the number of customers or tourists who are going to make a decision to use the service or choose the service.

Kotler (2000,p.36) mentions that satisfaction is "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation". In this study, the service will be divided into ranges of level of satisfaction by criteria. The different between expectations of the tourists can identified the level of their satisfaction. If the perception is higher than the expectation, it shows that tourists are very happy with the service that provided. The high perception can be minimizing the dissatisfaction. Moreover, when tourists buy the service, Tourists expect to get the service as they had expected. If the tourists get better service than their expectation, it will create a positive thinking to the service.

Festinger (1957) stated that dissatisfaction has been defined as a state of cognitive and affective discomfort. When the customer purchased the service spend a lot of money, time and building up the anticipation of satisfaction. If the customers' judgment of the service when experienced is that it did not meet expectations, he or she will experience cognitive dissonance.

In the Improving Tourism and Hospitality Services book Laws (2004) explained that the service failure it can cause customer dissatisfaction. In those book cover all the mentioned theory the dissatisfaction of product can affect to company and customer. Ahmad (2002) also mentioned that from company point of view, the

dissatisfaction can create a loss of customer in the future and customer can choose another service provider that provide better quality service. This can show that the dissatisfaction is very important to the company in running its business.

Moreover, Anderson, Fornell and Lehmann cited in Laws (2004) argued that dissatisfied service customer that will tell a poor service experience to their family, friends and co-workers. Its can cause the company loss profit from customer in long-term. It also creates a "bad reputation" to the organization.

Lewis and Booms (1981) explained the three factors as significant in understanding this variability in enjoying the services. Firstly, service quality is very difficult for customers to measure more than the quality of goods. Secondly, the service quality perception comes from the real performance which comparing to customer expectation. Thirdly, the process of service delivery is also involved in the quality evaluation.

Hunt (1977) explained that "Satisfaction is a post purchase evaluation of the overall service and product that have been delivered. Customer satisfaction is the important for service that the business which provide the service can use to measure the service that deliver to customers. It can be tools to evaluate the service after customers using the service.

Laws (2004) explained that the level of relation between the expectation and experience are influence to customer's perception of quality of service. When the tourist's experience is matched with the expectation, tourist will satisfy in the service.

Pizam and Ellis (1999) mentioned the customer satisfaction can measure the service quality that can create word of mouth and repeat customer.

Bernhardt et al. (2000) found that customer satisfaction is related to the number of sale in restaurant. For this research can take this statement as a model that Customer satisfaction can reflect to number of sale or number of passengers using the service.

Expectation

Kandampully (2006, p.76) defined the expectations as used in the literature on consumer satisfaction, differs from the term as used in the literature on service quality. In the consumer-satisfaction literature, expectation are viewed as predictions made by

the consumer about what is likely to happen during an impending transaction (Lewis and Michell, 1990) On the other hand, In the service quality literature, expectation are viewed as what the customer desires, or wants, or think should happen (Grönroos, 1984a; Parasuraman et al., 1985; Berry, Zeithaml & Parasuraman 1990; Berry, Parasuraman, Zeithaml,and Adsit, 1994 cite in Kandampully, 2006).

Expectation of what is likely to happen and what should happen are at the heart of understanding customer satisfaction (Lyons cite in Kandampully, 2006, p. 77)

Zeithaml et al. (1993) suggested that there are three levels of expectations can be defined against which quality is assessed:

1. The desired level of service (what the customer wants)

2. The adequate level of service (what the customers are willing to accept)

3. The predicted level of service (what the customers believe is most likely to occur)

Albrecht (1992) has argued that knowing accurately what kind or levels of services customers prefer or wants. It could be a good help to the company provide accurate service and customize the service appropriately in order to make them surprise an impress them.

Expectations are the result of experiences, which experiences are related to the past, expectations are future-oriented (Zehrer and Siller, 2007).

Word of Mouth

Lovelock (2001) explained that word of mouth is the marketing communication, actually it is not advertising, because customers provide it as they prefer to people they choose. It shows as a word of mouth that can create by tourist satisfaction or dissatisfaction is the important thing to market and important when doing some business that no need to waste for an advertisement. Word of mouth is useful for repeat customers in order to use the service again.

"Word of mouth as the comments and recommendations that customers make about their service experiences, which will strongly affect the customers decision or their purchasing behavior" (Lovelock, 2001, p.298).

From this statement, word of mouth has a lot of power to influence the customer who experienced in the service. In this study, word of mouth is very important that can create impact to Airport Rail Link. If the customer still complains about their service and is not satisfied in their service, it can decrease passengers or not repeat passenger to use their service again. The word of mouth is the advertising product without cost. It can save budget of the company. But Companies have to create a good reputation and memorable service to customer.

Improving Service

As many authors have written that many organizations have been facing increasing competition and also increased in service expectation (Joseph & Walker, 1988; Leonard & Sasser, 1982; Takeuchi & Quelch, 1983 cite in Jay, K. 1998). As Zeithaml & Bitner, 1996 present that if the value of service that they provide to customer is beyond the customer expectation comparing to other competitors. It will make customers repeat their use of the service and become loyal to a service company. The statements are proof that when doing the business nowadays with the increasing of competition among high customer expectation. The business or companies have to provide the best service and best quality to fight with other competitors. Also, the number of demand is related to the quality of service that provided.

Previous Research relating to the rail service

The Gallup Organisation (2011, p.5) introduced that 1 out of 10 passengers mainly take the train to school, university or work, and a similar proportion said that most of their journey travelling by rails for business purpose. In addition, the largest proportion of rail passengers about 56% said that the most of their hourney travelling by rails for leisure travel.

According to the survey, it shows that passengers are satisfied with three features including (1) ease of buying tickets, (2) the provision of information about train schedules and platforms and (3) personal security in the railway station. There are three features that passengers are dissatisfied including (1) car parking facilities, (2) the quality of station facilities (e.g. toilets, shops and cafes) and (3) the cleanliness and maintenance of such facilities.

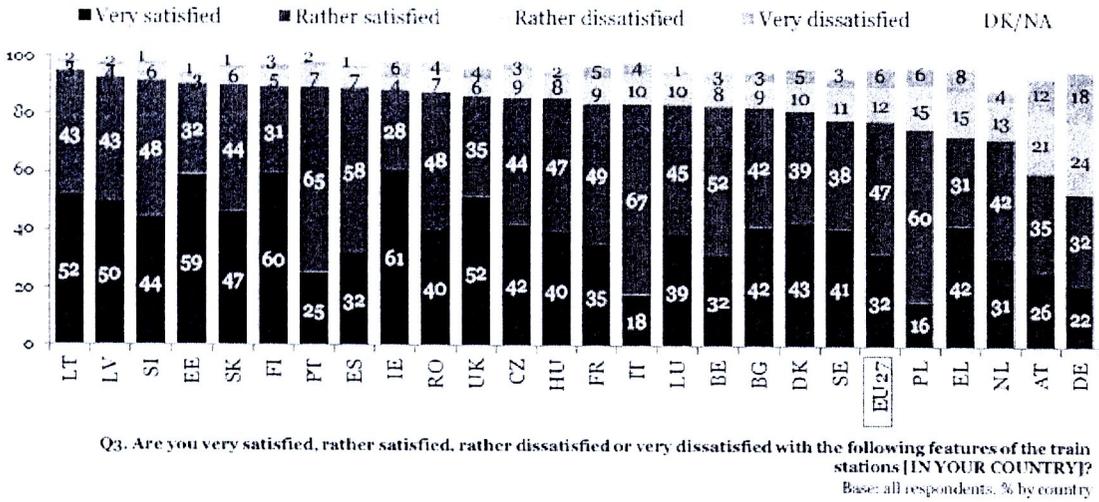Satisfaction with ease of buying tickets

Figure 2 Satisfaction with ease of buying tickets

As the data shown, it can be summarized that there are 6 countries which have ranked very satisfied and rather satisfied more over 90%, includes Lithuania (95%), Latvia (93%), Slovenia (92%), Slovakia, Finland and Estonia (91%).

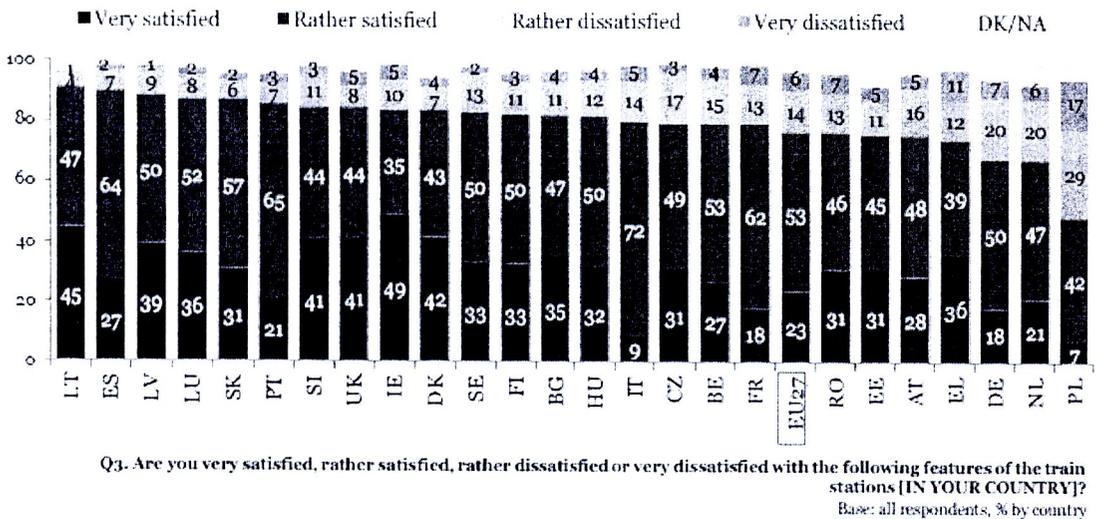Satisfaction with provision of information about train schedules and platforms

Figure 3 Satisfaction with provision of information about train schedules and platforms

There were only 2 countries which ranked very satisfied and rather satisfied over 90%. One of those countries also was very satisfied and rather satisfied in the part of ease pf buying tickets.There were 41% UK passengers very satisfied with provision of information about train schedules and platforms. 44% of UK passengers were rather satisfied with the same features.

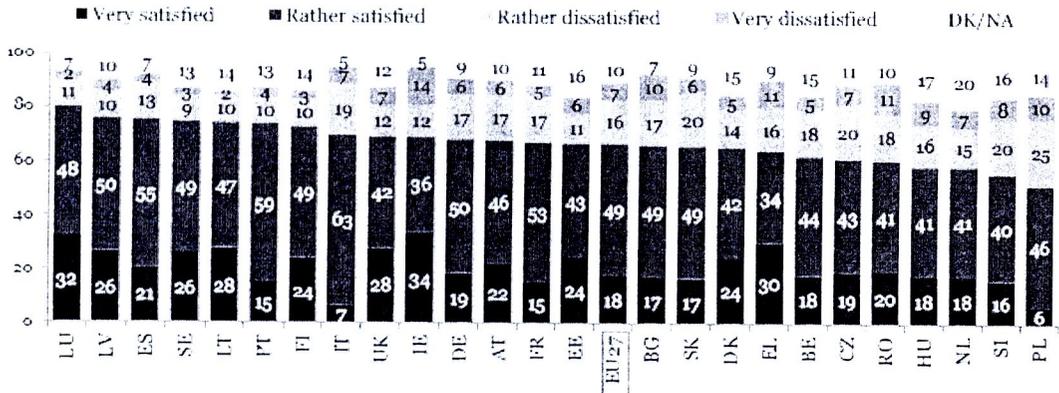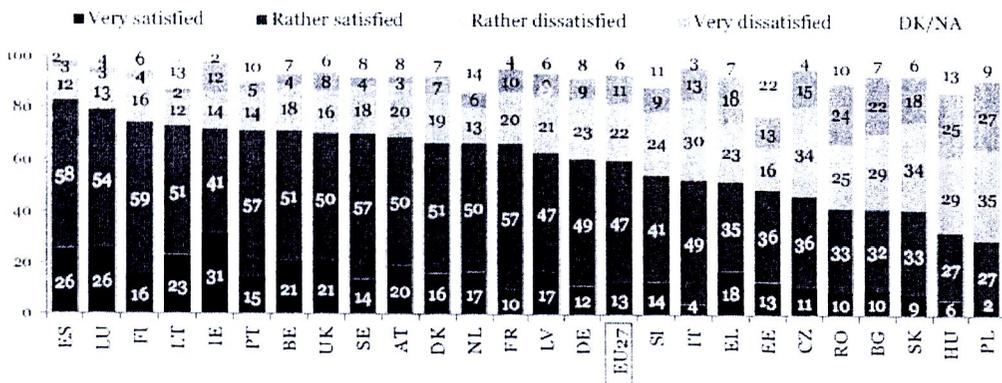Satisfaction with respondents' personal security in the station
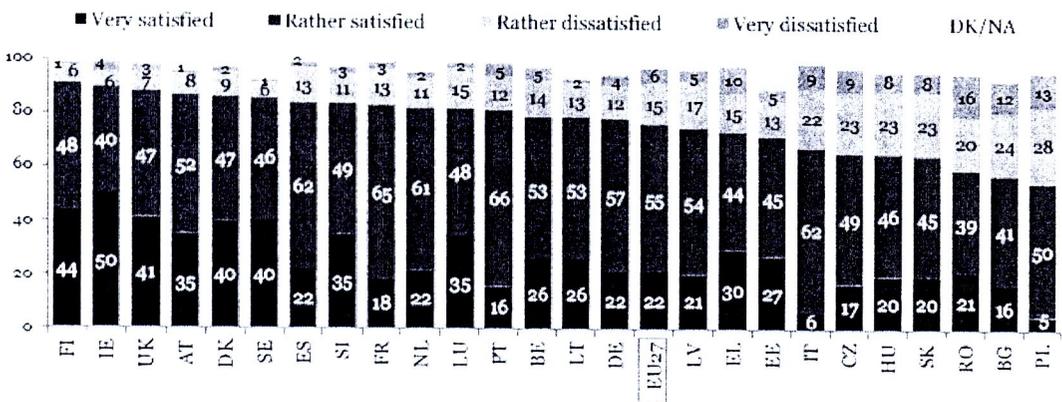
Q3. Are you very satisfied, rather satisfied, rather dissatisfied or very dissatisfied with the following features of the train stations [IN YOUR COUNTRY]?
Base: all respondents, % by country

Figure 4 Satisfaction w t respondents' personal security in the station

As the data shown, can be summarized that every countries in the survey agreed that the personal security in the station very satisfied and rather satisfied by ranking the score more than 50%. For United Kingdom tourist, There were 41 % very satisfied and 47% rather satisfied with the personal security in the station. Comparing to rather dissatisfied and very dissatisfied were only 7 and 3 respectively.

Satisfaction with connections with other modes of public transport

Figure 5 Satisfaction with connections with other modes of public transport

There was no country ranked very satisfied and rather satisfied to the connection between the rail system and other transport over 90%. There were only 28 United Kingdom very satisfied with connection to other modes of public transport. 42% United Kingdom were rather satisfied.

Satisfaction with quality of the facilities and services (e.g. toilets, shops, cafes, etc.)

Figure 6 Satisfaction with quality of the facilities and services

According to the bar charts which can be seen that, there were many countries gave very low score in very satisfied, which can be seen that many passenger in European were not satisfied much in quality of facilities and services. For United Kingdom Tourist, There were only 50% rather satisfied regarding the

quality of the facilities and services. 16% and 8% were rather dissatisfied and very dissatisfied, respectively.

Conclusion

The research aim to study European tourists' satisfaction towards Airport Rail Link service in Bangkok, to define the tourists' satisfaction in order to understanding the tourists' satisfaction who using the service and provide suggestion for Airport Rail Link operator. The study have combined the service quality, which includes trains, staffs and facilities, which rail service must provide to tourists asking for the satisfaction whether tourist satisfied or dissatisfied, and tourists expectation that tourists really want the rail service to provide for them. Moreover, the researcher uses SERVPREF which measure the actual performance rather than expectation and perception. The researcher will use the previous research regarding the passengers' satisfaction with rail service to become one of the elements of evidence relevant to the research topic.