

CHAPTER IV

RESULTS

The study of European tourist satisfaction towards Airport Rail Link in Bangkok had the main objective to study the European tourist satisfaction and dissatisfaction towards Airport Rail Link in order to propose the information to Airport Rail Link to better understand the European satisfaction and dissatisfaction about the service quality. The research method used a mix-methodology approach and included qualitative and quantitative research methods. The researcher used various tools for studying this research which comprised of questionnaire for surveying the European tourists' views of the service quality of Airport Rail Link provide to them. Moreover, an in-depth interview was used for exploring the Airport Rail Link Staffs experience the service to European tourist asking the experience they provide the service and how they feels the service delivery to European Tourists as well as direct observation was used as a support technique for collecting the data base. Therefore, the following details were presented the quantitative and qualitative data of the research:

Reliability statistics

Table 1 Reliability Statistics

Cronbach's Alpha	Number of Item
0.869	36

For testing reliability of statistic in Table 1, it can be summarized that the result of Cronbach's Alpha was 0.869, which mean highly reliability.

Quantitative research

The set of questionnaire surveys was distributed 400 series at Phayathai Station and Suvarnabhumi station to European tourists and received it back as 400 series. Thus, the researcher presented the study results into three main sections which comprised of section 1: general information, section 2: European tourists' views of the service quality provided by Airport Rail Link, and section 3: Evaluation of service experience and future decision with Airport Rail Link. The details were described as follow:

Section 1: General information

The researcher studied various European tourists' general information including gender, age, marital status, education, country, occupation, and the use of Airport Rail Link. The details were presented as follow:

Gender

Table 2 European tourists' gender

Gender	Frequency	Percentage (%)
Male	205	51.2
Female	195	48.8
Total	400	100

Table 2 shows the respondents' general information. The results stated that most of the respondents of this survey were Male as 205 respondents, accounted for 51.2%, while the female respondents were 195, accounted for 48.8%. Thus, according to the results, the number of male tourists was higher than female tourists.

Age

Table 3 The tourists' age

Age	Frequency	Percentage (%)
Below 18 years	36	9.0
18 – 30 years	189	47.3
31 – 40 years	71	17.8
41 – 50 years	63	15.8
Over 50 years	41	10.3
Total	400	100

Table 3 shows the respondents' general information. The results shown that the respondents' age of this survey were mostly between 18 – 30 years old as 189, accounted for 47.3%, followed by the age ranges between 31-40 years old as 71, accounted for 17.8%. Afterwards, the age ranges between 41-50 years old as 63, accounted for 15.8%. Onwards, the age ranges over 50 years old as 41, accounted of 10.3%. And the lowest range of ages were less than 18 years old as 36, accounted for 9.0%.

Marital status

Table 4 The tourists' marital status

Marital status	Frequency	Percentage (%)
Single	210	52.5
Married	124	31.0
Divorced	30	7.5
Widowed	6	1.5

Table 4 The tourists' marital status (cont.)

Marital status	Frequency	Percentage (%)
De facto	28	7.0
Other	2	0.5
Total	400	100

Table 4 shows the respondents' general information. The results notified that the respondents' marital status were mainly single as 210, accounted for 52.5%. Afterwards, they were married as 124, accounted for 31%. Onwards, they were Divorced as 30, accounted for 7.5%. Next, they were De facto as 28, accounted for 7.0%. Subsequently, they were windowed as 6, accounted for 1.5%. and lastly, they were 2 people did not mention about their marital status, accounted for 0.5%.

Occupation

Table 5 The tourists' occupation

Occupation	Frequency	Percentage (%)
Self-employed	60	15.0
Employee	191	47.8
Manual worker	5	1.3
Not working	144	36.0
Total	400	100

Table 5 shows the respondents' general information. The results stated that the respondents' occupation were principally employee as 191, accounted for 47.8%. Then, they were not working as 144, accounted for 36.0%. Afterwards, they were self-employed as 60, accounted for 15.0%. And lastly, Manual worker as 5, accounted for 1.3%.

Education (End of)

Table 6 The tourists' education

Education (End of)	Frequency	Percentage (%)
Until 15 years of ages	109	27.3
16 – 20 years	69	17.3
More than 20 years	85	21.3
Still in education	137	34.3
Total	400	100

Table 6 shows the respondents' general information. The results explained that the most respondents' education (end of) were still in education as 137, accounted for 34.3%. Then, the respondents' educations (end of) were until 15 years of ages as 109, accounted for 27.3%. Afterwards, more than 20 years end of education as 85, accounted for 21.3%, and lastly, they end of education about 16 – 20 years as 69, accounted for 17.3%

Country

Table 7 The tourists' country

Country	Frequency	Percentage (%)
Austria	6	1.5
Denmark	3	0.8
Finland	3	0.8
France	54	13.5
Germany	79	19.8
Ireland	1	0.3

Table 7 (cont.)

Country	Frequency	Percentage (%)
Italy	5	1.3
Netherlands	4	1.0
Russia	103	25.8
Spain	6	1.5
Sweden	8	2.0
Switzerland	6	1.5
United Kingdom	106	26.4
Eastern Europe	16	4.0
Total	400	100

Table 7 shows the respondents' general information. The results elucidated that the respondents were largely United Kingdom as 106, accounted for 26.4%. Then, Russia as 103, accounted for 25.8%. Afterwards, Germany as 79, accounted for 19.8%. Onwards, France as 54 accounted for 13.5%. Subsequently, Eastern Europe as 16, accounted for 4.0%, and the rest were Sweden, Switzerland, Spain, Austria, Italy, Netherlands, Denmark, Finland and Ireland respectively. They were 2 countries, including Belgium and Norway was not participated in the study.

Traveling

Table 8 The tourist's use of Airport Rail Link

Airport rail link service	Frequency	Percentage (%)
City line	368	92.0
Express line	32	8.0
Total	400	100

Table 8 shows the respondents' use of Airport rail link service. The results notified that the respondents were mainly traveled city line as 368, accounted for 92.0%, and another, traveled by express line as 32, accounted for 8.0

Section 2: European tourists' views of the service quality provided by Airport Rail Link

The service quality of Airport Rail Link was evaluated by the tourists. There were three dimensions, includes materials, personal and facilities which details were presented in European tourist views. The criteria of result will be determined as follow

1.00-1.80	Very dissatisfied
1.81-2.60	Dissatisfied
2.61-3.40	Moderately
3.41-4.20	Satisfied
4.21-5.00	Very Satisfied

Materials (Train)

Table 9 Service Quality of Material

Material (Trains)	n = 400		Meaning
	\bar{X}	S.D.	
Comfortable	2.99	0.984	Moderately
Modernity	3.24	0.942	Moderately
Punctuality and Reliability	3.30	1.159	Moderately
Safety and Security	3.17	1.197	Moderately
Frequency of train	3.04	0.949	Moderately
Equipment	2.93	1.132	Moderately
Light level	3.18	0.941	Moderately
Sound level	3.03	1.165	Moderately
Temperature	2.92	0.951	Moderately
Train Cleanliness	3.04	1.211	Moderately

Table 9 (cont.)

Material (Trains)	n = 400		Meaning
	\bar{X}	S.D.	
Accessibility to other transport	3.08	0.990	Moderately
Sufficient capacity for passengers in rail cars	2.68	1.128	Moderately

Table 9 shows the respondents' views of service quality material of trains. The results found that the respondents ranked the service quality about train moderately, the most satisfied is punctuality and reliability (3.30), modernity was second rank (3.24) and the lowest ranked was sufficient capacity for passengers. It was only 2.68. The second lower ranked was temperature (2.92) and equipment (2.93), respectively.

Personal (Airport Rail Link Staffs)

Table 10 Service quality of Personal

Personal (ARL Staffs)	n = 400		Meaning
	\bar{X}	S.D.	
Staff service quality	3.10	0.869	Moderately
Staff courtesy	2.95	1.049	Moderately
Giving information and response to questions	3.05	0.924	Moderately
Ticketing Speed or Queue	2.86	1.134	Moderately
English communication ability	2.75	0.934	Moderately

Table 10 shows the respondents' views of the service quality of Airport Rail Link staff. The results found the respondents were moderately about the service quality of staff (3.10), the staff giving information and response to the question (3.05), Staff courtesy (2.95), Ticketing speed and queue (2.86) and the lowest ranked were English communication ability as 2.75.

Facilities

Table 11 Service quality of facilities

Facilities	n = 400		Meaning
	\bar{X}	S.D.	
Station Facilities (escalator, elevator)	3.25	1.144	Moderately
Ticketing Office	3.44	.969	Satisfied
Clarity of Station announcement	3.44	1.116	Satisfied
Tourist Information Counter	3.60	1.155	Satisfied

Table 11 shows the respondents' views of the service quality of facilities. The results notified that the respondents were satisfied with Tourist information counter (3.60), Clarity of station announcement and ticketing office were ranked the same (3.44). Hence, the respondents felt moderately with station facilities (3.25)

Section 3: Evaluation of service experience and future decision with Airport Rail Link

This section presented the evaluation of service experience and future decision about Airport Rail Link. The criteria of result will be determined as follow

1.00-1.80	Strongly Disagree
1.81-2.60	Disagree
2.61-3.40	Undecided
3.41-4.20	Agree
4.21-5.00	Strongly Agree

Experience and future decision

Table 12 Experience and future decision

Experience and Future decision	n = 400		Meaning
	\bar{X}	S.D.	
Value for Money	3.88	1.252	Agree
Value for Time	3.74	1.266	Agree
Travelling with Airport Rail Link again	3.66	1.284	Agree
Recommendation to friends	3.70	1.370	Agree
The service beyond your expectations	3.70	1.142	Agree

Table 12 shows the respondents' experience and future decision with Airport Rail Link. The results shows that respondents were agree with all the statements. The highest ranked were value of money (3.88). Afterwards, Value of Time (3.74), Recommend to their friends (3.70), The service beyond their expectations (3.70) and they decided to travel with Airport Rail Link again (3.66), respectively. Overall, European tourists experience the service quality of Airport Rail Link were moderately satisfied. Hence, the European tourists decided to travel with Airport Rail Link again and willing to recommend their friends to travelling with Airport Rail Link. Moreover, the European tourists agree that the service provided by ARL is beyond their expectation.

When we compare the mean by divided into 2 groups of gender, male and female, we found as follow

Table 13 Mean and Standard deviation of satisfaction towards Material of Airport Rail Link, compared by Gender

Service Quality (Material)	Male N=205		Female N=195	
	\bar{X}	S.D.	\bar{X}	S.D.
Comfortable	2.98	0.962	3.01	1.008
Modernity	3.24	0.939	3.25	0.948
Punctuality and Reliability	3.27	1.151	3.33	1.169
Safety and Security	3.21	1.169	3.12	1.227
Frequency of train	3.07	0.978	3.01	0.919
Equipment	2.97	1.144	2.90	1.121
Light level	3.20	0.922	3.16	0.963
Sound level	3.06	1.170	3.01	1.162
Temperature	2.95	0.925	2.90	0.979
Train Cleanliness	3.10	1.205	2.97	1.218
Accessibility to other transport	3.11	1.011	3.05	0.970
Sufficient capacity for passengers in rail cars	2.68	1.091	2.68	1.168

According to Table 13 indicated that male and female are moderately satisfied the Material service quality. The most highest satisfied of both gender are Punctuality and Reliability. The lowest satisfied of both gender are sufficient capacity for passenger in rail cars, Male $\bar{X} = 2.68$ as Female $\bar{X} = 2.68$.

Table 14 Mean and Standard deviation of satisfaction towards Staffs of Airport Rail Link, compared by Gender

Service Quality (Staff)	Male N=205		Female N=195	
	\bar{X}	S.D.	\bar{X}	S.D.
Staff service quality	3.12	0.880	3.07	0.859
Staff courtesy	2.98	1.007	2.92	1.093
Giving information and response to questions	3.09	0.930	3.01	0.919
Ticketing Speed or Queue	2.90	1.100	2.83	1.171
English communication ability	2.75	0.956	2.74	0.913

According to Table 14 shows that Male are satisfied in Staffs service quality more than female. The highest satisfied is Service quality for both of them, Male $\bar{X} = 2.68$ as Female $\bar{X} = 2.68$. The lowest satisfied is ability of English communication of staffs, Male $\bar{X} = 2.75$ and Female $\bar{X} = 2.74$.

Table 15 Mean and Standard deviation of satisfaction towards Facilities of Airport Rail Link, compared by Gender

Service Quality (Facilities)	Male N=205		Female N=195	
	\bar{X}	S.D.	\bar{X}	S.D.
Station Facilities (escalator, elevator)	3.31	1.084	3.18	1.203
Ticketing Office	3.51	0.932	3.37	1.004
Clarity of Station announcement	3.54	1.073	3.33	1.152
Tourist Information Counter	3.70	1.173	3.48	1.128

According to Table 15 shows that the Male most satisfied in ticketing office, Clarity of station announcement and Tourism information counter rather than female. It indicated those males are more satisfied about facilities rather than female.

Table 16 Mean and Standard deviation of experience and future decision of European Tourist, compared by Gender

Experience and future decision	Male N=205		Female N=195	
	\bar{X}	S.D.	\bar{X}	S.D.
Value for Money	4.01	1.161	3.74	1.330
Value for Time	3.83	1.217	3.63	1.311
Travelling with Airport Rail Link again	3.87	1.236	3.66	1.328
Recommendation to friends	3.81	1.298	3.58	1.435
The service beyond your expectations	3.76	1.084	3.64	1.199

According to Table 16 found that male and female are agree with Value for Money and Time. Also, both of them are decide to travelling with Airport Rail Link again and would like to recommend their friend to use the service. In addition, Overall, the service that Airport Rail Link provide beyond male's and female's expectations.

Qualitative research

The analytic data results from in-depth interviews with 5 staffs who were employed by Airport Rail Link (SRTET) as well as direct observations at terminal stations which started from November 2011 till January 2012 (3 months). Subsequently, the researcher transcribed of the interviews with 5 Airport Rail Link staffs from the recorder, and then analyzed and compared all data from the interviews. Whereupon, classified data into coding theme group in order to compare the

similarities and differences of the data. The details of each group are presented as follows:

Theme Coding

Table 17 Theme coding about frequency

Respondent	Speech	Validity
A	“They come to ticket counter and complains about frequency of trains and request for operate 24 hours”	5/5
B	“When they went to platform and train’s door is already closed, they went down to complains that they have to waiting for another trains”	5/5
C	“They decided to use City line when they found out that the frequency of express line is about 30 minutes to depart from the station.”	5/5
D	“During rush hour, headway will be change to from 20 minutes to 12 minutes for city line.”	5/5
E	“Mostly, use city line because they do not want to wait for express line. The city line is more frequency than express line”	5/5

According to the Table 17, it was found that the staff said that the most of tourists are concern about frequency of trains, and want Airport Rail Link to operate 24 hours. They mentioned that most of tourists prefer to use city line rather than express line, because city line runs often. Hence, Airport Rail Link offers more frequency of train during the rush hour.

Table 18 Theme coding about English language

Respondent	Speech	Validity
A	“There is a lot of new staff during OJT (On the job training) at this time, all they are new graduates students, and they cannot explain the English as well.”	4/5
C	“I think 50% of staffs can communicate English fluently. But some when they have to explain the reason to tourists, they cannot explain the reason.”	4/5
D	“Some staffs do not speak English to tourists, they try to speak Thai, and some people complains about this”	4/5
E	“Ticketing Office can only give the general information in English, when they have to explain more, they cannot explain to them”	4/5

According to Table 18, Airport Rail Link staffs mentioned that they think that most of them having problem with speaking English language. Some staffs are lack of English communication skills. Some staffs can give only general information and routine questions; they know that they cannot explain the reason or technical term as well as general speaking or routine questions.

Table 19 Theme coding about The delay of trains

Respondent	Speech	Validity
B	“They are not happy when the trains delay. They can miss the flight”	4/5
C	“Some tourist already asked the schedules and prepare for the time, when the trains delay, they just make a verbal complain to staffs”	4/5

Table 19 Theme coding about The delay of trains (cont.)

Respondent	Speech	Validity
D	“Now, the trains not delay too much”	4/5
E	“We have only 5 trains provide for city line, if there is some technical problem, we cannot offer more trains. We used to use express line trains to operate city line.”	4/5

As interviewed with ARL staffs found out in Table 19 that Delay of trains are more concerned for tourists who are going to the Airport or leaving to the Airport. They mentioned that most tourist want to go to the Airport for check in, which the train need to be on time and they think that tourists did not expect any delay for the trains. When the train delays, it cause tourists miss the flights. In addition, ARL staff mentioned that they only have 5 trains provide for city line. If there anything happened, they cannot provide more trains.

Table 20 Theme coding about Lift

Respondent	Speech	Validity
A	“Tourist complains that lift is too small, only fit for 3 passenger with baggage”	4/5
B	“Lift is located another side of station, when passenger went to paid area with baggage, they cannot change to another side.”	4/5
C	“Lift at another stations except Suvarnabhumi station, are too small and narrow.”	4/5
E	“In each station, we have lift provide to passenger each per platform, except Suvanabhumi Station”	4/5

According to Table 20, the results notified that Airport Rail Link was also having the problem for the lift in the station. They know that it is too narrow, which can contains only few tourists and baggage. It stated that Lift is not proper located and not easily to use for tourists.

Table 21 Theme coding about Train usage

Respondent	Speech	Validity
B	“60% of passenger using Express line are Thais, which the most are working at Suvarnabhumi Airport”	3/5
D	“Foreigners using City line rather than express line”	3/5
E	“Express ticket is about 2000 – 2500 people per day , City line is about 40000 people per day”	3/5

According to Table 21, the result indicated that most passengers using express line are Thais who work at Suvarnabhumi airport. Moreover, it shows that City line has the most usage of tourists.

