

CHAPTER V

Conclusions

A study of European tourists' satisfaction towards Airport Rail Link in Bangkok was aimed to study European tourist satisfaction to airport rail link service and European tourists experience in a view of Airport Rail Link staff. The study aimed to help the Airport Rail Link better understands European tourists' satisfaction towards the Airport Rail Link service. Thus, to achieve the research's objectives, the researcher determined the two main objectives as follow:

- 1.1 To evaluate the experience of service quality by European tourists.
- 1.2 To study the staff experience service to European tourists.

Additionally, this study also reviewed the relevant literatures, and defined the research conceptual frameworks in order to be a direction for this research. The researcher concluded and discussed of the data which is based on the European tourists' perspective. In this study, the researcher used mix-methods technique including the 400 series of questionnaire surveys collection with the European tourists; this is to evaluate the experience of service quality by European tourist. There were also in-depth interviews with 5 operational staffs of Airport Rail Link in order to get the more information about staffs experience European tourists and understand the challenge of Airport Rail Link problem that European complains in order to finding an appropriate way to solving the problem. The main purpose of this chapter is to present and conclude the following topics:

1. Research findings
2. Discussion
3. Recommendations
4. Limitation of the study
5. Future research

Research Findings

1. Quantitative findings

1.1 European tourists

1.1.1 General information of European tourists

According to the study results found that the respondents were mostly males as 51.3% and females as 48.8%. They had the range of age between 18 – 30 years old. They were largely single. Their occupation was mostly employee and followed by not working. They were still in education, end of education until 15 years and more than 20 years, respectively. The respondents were generally from United Kingdom, followed by Russia. They were travelled by using Airport Rail Link City line.

1.1.2 European Tourists' views of the service quality of Airport Rail Link

The Material of Airport Rail Link as Train found that the respondents evaluated the trains of Airport Rail Link—they felt moderately quality of trains. They felt the most satisfied is punctuality and reliability and followed by modernity of trains, light level, safety and security, and accessible to the other, respectively.

The Personnel of Airport Rail Link as Staffs found that the respondent evaluated the staff of Airport Rail Link—they felt moderately quality of staffs. They felt most satisfied by the service quality of staff. Hence, they felt less satisfied with English communication ability.

The Facilities of Airport Rail Link as Station Facilities found that the respondent evaluated the facilities of Airport Rail Link—they felt satisfied with facilities, comparing to other service quality dimension Facilities is the most European tourists satisfied with.

1.1.3 Evaluation of service experience and future decision with Airport Rail Link

The experience and future decision of Airport Rail Link found that the respondents agree that travelling with Airport Rail Link is value for money and time. Moreover, they decided to recommend their friends to use Airport Rail

Link service and travelling with Airport Rail Link again. Overall, they agree that the service that Airport Rail Link provide beyond their expectations.

1.1.4 Recommendation from European tourists

The questionnaire distributed to European tourists also provided blank space for tourists to write and make recommendations to Airport Rail Link. The most recorded issues they raised were the frequency of trains. They mentioned that Airport Rail Link should be more frequency than present, improve English knowledge of staffs and enables transfer to BTS and MRT.

2. Qualitative findings

2.1 Airport Rail Link staffs

2.1.1 Frequency

The most issue of most concern of tourists was the frequency of trains. Tourists wanted to have the train operate to Suvarnabhumi Airport 24 hours and want Airport Rail Link to have much more frequency of trains more than present. Tourist also uses City line, because the city line is more frequent than the express line.

2.1.2 English language

Airport Rail Link staff have lack of knowledge skill in English. They can only communicate the general information or most frequently asked questions. Staffs cannot explain the reason in English.

2.1.3 Delay

Delay of train can cause the tourists miss the flights. They do not expect the train delay. If the trains delay, they are not happy. But the reason is Airport Rail Link do not have enough train to operate city line now.

2.1.4 Lift

Lift is not located at proper place or fit for passenger, Lifts are limited for the number of tourist use per trips, It cause tourist have to carry out the baggage out of the station.

2.1.5 Train Usage

Most tourist using City line, and express line is mostly use by Thais people working at Suvarnabhumi Airport.

Discussion

1 Ideas

According to the findings, there are not major differences between the genders of European tourists. Most of them are single and aged around 18- 20 years old. Most of them are travelling with City line service, which is similar to an interview with Airport Rail Link staff. The reason that they travel by City line is because the City line is more frequent than the Express line. The European tourist who want to go to the airport or want to check in at the hotel prefer to go as much as they can, which is equivalent to Mancini, 2005 mentioned that people are travel by rail because of saving time and want to experience the environment. It is also matched with Airport rail link staffs was given in the interviews that they felt unhappy , if the train delays , because they are aware of missing their flight.

Satisfaction was analyzed by using SERVPREF model which was based on actual performance, suggested by Cronin and Taylor, (1992). Especially, SERVPREF is perfect model to investigate the satisfaction in service industry (Jain and Gupta, 2004). That is the reason that SERVPREF was an instrument for this study. The result found that European tourists are moderately satisfied with all 3 service quality provide such as Trains, Staffs and Facilities which is similar to Sasser et al, 1978 identified the three dimensions of service quality such as Material which is the same as Trains, Personnel is the staffs and facilities are seat, elevator and escalator in the station. All dimensions can be measure the satisfaction of European tourist according to Chalermjirat, 2000 mentioned that service quality can be measured as satisfaction measurement. Hence, they also felt less satisfied with English communication ability, which is also similar to Airport Rail Link Staffs that they said some employee are the new graduate which lack of experience and self-conscious. It is important for ability of English knowledge which staffs have to inform the rules m regulations and direction to European tourists. It is also one of dimension that can measure satisfaction which can create word of mouth and repeat customer (Pizam and Ellis, 1999). In this study, Facilities of Airport Rail Link is the most satisfied service quality dimension to European tourists. On the other hand, the Gallup organization 2011 found that

Europeans were not satisfied with the facilities; it might be tourists have a different perception between using train service in their country and Thailand. From overall results, it can be seen that the next section of questionnaire which ask about experience and future decision, the result shows that they are agree that Travelling with Airport Rail Link is saving money and time. Also when they are going to and from the Airport, they prefer to use the service again and suggest their friends to use Airport Rail Link service, which is matched to Lovelock, 2001 mentioned that customer will give comment and recommendation as word of mouth. Also the argument of researcher that “if the customer experience poor service, they will tell to their family, friends and co-workers” (Anderson, Fornell and Lehmann cite in Laws, 2004). According to the research, it shows that many tourists will recommend the Airport Rail Link service to their friends and will travel with Airport Rail Link again. Research objective can be found that European tourist satisfied with the service. Because European tourists are agreeing with those statements which can stimulate that they are satisfied with service quality provide.

2 Issues

The research found that the majority of European tourists are from the United Kingdom, Russia, Germany and France using Airport Rail Link. It can be useful that Airport Rail Link can use this information in order to do the marketing for these European groups. Moreover, they should think about providing some staff who can speak their languages in order to increase the communication between Airport Rail Link and them.

In addition, the research found that Frequency is the problem that most tourists complained about to the service, as Airport Rail Link mentioned that some tourists are not happy when they have to wait for the next trains. It is going to be a big issue, because the tourists do not want to use express line, because they have to wait for 30 minutes to depart from the station and cost them too much, comparing to the frequency of Trains and the price , tourist prefer to use City line rather than Express Line. Airport Rail Link can use the research to adjust their schedules or edit their timetable to match with tourist needs and wants.

Moreover, English skill is one of the most important things to making tourist satisfied the service. And Airport Rail Link has the quality of English communication ability. It would be useful, if Airport Rail Link became interested in increasing training programs for staff to improve the English skills of operational staff which can create better understanding between Airport Rail Link and tourists and avoid the misunderstanding.

3 Impacts

As the research results, it cause the impact to personal and organization in order to improve and success in their goals. There are both impacts to personal and organization, which can classify as follow;

3.1 Personal

As the results found that they are moderately satisfied with staffs, they are quite low in English communication ability, which the staffs can understand that they have to improve and develop English skills.

3.2 Organization

The results indicated that Airport Rail Link have to take a big concern in their operation activities such as frequency of Train and Train delay. Also Organization has to use the result in order to reflect their organization about their strength and weakness. Organization can use the information to develop their marketing strategies, if they would like to have more European tourist travelling Express Line.

Recommendations

As discussed earlier, European tourists prefer to use the City line rather than Express line. Due to the frequency of Express line are depart in station every 30 minutes, which tourists do not want to wait the trains. Thus, Airport Rail Link has to adjust their time table or frequency of express line train to attract more tourists use Express Line. According to the interview with the staff, the researcher found that the problem is the setting time of frequency that not more often for express line which can be adjust to the suitable time. For example, the express line frequency could be the same as city line or more often, in order to increase more tourists using express line

rather than the city line. When the tourists found that city line is more frequency of trains and lower price, they might prefer to use city line rather than to waste their money and their time. According to Hanna and Drea (1998) mentioned there are four factor, which influencing traveler to choose the transportation, includes time, price, comfort and location. Otherwise, they might prefer to use taxi or airport pickup transfer.

Therefore, Airport Rail Link has to consider the reconstruction of elevators and adding more elevators to provide comfortable transit for tourists in order to provide more service quality to European tourists. From the result of this study, the poor construction of lift which not enough for tourists. As the interview found that the lift is badly located in wrong side, which cannot provide the comfort for tourists and influence the tourist choosing the service next time. Moreover, Tripadvisor (2011) were posted by many tourists whom they complain about elevator that could not take them with their luggage and some people have to carry their baggage from platform down to the street.

Airport Rail Link must inject budget to buy new train cars and spare parts which can reduce trains delay. Also, Airport Rail Link has to provide special English course to their operational staffs, which can create more tourist satisfaction. Because the interview found that there are not enough money to inject for improving their service at this time. Also Human Resources Manager have to require ability of English communication for recruit the new operational staffs in order to improve the skill of English communication for them.

Limitation of the study

This survey was conducted only three weeks during particular year, thus the respondents' views of European tourist would only for those particular time, which cannot measure the year round tourism.

The respondents did not include all nations in Europe. For example it did not cover European tourists from Norway and Belgium, thus, the information would only for particular group during a specific period of time.

Moreover, the study included only European tourists using Airport Rail Link and terminated at Terminal Station (Phayathai and Suvarnabhumi station), thus, the

study would only be limited to the particular stations, not representative of other stations.

Future Research

1. The results of this study should be expanded by adding more the number of European tourists in order to cover all European countries.
2. Future research should be compared to another Airport Link service in another country.
3. Future research must be conducted in a different period of time (High seasons or peak seasons).
4. Future research must be conducted in a different style such as SERVQUAL.
5. Future research must be taken after the Airport Rail Link changes some of the problem issues from this research to compare whether it is still the same result or not.