

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E42176

**EUROPEAN TOURISTS' SATISFACTION TOWARDS
AIRPORT RAIL LINK IN BANGKOK, THAILAND**

SURAJADE PANNAWONG

**A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
for the Master of Arts Degree
in International Hotel and Tourism Management
(International Program)
May 2012**

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This thesis entitled “European Tourists’ Satisfaction Towards Airport Rail Link in Bangkok, Thailand” submitted by Surajade Pannawong in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

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Surajade Pannawong

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ABSTRACT

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Airport Rail Link (ARL) was launched by State Railways of Thailand to connect between Suvarnabhumi airport and the city of Bangkok in June 2010. Many problems have been caused from the train's operation. Many complaints have been published in the newspaper and the Internet. The aim of this thesis is to investigate whether European tourists are satisfied or dissatisfied with the Airport Rail Link service and find future solutions. The paper utilizes the model of SERVPREF that can measure the actual performance based on the customer satisfaction. To better understand the satisfaction of European tourists towards rail service, the research looks into the previous research about the survey on passengers' satisfaction with rail service, which studied the European passengers travelled by rail service in European countries. The study is based on a mixed methodology approach collected from 400 European Tourists when they received the service of Airport Rail Link and through in-depth interviews with 5 employees who work at State Railways of Thailand Electrified Train which operates the daily operation to Airport Rail Link. The finding suggests that most European tourists were moderately satisfied with the service quality. By the way, there are still some problems recognized by management such as frequency of train, English skill and equipment. This research is useful for Airport Rail Link in order to plan or use the finding to develop and raise the satisfaction levels of European tourists and foreign tourists.

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