

ABSTRACT

Title of Research Paper : Customers' Satisfaction to Services of the Headquarter
Ticketing Office of Thai Airways International (Public)
Co. Ltd.

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Objectives of the study were of find out the customers' satisfaction to services of the Ticketing Office of Thai Airways International (Public) Company Limited, and factors related to service satisfaction in order to serve the highest customer's satisfaction.

The sampled of the study were 200 customers who came to contact the Ticketing Office at the Headquarters. Questionnaires were used as tools to collect the research data. The statistical methods using to analyze the research data were percentage, mean, standard deviation, t-test and F-test.

Results of the research shown that the customers' satisfaction to services was at a rather high level. Two main factors found to be problem of the service satisfaction were 1) inadequate personnel and 2) lack of information about flight schedule. For the results of the factors which had relation with the customers' satisfaction, all hypothesis shown insignificant. It does mean that no relation between any factors with the customers' satisfaction.

According to the results of the study, recommendations are as followers :

1) The Headquarter Ticketing Office of Thai Airways International (Public) Company Limited should increase its personnel and 2) improve information services more rapid and widespread.