

Kulawan Argkla 2014: Causal Factors Influencing Customer Loyalty of Low Cost Airline at Don Muang International Airport. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph.D. 129 pages.

This study aims to identify the factors that affect customer loyalty, low -cost airlines at Bangkok International Airport. To study the relationship between customer loyalty low cost airlines at Bangkok International Airport. The image of the organization. The relationship between customer loyalty low cost airlines at Bangkok International Airport. The quality of services. And to examine the relationship between service quality. The image of the organization's low -cost airlines at Bangkok International Airport. The questionnaire is a tool to collect data from Passengers who use the services of low -cost airlines at the domestic terminal. Don Mueang Airport 300 people during May - July 2556 statistics used in data analysis including frequency, percentage , mean and standard deviation . Analysis and structural equation model (SEM).

The results showed that Sample airline AirAsia. Airlines and Nok Air. Have the same number. Most of whom are female, aged between 31-40 years, the average monthly income of 20,001 to 30,000 baht and a career civil servants / state enterprise. The level of customer loyalty. The image. And quality of service of low cost airlines at Don Muang International Airport. Overall high level in all areas and to check the fit of the model, the researcher developed the empirical data found that the Chi-square = 162.89, df = 28, P = 0.00000, the index GFI = 0.91, AGFI = 0.79, RMSEA = 0.127 and CN = 82.65, indicating that the model fit to the empirical data. Result of direct influence. Indirect. And the interaction of factors that affect customer loyalty, low -cost airlines at Don Muang International Airport. In descending order of descending influence coefficients as follows: (1) the influence of the two factors is the quality of service. Image of the organization and (2) indirect one factor is the image of the organization , and (3) includes two factors influence the image of the organization. And quality of service.

---

Student's signature

Thesis Advisor's signature