

## **ABSTRACT**

The purpose of the study was to determine the overall level of satisfaction of Thai Royal Orchid Plus (ROP) members in Bangkok. The study also set out to identify the factors related to the degree of overall member satisfaction as well as to find out some of the problems and obstacles associated with the service provided by Royal Orchid Plus (ROP).

400 questionnaires were distributed to Thai nationality members who were issued domestic or international air tickets at Thai Airways Head Office and Larn Luang Office. These members traveled through Don Muang Airport and Suvarnabhumi Airport during December 2007 to early-January 2008.

The results of this study indicated that the majority of the respondents were males aged between 41-50 years old. Most of them had a bachelor's degree and were associated with the government sector. More than three quarters of the respondents earned silver status with more than four years membership. Most of them had never made a redemption. The overall satisfaction level of the members was shown to be 'satisfied'. However, two factors contributed slightly different level of member satisfaction. The first factor was the benefits and awards that most of the members were satisfied with. But in terms of the service provided for the use of Royal Orchid Plus (ROP)-the second factor-the level of satisfaction of the members was shown as neutral.

It is concluded that although the members were generally satisfied with Royal Orchid Plus (ROP), still, there were some factors that caused the members' dissatisfaction. The results of the study can be used as a guide for Thai Airways to further improve members' benefits and differentiate itself in a highly competitive airline industry.