

CHAPTER FOUR

RESULTS

The previous chapter explained the methodologies used in the study. This chapter reports the results of the questionnaires survey collected from 400 respondents. It is divided into three main parts as follow:

4.1 Demographic information of the respondents.

4.2 Satisfaction of the members with Royal Orchid Plus (ROP)

4.3 Suggestion and opinion from the member of Royal Orchid Plus (ROP)

4.1 DEMOGRAGPHIC INFORMATION OF THE RESPONDENTS

The tables below summarize the demographic information concerning gender, age, educational background, occupation, income per month, current membership, years of membership, and redemption.

4.1.1 Gender

Table 1. Gender

Gender	Frequency	Percentage
Female	181	45.2 %
Male	219	54.8 %
Total	400	100.0 %

As shown in table 1, most of the respondents were male (n = 219 or 54.8%) and the rest were female (n = 181 or 45.3%).

4.1.2 Age

Table 2. Age

Age	Frequency	Percentage
Under 20	3	0.8 %
21-30	72	18.0 %
31-40	121	30.2 %
41-50	150	37.5 %
51-60	46	11.5 %
Over 60	8	2.0 %
Total	400	100.0 %

In terms of age, the respondents are divided into six ranges: 41-50 years old (n = 150 or 37.5%), followed by 31-40 years old (n = 121 or 30.3%), 21-30 years old (n = 72 or 18.0%) , 51-60 years old (n = 46 or 11.5%) , over 60 years old (n = 8 or 2.0%) and under 20 years old (n = 3 or 0.8%).

4.1.3 Educational Background

Table 3. Educational Background

Educational Background	Frequency	Percentage
Under bachelor degree	9	2.3 %
Bachelor degree	208	52.0 %
Master degree	128	32.0 %
More than master degree	55	13.7 %
Total	400	100.0 %

Most of the respondents (n = 208 or 52.0%) had bachelor's degree, followed by those who finished master's degree (n= 128 or 32.0%), higher than master's degree (n = 55 or 13.8%) and under bachelor degree (n = 9 or 2.3%).

4.1.4 Occupation

Table 4. Occupation

Occupation	Frequency	Percentage
Student	3	0.8 %
Government Service	191	47.7 %
State Enterprises	38	9.5 %
Private Sector	109	27.3 %
Business person/owner	31	7.7 %
Others	28	7.0 %
Total	400	100.0 %

The majority of the respondents worked in government service (n = 191 or 47.8%) followed by private sector (n = 109 or 27.3%), state enterprises (n = 38 or 9.5%), business person or owner (n = 31 or 7.8%), others (n = 28 or 7.0%), and student (n = 3 or 0.8%).

4.1.5 Income per Month

Table 5. Income per Month (Baht)

Income per Month	Frequency	Percentage
Lower than 20,000	26	6.5 %
20,001-40,000	167	41.7 %
40,001-60,000	126	31.5 %
60,001-80,000	30	7.5 %
80,001-100,000	16	4.0 %
More than 100,000	35	8.8 %
Total	400	100.0 %

41.8% (n = 167) of the respondents had income between 20,001-40,000, 31.5% (n = 126) had 40,001-60,000, 8.8% (n = 35) had income more than 100,000, 7.5% (n = 30) had 60,001-80,000, 6.5% (n = 26) had income lower than 20,000 and the rest 4.0% (n = 16) had 80,001-100,000.

4.1.6 Current (ROP) Membership Status

Table 6. Current Membership Status

Current Membership Status	Frequency	Percentage
Temporary	46	11.5 %
Silver	314	78.5 %
Gold	40	10.0 %
Total	400	100.0 %

According to table 6, most of the members attained silver status (78.5%), followed by temporary (11.5%) and gold status (10%).

4.1.7 Years (ROP) of Membership

Table 7. Years of Membership

Years of Membership	Frequency	Percentage
Less than 1 year	10	2.5 %
1-2 Years	94	23.5 %
3-4 Years	91	22.7 %
More than 4 years	205	51.3 %
Total	400	100.0 %

As shown in table 7, most of the members had been members for more than 4 years (51.3%), followed by 23.5% 1-2 years, 22.8% 3-4 years and 2.5% less than 1 year.

4.1.8 Type of (ROP) Redemption

Table 8. Type of Redemption

Redemption for persons	Count	Percentage
Domestic award ticket	173	43.3 %
International award ticket	75	18.8 %
Others such as hotel partner, car rental partners, souvenir	78	19.5 %
No redemption	181	45.3 %

Choose more than one (n=400).

According to Table 8 about 45.3% of the members had never redeemed for the awards, 43.3% redeemed for domestic award tickets, 19.5% redeemed for others types such as hotel partners, car rental partners, souvenir, and 18.8% redeemed for international award tickets.

4.2 SATISFACTION OF THE MEMBERS WITH ROYAL ORCHID PLUS (ROP)

The second part surveyed members' satisfaction with Royal Orchid Plus (ROP). The membership's satisfaction was measured in terms of benefits and award and the service provided for the use of ROP. Analysis was based on closed-ended questions with the 5-point Likert scale by use of the degree of satisfaction i.e. extremely satisfied, satisfied, neutral, dissatisfied, extremely dissatisfied answers were graded 5, 4, 3, 2, 1 points, respectively. The findings were shown in the form of frequency distribution, mean, and standard deviation.

4.2.1 Satisfaction with Benefits and Awards

Table 9. Benefits and awards satisfaction level of the members with ROP

Benefits and Awards	Satisfaction level					\bar{x}	S.D.	Satisfaction level
	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied			
1. Eligibility to redeem awards for family members and friends with up to 5 names on award nominee list.	133 (33.3)	217 (54.3)	41 (10.3)	7 (1.8)	2 (.5)	4.18	.72	Satisfied
2. After enrollment, earning 2,500 miles after flying first flight with Thai	51 (12.8)	278 (69.5)	63 (15.8)	8 (2.0)	- -	3.93	.60	Satisfied

(Table continues)

Table 9. (continued)

Benefits and Awards	Satisfaction level					\bar{X}	S.D.	Satisfaction level
	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied			
3. An extra 10 kg. baggage allowance for silver status and 20 kg. baggage allowance for gold status.	45 (11.3)	257 (64.3)	86 (21.5)	12 (3.0)	- -	3.84	.65	Satisfied
4. Transferring points from Thai Airways credit card partners such as American Express, City Bank to accumulated miles when spending according to stipulated condition of each credit card.	58 (14.5)	211 (52.8)	119 (29.8)	12 (3.0)	- -	3.79	.72	Satisfied
5. Eligibility to redeem for 1 round-trip domestic award ticket after accruing 15,000 miles.	23 (5.8)	263 (65.8)	84 (21.0)	30 (7.5)	- -	3.70	.69	Satisfied
6. Eligibility to redeem for international award ticket after accruing up to 25,000 miles.	22 (5.5)	196 (49.0)	148 (37.0)	34 (8.5)	- -	3.52	.73	Satisfied
7. Earning 500 miles equal to one-way domestic trip when use the service of hotel partners and car rental partners.	8 (2.0)	169 (42.3)	206 (51.5)	14 (3.5)	3 (.8)	3.41	.63	Satisfied
8. Attaining silver status and gold status by earning 10,000 miles and 50,000 miles within 1 calendar year or 15,000 and 80,000 miles within 2 calendar years respectively.	32 (8.0)	142 (35.5)	180 (45.0)	37 (9.3)	9 (2.3)	3.38	.85	Neutral
9. 1,000-30,000 mileage purchasing topped-up the account to redeem the awards.	7 (1.8)	168 (42.0)	191 (47.8)	24 (6.0)	10 (2.5)	3.35	.73	Neutral
10. Expired miles appear on print and online statement must be redeemed by stipulated date each year or deleted from accounts.	19 (4.8)	64 (16.0)	91 (22.8)	118 (29.5)	108 (27.0)	2.42	1.18	Dissatisfied
Overall						3.55	0.43	Satisfied

As the survey results showed in table 9, the members felt most satisfied with the eligibility to redeem awards for up to five nominated family members and friends. They were least satisfied with the expired miles that must be redeemed by a stipulated date each year or which were deleted from member's accounts. Nevertheless, the SD value of this element is quite large (1.18). It means that the spread of the answers is also distributed in the large range. It is reflected in the frequency of each satisfaction level from neutral = 91 to dissatisfied = 118 and extremely dissatisfied = 108.

Additionally, the 7th element of benefits and awards factors shows that the members are satisfied (mean = 3.41) with earning 500 miles which is equal to a one-way domestic trip when using the service of hotel partners and car rental partners.

However, the highest percentage (51.5 %) of the respondents, more than half of the total respondents (400) answered “neutral”. Therefore, the result reflects the lowest level of satisfaction.

4.2.2 Satisfaction with the service provided for the use of Royal Orchid Plus (ROP)

Table 10. Service of the use of ROP satisfaction level of the members with (ROP)

Service of the use of ROP	Satisfaction level					\bar{x}	S.D.	Satisfaction level
	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied			
1. Earning miles with all partner airlines and star Alliance airlines.	94 (23.5)	266 (66.5)	40 (10.0)		- -	4.14	.56	Satisfied
2. Priority for seat reservation, checking in and boarding at the airport including through online i check in.	51 (12.8)	279 (69.8)	53 (13.3)	12 (3.0)	5 (1.3)	3.90	.70	Satisfied
3. Eligibility to contact with Online equipped domestic and international Thai offices around the world providing program and account information and instant issuing award tickets.	56 (14.0)	183 (45.8)	127 (31.8)	34 (8.5)	- -	3.65	.82	Satisfied
4. Eligibility to contact ROP through telephone, Thaiphone, fax, mail and online internet.	57 (14.3)	191 (47.8)	73 (18.3)	74 (18.5)	5 (1.3)	3.55	.99	Satisfied
5. Clearly understandable pattern of accrued mile notification.	21 (5.3)	168 (42.0)	188 (47.0)	20 (5.0)	3 (.8)	3.46	.71	Satisfied
6. Directly sending registered postal mail of hotel award certificated to members.	11 (2.8)	152 (38.0)	221 (55.3)	10 (2.5)	6 (1.5)	3.38	.66	Neutral
7. Receiving news from ROP every 3 months on the basis of continuous mile accrual.	17 (4.3)	141 (35.3)	218 (54.5)	21 (5.3)	3 (.8)	3.37	.69	Neutral
8. Eligibility to change departure date, passenger name, and same zone destination only before issuing awards tickets.	10 (2.5)	149 (37.3)	132 (33.0)	89 (22.3)	20 (5.0)	3.10	.94	Neutral
9. Politeness of ROP staff and ability to acknowledge, advise, and problem solve.	20 (5.0)	120 (30.0)	143 (35.8)	105 (26.3)	12 (3.0)	3.08	.94	Neutral
10. Issuing award tickets within 30 days before the date travel confirmed or prior to flight departure, otherwise the cancellation will be made.	2 (.5)	87 (21.8)	198 (49.5)	102 (25.5)	11 (2.8)	2.92	.77	Neutral
11. Mileage claim including original boarding pass and ticket or e-ticket copy submitting to local Thai office or the Members service center in Bangkok.	5 (1.3)	87 (21.8)	87 (21.8)	135 (33.8)	86 (21.5)	2.47	1.09	Dissatisfied
Overall						3.37	0.51	Neutral

In the terms of the service provided for the use of Royal Orchid Plus (ROP), the members were ‘extremely’ satisfied with accumulated miles earned with all partner airlines and Star Alliance Airlines (mean = 4.14). Nevertheless, they were least satisfied with the process of mileage claim that the original boarding pass and ticket or e-ticket copy were required to submit to local Thai office or the members service center in Bangkok (mean = 2.47).

Table 11. Overall Satisfaction Level of the Members with Royal Orchid Plus (ROP)

Satisfaction	\bar{x}	S.D.	Satisfaction level
Benefits and award	3.55	0.43	Satisfied
Service of the use of ROP	3.37	0.51	Neutral
Satisfaction of the members with Royal Orchid Plus	3.45	0.42	Satisfied

To summarize the overall satisfaction of the membership of the benefits and award and the service of ROP, they were satisfied with Royal Orchid Plus (ROP) with mean = 3.45. It can be concluded as shown in the table11 above.

4.3 OPINION AND SUGGESTION FROM THE MEMBERS OF ROYAL ORCHID PLUS (ROP)

The third part of the questionnaire involved open-ended questions to survey members’ opinions regarding problems and obstacles they faced when using the services of ROP. Members were also asked for the suggestions for improving the service. In this part, not all the respondents answered these questions.

4.3.1 Opinion

Table 12. Frequency and Percentage of Problem and obstacles when using the service of ROP

Problems and Obstacles	Frequency	Percentage
Telephone line is always engaged.	30	34.1
It is inconvenient for the passenger when reclaiming mileage that the original boarding pass and copy of ticket are required.	12	13.6

(Table continues)

Table 12. (continued)

Problems and Obstacles	Frequency	Percentage
There are some problems when contacting ROP through its website. Loading information takes a long period of time	6	6.8
ROP staff are not able to clarify the problems. Staff could sometimes be more polite.	6	6.8
Reservations for ROP are often unavailable.	6	6.8
Accumulated mileage should not be expired.	4	4.5
The shops for souvenir redemption are not widely available.	4	4.5
Mileage for redemption is too high.	4	4.5
Passenger has never received any document from TG. At least, he/she should be notified through e-mail.	2	2.3
There should not be a time limitation for I-check in.	2	2.3
Insufficient ROP staff to provide adequate service	2	2.3
News from ROP arrived late.	2	2.3
Members should be notified earlier about expired mileage or notified through mobile phone.	2	2.3
Not many hotels are available for hotel redemption and the rooms are often unavailable.	2	2.3
It took too long to receive the new password via mail when passwords forgotten.	2	2.3
ROP seat reservations are often on the waiting name list.	2	2.3
Total	88	100.0

As shown in Table 12, 34.1% of members who answered the first question in the third part (88 respondents) had problems and obstacles that the telephone line was always engaged, followed by the inconvenience when reclaiming mileage that the original boarding pass and a copy of tickets were required (13.6%).

4.3.2 Suggestion

Table 13. Frequency and Percentage of Suggestion for Service Improvement

Suggestion	Frequency	Percentage
In reclaiming mileage, it should need only ticket or copy of ticket or boarding pass from passenger because other information may be able to be verified through TG system.	6	16.7
Accumulated mileage should not be expired.	6	16.7
Accumulated mileage should expire after 5 years.	4	11.1
There should be special check-in counter for silver members.	4	11.1
Passengers should be notified of newly accrued miles every time they fly with TG or Star alliance airlines	2	5.6
Silver status members should have at least an extra 5 kg baggage allowance.	2	5.6
ROP Telephone lines should be a 24-hour service.	2	5.6
There should be no extra charge such as taxes for award tickets.	2	5.6
ROP member number should register automatically when passengers give their name when making a reservation.	2	5.6
ROP members who have attained the status for more than 10 years should have their accumulated mileage period extended.	2	5.6
Expired mileage should be extended.	2	5.6
Call centers should be improved.	2	5.6
Total	36	100.0

According to Table 13, members who had suggestions for service improvement (36 persons) advised that only a ticket or copy of ticket or boarding pass should be required from passenger for mileage reclaiming because other information could be checked through the TG system (16.7%). The suggestion that accumulated mileage should not be expired showed the same percentage (16.7%) as the first one. 11.1% of those surveyed thought that accumulated mileage should be expired after five years and a special check-in counter should be provided for those with silver membership.