

ABSTRACT

This research had as an objective to study passenger satisfaction with the interpersonal communication of the Finnair passenger service representatives at Suvarnabhumi Airport: a comparative study between Thai and Foreign passengers by studying factors in the area of demographic characteristics, personal information of respondents, factors in the area of customer satisfaction, the theory of airline service and interpersonal communication.

Sample groups used in this research consisted of 400 travelers with Finnair schedule flights from Suvarnabhumi Airport from November 15, 2007 to January 15, 2008. The instruments used in this research were questionnaires for gathering data. An analysis of the data was conducted by usage of a package statistical program for social science research. Statistical methods used in analyzing data were percentages, means and cronbach alfa coefficients. Testing of the differences between two groups was conducted by using statistics relating to t-test and an analysis of one-way variance.