

## **CHAPTER FOUR**

### **RESULTS**

The results of passenger opinion on the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport, comprises 5 parts as follows:

Part I: Personal information of the respondents' data analyzed as gender, age, nationality, religion, educational level and occupation on the Finnair Flight.

Part II. Information of respondents' data analyzed as Finnair flight, service flight, purpose of trip, frequency of travel, decision to fly on Finnair and main reason on for being on Finnair flight.

Part III. Finnair passengers are satisfied with the level of the interpersonal communication of Finnair ground service representatives at Suvarnabhumi airport.

Part IV. Finnair passengers are satisfied with the level of the interpersonal communication of Finnair ground service representatives at Suvarnabhumi airport.

Part V. Results of the hypothesis testing.

#### 4.1 RESULT OF PERSONAL INFORMATION OF RESPONDENTS

**Part I Personal information of respondents' data were analyzed as gender, age, nationality, religion, educational level and occupation on Finnair Flight.**

*Figure 1.* Frequency and percentage of personal information of respondents at Suvarnbhumi Airport by gender, age, nationality, religion, educational level and occupation on Finnair flight are follows.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
1. Gender				
1.1 Male	34	17.00	132	66.00
1.2 Female	166	83.00	68	34.00
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by gender.

There are males 34 at 17% and 166 females at 83% for Thai respondents and 132 males or 66% and 68 females at 34% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
2. Age				
2.1 Below 15 years old	1	0.50	-	-
2.2 15 – 24 years old	44	22.00	48	24.00
2.3 25 – 34 years old	92	46.00	82	41.00
2.4 35 - 44 years old	33	16.50	40	20.00
2.5 45 – 54 years old	28	14.00	7	3.50
2.6 Over 55 years old	2	1.00	23	11.50
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by age.

There are below 15 years old 1 or 0.5%, 15 – 24 years old 44 or 22%, 25 – 34 years old 92 or 46%, 35 - 44 years old 33 or 16.50%, 45 – 54 years old 28 or 14% and over 55 years old 2 or 1% for thai respondents and 15 – 24 years old 48 or 24%, 25 – 34 years old 82 or 41%, 35 - 44 years old 40 or 20%, 45 – 54 years old 7 or 3.50% and over 55 years old 23 or 11.50% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
3. Nationality				
3.1 Thai	200	100.00	-	-
3.2 Finish	-	-	92	46.00
3.3 Swedish	-	-	87	43.50
3.4 French	-	-	7	3.50
3.5 Italian + US.	-	-	3	1.50
3.6 Norwegian	-	-	11	5.50
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by nationality.

There are 200 Thai respondents or 100% and 92 Finish or 46%, 87 Swedish or 43.50%, 7 French or 3.50%, 3 Italian + US. or 1.50%, and 11 Norwegian or 5.50% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
4. Religion				
4.1 Buddhism	189	94.50	9	4.50
4.2 Christian	9	4.50	179	89.50
4.3 Islam	2	1.00	-	-
4.4 Atheist	-	-	8	4.00
4.5 None	-	-	4	2.00
Total	200	100.00	200	100.00

From the above details, the result of the personal information of respondents at Suvarnbhumi Airport by religion.

There are 189 Buddhists or 94.50%, 9 Christians or 4.50% and 2 Muslims or 1.00% for Thai respondents and 9 Buddhists or 4.50%, 179 Christians or 89.50%, 8 atheists or 4.00% and 4 none or 2.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
5. Educational Level				
5.1 Lower Bachelor Degree	72	36.00	66	33.00
5.2 Bachelor Degree	110	55.00	58	29.00
5.3 Master Degree	12	6.00	62	31.00
5.4 Doctoral Degree	6	3.00	14	7.00
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by educational level.

There are lower bachelor degree 72 or 36.00%, bachelor degree 110 or 55.00%, master degree 12 or 6.00% and doctoral degree 6 or 3.00% for thai respondents and lower bachelor degree 66 or 33.00%, bachelor degree 58 or 29.00%, master degree 62 or 31.00% and doctoral degree 14 or 7.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
6. Occupation				
6.1 Student	10	5.00	32	16.0
6.2 Government Officer	-	-	41	20.50
6.3 Private company employee	102	51.00	98	49.00
6.4 Business owner	45	22.50	11	5.50
6.5 Unemployed	42	21.00	14	7.00
6.6 Retired	1	0.50	4	2.00
Total	200	100.00	200	100.00

\* N = Respondents

From the above details, the result of the personal information of respondents at Suvarnbhumi Airport by occupation.

There are 10 students or 5.00%, 102 private company employee or 51.00%, 45 business owners or 22.50%, 42 unemployed or 21.00% and 1 retired or 0.50% for thai respondents and 32 students or 16.00%, 41 government officers or 20.50%, 98 private

company employees or 49.00%, 11 business owners or 5.50%, 14 unemployed or 2.00% and 4 retired or 2.00% for foreign respondents.

## 4.2 RESULT OF INFORMATION OF RESPONDENTS

**Part II. Information of respondents' data analyzed for Finnair flight, service flight, purpose of trip, frequency of travel, decision to fly on Finnair and the main reason for being on a Finnair Flight.**

**Figure 2.** Frequency and percentage of information of respondents at Suvarnbhumi Airport by Finnair flight, service flight, purpose of trip, frequency of traveling, decision to fly on Finnair and the main reason for being on a Finnair Flight as follow.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
7. Finnair flight				
7.1 AY1962	20	10.00	87	43.50
7.2 AY090	88	44.00	97	48.50
7.3 AY096	71	35.50	16	8.00
7.4 AY095	9	4.50	-	-
7.5 AY089	12	6.00	-	-
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by Finnair flight.

There are on AY1962, 20 or 10.00%, AY090 88 or 44.00%, AY096 71 or 35.50%, AY095 9 or 4.50% and AY089 12 or 6.00% for thai respondents and AY1962 87 or 43.50%, AY090 97 or 48.50% and AY096 16 or 8.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
8. Service classes				
8.1 Business class	37	18.50	17	5.00
8.2 Economy class	163	81.50	183	95.00
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by service class.

There are 37 Business class passengers or 18.50%, 163 Economy class passengers or 81.50% for Thai respondents and 17 Business class passengers or 5.00% and 183 Economy class passengers or 95.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
9. Purpose of trip				
9.1 Business	65	32.50	17	8.50
9.2 Holiday	77	38.50	183	91.50
9.3 Education	8	4.00	-	-
9.4 Immigrant	45	22.50	-	-
9.5 Visit cousin	5	2.50	-	-
Total	200	100.00	200	100.00



From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by purpose of trip.

There are on business 65 or 32.50%, on holiday 77 or 38.50%, for education 8 or 4.00%, immigrant 45 or 22.50% and visiting cousin 5 or 2.50% for Thai respondents and on business 17 or 8.50% and on holiday 183 or 91.50% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
10. Frequency of travel				
10.1 1 - 3 trips	142	71.00	163	81.50
10.2 4 - 6 trips	29	14.50	31	15.50
10.3 7 - 9 trips	22	11.00	6	3.00
10.4 More than 10 trips	7	3.50	-	-
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by frequency of traveling.

There are 1 – 3 trips 142 or 71.00%, 4 – 6 trips 29 or 14.50%, 7 – 9 trips 22 or 11.00% and more than 10 trips 7 or 3.50% for Thai respondents and 1 – 3 trips 163 or 81.50%, 4 – 6 trips 31 or 15.50% and 7 – 9 trips 6 or 3.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
11. Who made the decision for you to fly on Finnair				
11.1 Company	3	1.50	10	5.00
11.2 Travel Agent	10	5.00	70	35.00
11.3 Family	5	2.50	34	17.00
11.4 Spouse	82	41.00	5	2.50
11.5 By yourself	87	43.50	79	39.50
11.6 Friend	13	6.50	2	1.00
Total	200	100.00	200	100.00

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport for who made the decision for you to fly on Finnair.

There are company 3 or 1.50%, travel agent 10 or 5.00%, family 5 or 2.50%, spouse 82 or 41.00%, by yourself 87 or 43.50% and friend 13 or 6.50% for Thai respondents and company 10 or 5.00%, travel agent 70 or 35.00%, family 34 or 17.00%, spouse 5 or 2.50%, by yourself 79 or 39.50% and friend 2 or 1.00% for foreign respondents.

Personal information of respondents	passengers (Thai) N	Percentage (Thai)%	passengers (Foreign) N	Percentage (Foreign) %
12. Main reason flying on Finnair				
12.1 Punctuality	-	-	39	19.50
12.2 Service hospitality	31	15.50	32	16.00
12.3 Advertising promotion	6	3.00	4	2.00
12.4 Low air fare ticket	62	31.00	35	17.50
12.5 Extensive flight connections	83	41.50	63	31.50
12.6 Recommended by others	18	9.00	27	13.50
Total	200	100.00	200	100.00

\* N = Respondents

From the above details, the results of the personal information of respondents at Suvarnbhumi Airport by the main reason to fly on Finnair.

There are service hospitality 31 or 15.50%, advertising promotion 6 or 3.00%, low air fare ticket 62 or 31.00%, extensive flight connections 83 or 41.50% and recommended by others 18 or 9.00% for Thai respondents and punctuality 39 or 19.50%, service hospitality 32 or 16.00%, advertising promotion 4 or 2.00%, low air fare ticket 35 or 17.50%, extensive flight connections 63 or 31.50% and recommended by others 27 or 13.50% for foreigner respondents.

### 4.3 RESULT OF THE INTERPERSONAL COMMUNICATION TOWARDS FINNAIR PASSENGERS.

**Part III. Finnair passengers are satisfied with the level of the interpersonal communication by Finnair ground service representatives at Suvarnabhumi Airport.**

**Figure 3.** Mean and satisfied with the level of the interpersonal communication by Finnair ground service of Thai passenger representatives at Suvarnabhumi Airport are as follow.

Manners and Communication of the staff	Mean( $\bar{X}$ )	levels of their satisfaction
	Thai	Thai
13. The staff talk to me politely.	4.18	Very satisfied
14. The staff has a pleasant smile.	4.17	Very satisfied
15. The tone of voice is friendly.	4.17	Very satisfied
16. Attractive make-up and well-groomed in uniform.	4.27	Very satisfied
17. Suitable welcoming words for starting service.	3.97	Very satisfied
18. Sufficient explanation of technical terms.	3.62	Very satisfied
19. The staff has a friendly manner while talking to me.	4.04	Very satisfied
20. Proficiency at English language.	3.85	Very satisfied
21. Problem solving skill.	3.75	Very satisfied
22. Professional at work.	3.85	Very satisfied
23. The staff serve with patience and understanding.	4.01	Very satisfied

Manners and Communication of the staff	Mean( $\bar{X}$ )	levels of their satisfaction
	Thai	Thai
24. The staff is attentive and willingly approachable to me.	3.97	Very satisfied
25. The staff notice what I need beyond my request.	3.54	Very satisfied
26. The service has no discrimination.	3.90	Very satisfied
27. The staff has suitable eye contact while talking to passengers.	3.85	Very satisfied
28. Immediate service upon request.	3.93	Very satisfied
29. Intently listen to details.	4.06	Very satisfied
30. Awareness of security checks.	4.08	Very satisfied
31. Staff make flexible decisions.	3.76	Very satisfied
32. Suitable farewell and thank you words after service.	4.19	Very satisfied
Overall level of passengers satisfaction	3.96	Very satisfied

From figure 3. Finnair passengers are satisfied with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport overall Thai passengers were very satisfied ( $x = 3.96$ ) staff talk to me politely was at very satisfied ( $x = 4.18$ ), staff have a pleasant smile was at very satisfied ( $x = 4.17$ ), tone of voice is friendly was at very satisfied ( $x = 4.17$ ), attractive make-up and well-groomed in uniform was at very satisfied ( $x = 4.27$ ), suitable welcoming words for starting service was at very satisfied ( $x = 3.97$ ), sufficient explanation of technical terms was at very satisfied ( $x = 3.62$ ), staff have a friendly manner while talking to me was at very satisfied ( $x = 4.04$ ) and proficiency of English language was at very satisfied ( $x = 3.85$ ), Problem

solving for skill was at very satisfied ( $x = 3.75$ ), professional at work was at very satisfied ( $x = 3.85$ ), staff serve with patience and understanding was at very satisfied ( $x = 4.01$ ), staff are attentive and willingly approachable to me was at very satisfied ( $x = 3.97$ ), staff notice about what I need beyond my request was at very satisfied ( $x = 3.54$ ), service with equality without any discrimination was at very satisfied ( $x = 3.90$ ), staff make the suitable eye contact while talking to me was at very satisfied ( $x = 3.85$ ), the immediate service upon my request was at very satisfied ( $x = 4.06$ ), suitable awareness of security checks was at very satisfied ( $x = 4.08$ ), staff make flexible decisions was at very satisfied ( $x = 3.76$ ) and suitable farewell and thank you words after service was at very satisfied ( $x = 4.19$ ).

#### **4.4 Finnair passengers are satisfied with the level of the interpersonal communication**

##### **Part IV. Finnair passengers are satisfied with the level of the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.**

**Figure 4.** Mean and satisfaction level with the interpersonal communication of Finnair ground service for foreign passengers' representatives at Suvarnabhumi Airport are as follows.

Manners and Communication of the staff	Mean( $\bar{X}$ )	levels of their satisfaction
	Foreign	Foreign
13. The staff talk to me politely.	4.41	Very satisfied
14. The staff has a pleasant smile.	4.38	Very satisfied
15. The tone of voice is friendly.	4.45	Very satisfied
16. Attractive make-up and well-groomed in uniform.	4.28	Very satisfied

Manners and Communication of the staff	Mean( $\bar{X}$ ) Foreign	levels of their satisfaction Foreign
17. Suitable welcoming words for starting service.	4.16	Very satisfied
20. Proficiency at English language.	4.04	Very satisfied
21. Problem solving skill.	4.10	Very satisfied
22. Professional at work.	4.27	Very satisfied
23. Staff serve with patience and understanding.	4.28	Very satisfied
24. The staff is attentive and approachable to me.	4.19	Very satisfied
25. The staff notice what I need beyond my request.	4.00	Very satisfied
26. The Service has no discrimination.	4.22	Very satisfied
27. The staff have suitable eye contact while talking to passengers.	4.19	Very satisfied
28. Immediate service upon my request.	4.17	Very satisfied
29. Intently listening to details.	4.26	Very satisfied
30. Awareness of security check.	4.23	Very satisfied
31. Staff make flexible decision.	4.03	Very satisfied
32. Suitable farewell and thank you words after service.	4.30	Very satisfied
Overall level of passengers 'satisfaction	4.21	Very satisfied

From figure 4. Finnair passengers are very satisfied overall with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport at a level of very satisfied ( $x = 4.41$ ) staff talk to me politely was at very satisfied ( $x = 4.38$ ), staff have a pleasant smile was at very satisfied ( $x = 4.45$ ), tone of voice is friendly was at very satisfied ( $x = 4.17$ ), attractive make-up and well-groomed in uniform was at very satisfied ( $x = 4.28$ ), suitable welcome words for starting service was at very satisfied ( $x = 4.16$ ), sufficient explanation of technical terms was at very satisfied ( $x = 4.05$ ), staff have a friendly manner while talking to me was at very satisfied ( $x = 4.26$ ) and proficiency at English language was at very satisfied ( $x = 4.04$ ), Problem solving skill was at very satisfied ( $x = 4.10$ ), professional at work was at very satisfied ( $x = 4.27$ ), staff serve with patience and understanding was at very satisfied ( $x = 4.28$ ), staff are attentive and approachable to me was at very satisfied ( $x = 4.00$ ), staff notice about what I need beyond my request was at very satisfied ( $x = 4.22$ ), service with equality without any discrimination was at very satisfied ( $x = 4.19$ ), staff make the suitable eye contact while talking to me was at very satisfied ( $x = 4.17$ ), the immediate service upon my request was at very satisfied ( $x = 4.26$ ), suitable awareness of security check was at very satisfied ( $x = 4.23$ ), staff make flexible decision was at very satisfied ( $x = 4.03$ ) and suitable farewell and thank you words after service was at very satisfied ( $x = 4.30$ ).

#### **4.5 HYPOTHESIS TESTING**

##### **Part V: Results on Hypothesis Testing.**

The statistics used for data analysis were independent t-test and one-way analysis of variance.

Hypothesis 1 : Finnair passengers are satisfied with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport ;



1.1 : Thai and foreign passengers are satisfied differently with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.

H<sub>0</sub>: information of respondents of Thai and foreign passengers are not different in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.

H<sub>1</sub>: information of respondents of Thai and foreign passengers are different in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.

**Figure5.** Comparison of the overall level of Thai and foreign passenger satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport according to information of the respondents.

Hypothesis	Sig. Thai	Result Thai H <sub>0</sub>	Sig. Foreign	Result Foreign H <sub>0</sub>
H <sub>0</sub> : Gender shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi airport.	0.098	Accept H <sub>0</sub>	0.368	Accept H <sub>0</sub>
H <sub>0</sub> : Age shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.162	Accept H <sub>0</sub>	0.000*	Reject H <sub>0</sub>
H <sub>0</sub> : Religion shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.610	Accept H <sub>0</sub>	0.000*	Reject H <sub>0</sub>

Hypothesis	Sig. Thai	Result Thai	Sig. Foreign	Result Foreign
H <sub>0</sub> : Educational level shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.093	Accept H <sub>0</sub>
H <sub>0</sub> : Occupation shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.000*	Reject H <sub>0</sub>
H <sub>0</sub> : Finnair flight shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.006*	Reject H <sub>0</sub>	0.000*	Reject H <sub>0</sub>
H <sub>0</sub> : Traveling shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.522	Accept H <sub>0</sub>	0.001*	Reject H <sub>0</sub>
H <sub>0</sub> : Purpose of the trip shows no difference in overall levels of satisfied with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.058	Accept H <sub>0</sub>
H <sub>0</sub> : Frequency of traveling show no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.035*	Reject H <sub>0</sub>
Hypothesis	Sig.	Result	Sig.	Result

	Thai	Thai	Foreign	Foreign
H <sub>0</sub> : Decision to fly on Finnair shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.102	Accept H <sub>0</sub>
H <sub>0</sub> : Main reason on Finnair shows no difference in overall levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport.	0.000*	Reject H <sub>0</sub>	0.000*	Reject H <sub>0</sub>

\* Significant level at 0.05 If significant level less than 0.05 it will be reject H<sub>0</sub> as follows:

H<sub>0</sub> = reject the hypothesis

H<sub>1</sub> = accept the hypothesis

From figure 5. The results hypothesis testing is: Thai and foreign passengers have different level of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport by age, religion, educational level, traveling, purpose of the trip and decision to fly on Finnair.

In summary, this chapter has shown the results of the survey of levels of satisfaction with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi Airport of Thai and foreign passengers. Five figures with explanation of the outcomes were presented. The findings of the study will be summarized and discussed in the next chapter.