

CHAPTER FIVE

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

5.1 SUMMARY OF THE STUDY

5.1.1 Objectives of the Study

This research has an objective to investigate study and compare the satisfaction of Thai and Foreign passengers with interpersonal communication of Finnair ground service in Suvarnabhumi airport, and use the result of the survey to improve the quality of service of Finnair ground service representative that handled by LST company.

5.1.2 Subjects, Material and Procedures

5.1.2.1 Topic of research: Passengers' Satisfaction with Interpersonal Communication with Finnair Passengers Service Representatives at Suvarnabhumi Airport : A Comparative Study between Thai and Foreign Passengers.

5.1.2.2 Material of research: The survey questionnaire are used for collecting the data from a sample of 400, which is was conducted by usage of package statistical program for social science research. Statistical methods used in analyzing data were percentages, means and cronbach alfa coefficients. Testing of the deference between two groups was conducted by using statistics relating to t-test and an analysis of one-way variance.

5.1.2.2 Procedures of research: : Sample groups used in this research consisted of 400 respondents who are the passengers were Thai and foreigner. The data collection will be done only two months during the high season of tourists, so most of the flights departed from Suvarnabhumi Airport will be really overbooked. The check-in

procedure must be done under the limitation of time, so some questions may not be answered clearly. Some unexpected situation occurred during check-in procedure can also be the barrier to get the real feedback from passengers; for example, some passengers who have problem with the overweight excess baggage may not be satisfied with service as they have to pay or repack their belongings. Delayed flight and flight cancellation can also be the limitation of data collection.

5.2 SUMMARY OF THE FINDINGS

Results of the research were found that:

5.2.1. Most of demographic characteristics of Thai passengers at Suvarnabhumi airport is female 166(83%), Age 25 – 34 years old 92(46%), Buddhism 189(94.50%), Bachelor Degree 110(55%), Private company employee 102(51%), Finnair flight : 090 88(44%), Economy class 163(81.50%), Purpose of trip for holiday 77(38.50%), 1 - 3 trips 142(71%), Make decision by yourself 87(43.50%) and Low air fare ticket 83(41.50%).

5.2.2. Most of demographic characteristics of Foreign passengers at Suvarnabhumi airport is male 132 (66%), Age 25 – 34 years old 82(41%), Christian 179(89.50%), Lower Bachelor Degree 66(33%), Private company employee 98(49%), Finnair flight : 090 97(48.50%), Economy class 183(95%), Purpose of trip for holiday 183(91.50%), 1 - 3 trips 163(81.50%), Make decision by yourself 79(39.50%) and Extensive flight connections 63(31.50%).

5.2.3. Finnair passengers are satisfied with the interpersonal communication of Finnair ground service representatives at Suvarnabhumi airport in over all both of Thai and Foreign is very satisfied at 3.96 and 4.21.

5.2.4. For demographic characteristics of Thai and Foreign passengers of sample groups, it was found that gender were not different at significant .05.

5.2.5. For demographic characteristics of Thai passengers of sample groups, it was found that age were not different at significant .05.

5.2.6. For demographic characteristics of Foreign passengers of sample groups, it was found that age were different at significant .05.

5.2.7. For demographic characteristics of Thai passengers of sample groups, it was found that religion were not different at significant .05.

5.2.8. For demographic characteristics of Foreign passengers of sample groups, it was found that religion were different at significant .05.

5.2.9. For demographic characteristics of Thai passengers of sample groups, it was found that education level were different at significant .05.

5.2.10. For demographic characteristics of Foreign passengers of sample groups, it was found that educational level were not different at significant .05.

5.2.11. For demographic characteristics of Thai and Foreign passengers of sample groups, it was found that occupation were different at significant .05.

5.2.12. For demographic characteristics of Thai and Foreign passengers of sample groups, it was found that Finnair flight were different at significant .05.

5.2.13. For demographic characteristics of Thai passengers of sample groups, it was found that traveling were not different at significant .05.

5.2.14. For demographic characteristics of Foreign passengers of sample groups, it was found that traveling were different at significant .05.

5.2.15. For demographic characteristics of Thai passengers of sample groups, it was found that purpose of the trip were different at significant .05.

5.2.16. For demographic characteristics of Foreign passengers of sample groups, it was found that purpose of the trip were not different at significant .05.

5.2.17. For demographic characteristics of Thai and Foreign passengers of sample groups, it was found that frequency of traveling were different at significant .05.

5.2.18. For demographic characteristics of Thai passengers of sample groups, it was found that decision to fly on Finnair were different at significant .05.

5.2.19. For demographic characteristics of Foreign passengers of sample groups, it was found that decision to fly on Finnair were not different at significant .05.

5.2.20. For demographic characteristics of Thai and Foreign passengers of sample groups, it was found that main reason on Finnair were different at significant .05.

5.3 DISCUSSION

This part presents the discussion on the results of the study as follows:

It was found that:

5.3.1 Customer Satisfaction

The testing of hypotheses of the study found that there were significant differences at .05 of the satisfaction of the Thai and foreign respondents in term of age, religion, educational level, traveling, purpose of the trip and decision to fly on Finnair.. but there were no-significant differences of satisfaction in term of gender. This satisfaction with what Richard L. Chitty (as cited in Rintarn Jaroenroop, 2003), vice president of Lexus Automobile defined the meaning of customer satisfaction in the book *The Customer is Always Right!*, written by Kabodian (1996): Customer satisfaction means recognizing and valuing lifelong partnership with every customer; creating and enhancing bonds of respect and consideration with every customer contact; attending to the smallest detail of the shortest phone call, and the entire conversation of the longest customer meeting. In summary, customer satisfaction is exceeding customer expectations.

5.3.2. Interpersonal Communication

There were significant differences at .05 in interpersonal communication of the respondents in term of age, religion, educational level, traveling, purpose of the trip and decision to fly on Finnair. This interpersonal communication with what Hamilton, C. and Parker, C. (1997), *Using feedback effectively* is briefly stated in the book *“Communicating for Results A Guide for Business and the Professions (p.103)”* that

“...remember when giving feedback to others, it should (1) be direct toward behavior rather than toward the person, (2) be descriptive rather evaluative, (3) involve sharing ideas rather than giving advice, (4) include only as much information as the person can handle at one time, and (5) be immediate and well timed. Also keep in mind that a sudden and unusual interest in feedback may be viewed with suspicion by those who know you, so move slowly, identify the specific type of feedback you want, and tell them why you want it. Remember also that you must receive any feedback in a positive manner. A negative or defensive response will convince others that being open with you is too dangerous.”

5.4 CONCLUSION

The overall result of this research reveals that Finnair's passengers service representatives at Suvarnabhumi Airport which handled by Lufthansa Services Thailand Ltd. provide the satisfaction in terms of communication to both Thai and foreign passengers who check-in at Suvarnabhumi Airport. Both Thai and foreign customers' satisfaction were in the very satisfactory level especially the check-in agents' performance which made good impression for passengers traveling with Finnair flights from Bangkok to Helsinki at Suvarnabhumi Airport. Passengers' services representatives from LST are able to professionally deal with interpersonal communication between passengers without discrimination for both Thai and Foreign passengers

5.5 RECOMMENDATIONS

For the next research the researcher have a recommend as detail below :

5.4.1 For the satisfaction of passenger in this research only view of overall, so we should specific part of passenger to develop plan of service and employee.

5.4.2 For respondents of this research should be not used service with Finnair. Therefore, results of the study may not be applicable or generalized to other organizations. The researcher may consider enlarging the respondents and research area in order to obtain broader results.

5.4.3 Should be research another competitor at other companies in the same business line to compare and plan for management level.

5.4.3 Should be study in value and brand of product or service that effecting customer behavior to improve and develop service.