FACTORS THAT INFLUENCE PURCHASE INTENTION FROM LOW COST AIRLINES OF PASSENGERS IN THREE SOUTHERN BORDER PROVINCES OF THAILAND



AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
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The Research has been approved by Stamford International University Graduate School

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	Passengers in Three S	Southern Border provinces of Thailand
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CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGMENT	ii
CONTENTS	iii
LIST OF TABLES	iv
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION	
1.1 General Information	1
1.2 Statement of the Problems	3
1.3 Objective of the Study	
1.4 Significance of the study	3
1.5 Scope and limitation of the study	4
1.6 Conceptual Framework	4
1.7 Research Question	5
1.8 Research Hypothesis	5
1.9 Definition of terms	5
CHAPTER 2 LITERATUREREVIEWS	
2.1 Concept of Service Quality	7
2.2 Decision Making Theory	9
2.3 Customer Satisfaction Theory	11
2.4 Customer Behavior	14
2.5 Marketing Mix	15
2.6 Reputation	17
2.7 Purchase Intention	17
2.8 Related Research	18

CONTENTS(Cont.)

	Page
CHAPTER3 RESEARCH METHODOLOGY	
3.1 Research Design	19
3.2 Population and Sample Selection	19
3.3 Research Instrument	21
3.4 Data Collection	24
3.5 Data Analysis	24
CHAPTER4 RESEARCH FINDINGS	
4.1 Hypotheses Finding	27
4.2 Hypotheses Testing	42
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	
5.1 Conclusion	
5.2 Hypotheses Testing	53
5.3 Limitation of study	54
5.4 Recommendations	55
5.5 Recommendations for Future Research	55
REFERENCES	56
APPENDICES	
Appendix A:Survey Questionnaire (English Version)	61
Appendix B:Survey Questionnaire (Thai Version)	69
Appendix C: Index of Objective Congruence	76
Appendix D: In-Depth Interview	81
Appendix F: List of Expert	84
BIOGRAPHY	86

LIST OF TABLES

		Page
Table 3.1	Selected category scale 5 level	22
Table3.2	Results of Reliability Test	23
Table 3.3	Interpretation of Means	25
Table 3.4	Interpretation of The Pearson's correlation coefficient	26
Table 4.1	Frequency and percentage of respondents	
	classified by gender	_28
Table 4.2	Frequency and percentage of respondents	
	classified by age	28
Table 4.3	Frequency and percentage of respondents	
	classified by marital status	29
Table 4.4	Frequency and percentage of respondents	
	classified by monthly income	29
Table 4.5	Frequency and percentage of respondents	
	classified by Education level	30
Table 4.6	Frequency and percentage of respondents	
	classified by occupation	30
Table 4.7	Frequency and percentage of respondents	
	by flying behavior	31
Table 4.8	Represents the mean and standard deviation important factor	
	in marketing mix issue service	_33
Table 4.9	Represents the mean and standard deviation important factor	
	in marketing mix issue price	34
Table 4.10	Represents the mean and standard deviation important factor	
	in marketing mix issue place	35
Table 4.11	Represents the mean and standard deviation important factor	
	in marketing mix issue promotion	36
Table 4.12	Represents the mean and standard deviation important factor	
	in marketing mix issue people	37

LIST OF TABLES (Cont.)

		Page
Table 4.13	Represents the mean and standard deviation important factor	
	in marketing mix issue processes	38
Table 4.14	Represents the mean and standard deviation important factor	
	in marketing mix issue physical Environment	38
Table 4.15	Represents the mean and standard deviation important factor	
	in time consuming	39
Table 4.16	Represents the mean and standard deviation important factor	
	in reputation	40
Table 4.17	Represents the mean and standard deviation important factor	
	in purchase intentions	41
Table 4.18	Group Statistics by Gender	42
Table 4.19	Independent Sample Test of Gender	43
Table 4.20	ANOVA Table of Age	44
Table 4.21	ANOVA Table of Marital Status	44
Table 4.22	ANOVA Table of Monthly Income	45
Table 4.23	ANOVA Table of Education Level	45
Table 4.24	ANOVA Table of Occupation	46
Table 4.25	Model Summary	47
	ANOVA Table of Marketing Mix	
Table 4.27	Coefficients Table of Marketing Mix	48
Table 4.28	Coefficients Table of other factors	49

LIST OF FIGURES

	Page
Figure 1.1 Air transportation statistics	2
Figure 1.2 Conceptual Framework	4
Figure 2.1 The Customer Information Processing Mode	10



Title: Factors that Influence Purchase Intention from Low Cost Airline

of Passenger in Three Southern Border of Thailand

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Abstract

The general objectives of this study are (1) to examine the factors that influence purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand, (2) to identify the level of passengers satisfaction, purchase intention, in order to improve services and (3) to study customers behavior in relation to prospects of buying airlines services.

In this research we used random sampling and convenience sampling consisting of 400 respondents who live in three southern border provinces of Thailand and have flown with a Thai low cost carrier airlines, both male and female with age over 18 years old. The data was analyzed by descriptive statistical analysis to show the frequency, percentage, mode, mean and standard deviation.

The findings indicated that the marketing mix 7P's factors, reputation and time consuming factors had mathematical significant effects on passenger purchase intention. Also the difference in demographic data including gender, age, marital status, monthly income, education level and occupation has an influence on purchasing intention in this study while gender and age has no influence on purchasing intention.

Keywords: Purchase Intention, Decision Making, Marketing Mix, Low Cost Carriers Airlines, Customer Satisfaction, Three Southern Border of Thailand

CHAPTER 1 INTRODUCTION

1.1 General Introduction

In a half part century, transportation within the country expanded rapidly and became an important part of human's life whether the purpose is for the communication on business or tourism. The transportation aspect had been continuously developing to comply with terms of economic growth and to meet the customers' needs in order to present the goods or services which are able to meet the needs of customers. When customers choose transportation and communication service based on price and service, in the current transportation there are many channels whether by land, sea or air transport to provide the customer an opportunity to travel in many alternative ways. Furthermore, rates are extremely competitive. Air transport was an expensive option for traveling due to its high cost. Now, air travel became a popular transportation mode due to its affordability, convenience and safety.

In the past, Thai airways mainly provided domestic flights services. After a rapid increase in the aviation business in Thailand, the affect on customers became apparent with a variety of alternatives due to increased competition in this business by the newly formed low cost carriers in the country, in the regional, and international travel markets.

Currently, low cost carriers (LCC) offer lower fares than the legacy and major airlines to passenger. Low cost carriers in the domestic market flights are very popular whether among Thai or foreign passengers. Due to the oil price crisis and the economic fluctuations, the traveling public was faced with higher air fares, which prompted investors and companies to consider the incentives and initiatives to introduce and operate low cost carriers (LCC), which was seen as the answerto these turbulent economic times in offering lower prices. Passengers responded positively to this new phenomenon and a shift in their attitudes started to take place towards expected services and value from the airlines. Affordability became the driving factor and extra services and luxury travel took a less important role. Some of the low-cost carriers (LCC) improved continuously and met the needs of affordable travel to a larger segment of the population and managed to produce higher returns on their

investment in comparison to the older legacy and global carriers.

The three Thai southern border provinces; Pattani, Yale and Narathiwas are about 1,100 kilometers away from the capital. There is a variety of public transportation such as bus, train and air transport that serve these provinces. The main air transportation hubs in the southern border provinces are located in Narathiwas and Hat-Yai, Songkla. Narathiwas Airport, is served by AirAsia, a LCC, which is the only airline that operates flight from Bangkok - Narathiwas and Narathiwas - Bangkok. On the other hand, airlines which operate and serve the Hat-Yai international airport, are a numerous. Routes such as, Bangkok-Hat-Yai and Hat-Yai - Bangkok is served by Thai Airways, AirAsia, Thai-Lion air and Nok Air. The number of flights on the above mentioned routes are more than 10 flights per day. Consequently, the fares are relatively low. To compare these fares with bus and train fares, we are able to see the relative small difference, true competition and real value to the customer.

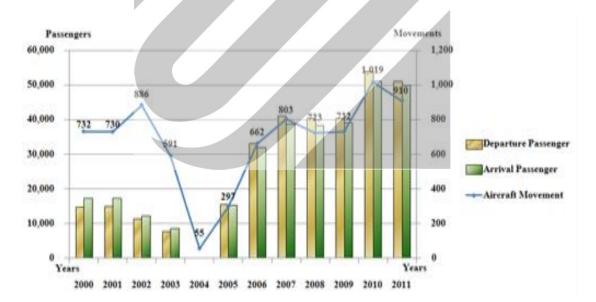


Figure 1.1 Air transportation statistics

Source: portal.aviation.go.th,2014:Online

1.2 Statement of the Problem

Nowadays, Low Cost Carriers are in an intense and highly competitive mode. Because of the oil crisis and economy fluctuations, the primary concern of low cost airline industry is the quality and efficiency of service. In order to meet these objectives, each component of airlines would requires an efficiency minded, trained and skilled manpower. Being a service industry, manpower is the blood of the organization. Such trained and efficient work force requires extensive training and expenditure. Retention of qualified employees also requires competitive salaries. Often reducing cost and safety clash. A good balance is required to achieve the required safety level and the efficiency that the LCC concept is based on.

1.3 Objectives of the study

The objectives of this research are:

- To study personal factors that influence purchase intention towards low cost airline of passengers in southern border provinces of Thailand.
- To compare the level of satisfaction that effect purchase intention to use low-cost airlines classification based on marketing mix 7Ps.
- To study, if there is a significant relationship between time consuming and reputation towards purchase intention on low cost airlines.

1.4 Significance of the Study

The study of this research is aimed towards exploring the factors that influence purchase intention towards low cost airline of passengers in southern border provinces of Thailand. This research is also a guideline for the airlines to meet the customers need and also investigate the relationship between variables that affect the purchase intention of customers.

1.5 Scope and the limitation of the study

- The target populations are passengers who fly with low-cost airlines in three southern border provinces. (Pattani, Yala, Narathiwas)
- Distributing the questionnaires in southern border provinces among people who primarily fly with low-cost airlines.
- The survey covers the population of three southern border provinces in Thailand. Passengers who have flown with low cost airlines are over 111,891 people. (Aviation, 2013)

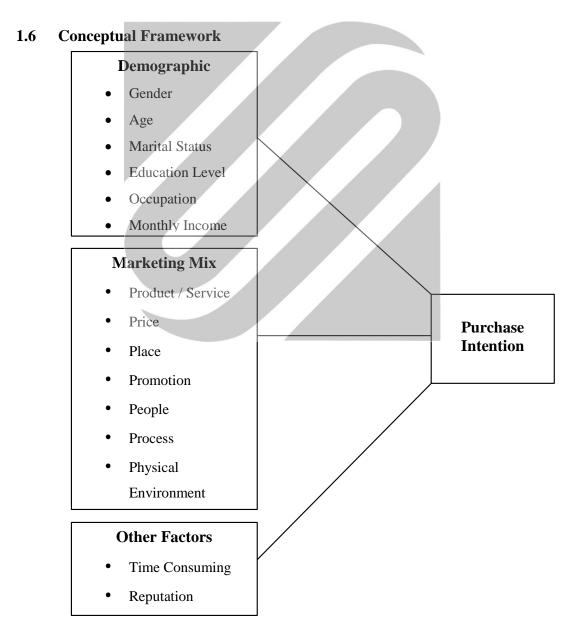


Figure 1.2 Conceptual Framework

This research objective is to investigate the factors that influence purchase intention towards low cost airlines of passengers in southern border provinces of Thailand, and to test the hypothesis by observations and findings in order to provide the confirmation on this study. The conceptual framework model of this research would be set by the dependent variable, which is; purchase intention towards low-cost airlines along with the independent variables, which are; demographic data, marketing mix, reputation and time consuming.

1.7 Research Question

What are the factors that influence purchase intention towards low cost airline of passengers in southern border provinces of Thailand?

1.8 Research Hypothesis

This research was an effort to understand the factors that influence purchase intention towards low cost airline of passengers in three southern border provinces of Thailand

- H1 Demographic data has significant influence on passenger purchase intention on low-cost airlines
- H2 Marketing mix has significant influence on passenger purchase intention on low-cost airlines
- H3 Reputation and time consuming have significant influence on passenger purchase intention on low-cost airlines

1.9 Definition of terms

Low Cost Carrier Airline(LCC) is a discount airlines, direct booking from internet, simple pricing structure, one class service, one type aircraft, no frills service, airlines that operates point-to-point network, which is based on reducing all kind of complex cost. The lower cost structure can be quantified by aggregating the cost saving of wage, and saving from not providing numerous add-on service.

Passenger a person who is traveling from one place to another place in car, bus, train, ship, airplane, etc., and not who working on it.

Airline Business a company that owns and operates many airplanes which are used for carrying passengers or goods to different places.

Decision making the process of selection a logical choice from available options to make the reservation on low-cost airlines, to make a good decision, a person must weigh the positives and negatives of each option, and consider all the alternatives.

Physical related to the aircraft cabin environment and the service offered within cabin.

Time Consuming is something that cannot be done in a speedy manner and requires a long time to accomplish.



CHAPTER 2

LITERATURE REVIEWS

This research proposal is titled" The factors that influence purchases intention towards low cost airline of passengers in southern border provinces of Thailand" The review of this chapter presents the details of literature and also includes the other related reviews and serves as a framework for the following topics.

2.1 Service Quality

A service quality is an assurance that customer expectations are satisfied. Service quality is very important in understanding the financial indicators of the business performance and the impact of service quality on profit which is a major contributor in increasing the financial outcome and achieving a sustainable competitive advantage.

According to Zeithaml (1988), service quality is defined as the customer's assessment of the overall excellence or superiority of the service. Parasuraman et al. (1985) state that customers find its more difficult to evaluate the quality of services than to evaluate the quality of products, because evaluating the former means assessing not only results, but also the process of providing the service.

Maintaining quality is the main concern of business today. Providing quality is not a concern of manufacturing companies. The delivery of high-quality service becomes a marketing requirement among air carriers as a result of competitive pressure Ostrowski et al. (1993). Chang and Keller (2002) argue that quality in airline service is difficult to describe and measure due to its heterogeneity, intangibility, and inseparability, and only the customer can truly define service quality in the airline industry Butler and Keller (1992). Previous airline service studies are concentrated in modeling the effect of perceived service quality at the aggregate construct level, though examining the effects of individual dimensions of service attributes has potential great utility for airline managers (Patterson & Spreng, 1997). The perceptions of airline service quality are quite diverse and do not seem to fit any single existing quality model such as the service quality (Haynes & Percy, 1994).

The customer's perception of service quality may be conceptualized as a highly subjective overall evaluation, similar to an attitude, that is related to but not the equivalent of satisfaction (Bitner, 1990; Zeithaml, 1988) and which takes place over a continuous period of time.

Bitner and Hubbert, (1994), highlighted that when measuring customer satisfaction with service quality, it is important to examine the service quality concept and the dimensions it has. Groonroos, (1984), defined service quality as the degree to which the service delivered matches customer expectations. If one organization is offering quality service, it is regarded as in compliance with customer expectations.

Parasuraman et al. (1985) suggested that services differ from goods in terms of how they are produced, consumed, and evaluated. They further viewed that services are intangible since they are performances and experiences rather than objects that can be precisely manufactured. Services are heterogeneous, that is, their performance often varies from producer to producer, customer to customer, and day to day. More importantly, production and consumption of services are inseparable. Unlike goods that can be engineered at a manufacturing plant and delivered intact to the customer, quality in services often occurs during service delivery, which is the interaction between a customer and a service provider. Given the differences between services and goods as previously mentioned, quality of service is more difficult for customers to evaluate than quality of goods. The customers evaluate service quality not only on the outcome of the service but also on the process of service delivery, and from how well a service provider actually performs, given their expectations of service performance.

Kandampully (2007) concluded a concept of service quality that had been studied by numerous researchers. And the best way to evaluate customers' satisfaction was to look at the service quality. Service quality was measured by various approaches, such as the SERVQUAL approach, the service attribute score, etc.

SERVQUAL is the most famous tool for measuring in service quality. Two of the best-known scales for measuring service quality are the SERVQUAL scale (Parasuraman et al., 1985; Parasuraman, Zeithaml, & Berry, 1988) and the SERVPREF scale (Cronin & Taylor, 1992, 1994), a reaction to, and criticism of, the former.

Parasuraman et al. (1988) mentioned that SERVQUAL instrument was specifically designed to measure service quality using both the gap concept, and service quality dimensions, and was designed to be used in any organization in any service sector. In their original research form, SERVQUAL contains 22 item statements in five service quality dimensions. The first one was the tangibles that pertain to the establishment physical facilities, equipment and appearance of personnel. Second, the reliability which refers to the organizations' ability to perform the promised service dependably and accurately. Third, the responsiveness that means the willingness of service providers to help customers and provide prompt service. Fourth, the assurance that relates to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Finally, the empathy, which means the caring and the individualized attention that, a firm provides to its customers. However, there is a number of researchers have criticized the SERVQUAL approach.

Lam and Zhang (1999) used and adapted the SERVQUAL instrument to study the service quality of travel agencies in Hong Kong. They used descriptive research to identify and test 26 attributes relevant to the travel industry. Five factors were derived using factor analysis such as reliability, responsiveness and assurance, empathy, resources and corporate image, and tangibility.

Ryan and Cliff (1997) employed the SERVQUAL questionnaire to study travel agencies in New Zealand. Although the results support the reliability of the SERVQUAL scale, they showed that only three factors (reassurance, reliability and tangibles) could be replicated out of the five in the original SERVQUAL research (Parasuraman et al., 1988).

2.2 Decision Making Theory

In this section, we review the studies concerning human decisions in order to explain the human decision-making process as it occurs in humans. For the consumers how do they make the decision? Which products, brand or service to procurement? The process of decision making, there are many alternatives and the results are very different. In this decision, the process will start from being aware of the problem and the final step will lead to deciding rationally

Kotler (1999) The marketers have to go beyond the various influences on buyers and develop an in-depth understanding of how consumers actually make their buying decisions. Specifically, marketers must identify who makes the buying decision, the types of buying decisions, and the stages in the buying process.

Kotler (1997) The five stage model of the typical buying process. Starting with problem recognition, the consumer passes through the stages of information search, evaluation of alternatives, purchase decision, and post-purchase behavior. As this model demonstrates, the consumer buying process starts long before the actual purchase and has consequences long afterward. Although the model implies that consumers pass sequentially through all five stages in buying a product, consumers sometimes skip or reverse some of stages.

Kotler (1997) knowing that consumers pay the most attention to attributes that deliver the benefits they seek; many successful marketers segment their markets according to the attributes that are salient to different consumer groups. In the course of evaluating alternatives, the consumer develops a set of brand beliefs about where each brand stands on each attribute. The set of beliefs about a particular brand, which make up the brand image, will vary with the consumer's experiences as filtered by the effects of selective perception, selective distortion, and selective retention.

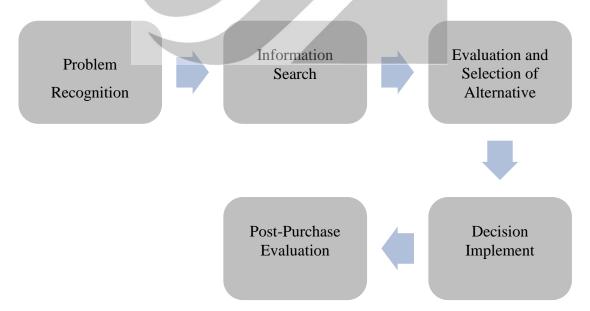


Figure 2.1The Customer Information Processing Model

Source: Adapted from Kotler, Schiffman and Kanuk (1997), and Solomon (1996)

- **Problem Recognition**: The first stage of the decision-making process is that people can feel the difference between current and desired situation, so trying to resolve these differences.
- Information Search: For solving this problem, we collect information. This information can be internal (experiences) and external (family, exhibits, etc.)
- Evaluation and Selection of Alternatives: After gathering information, the consumer is ready to make a decision. At this point, customer should be able to evaluate different options and choose products that meet their demands.
- **Decision Implementation**: This stage is the stage that all marketing activities are the result. Consumers at this stage, according to the information already obtain, select a product that feels satisfactory to his need and buys it.
- Post Purchase Evaluation: Consumers compare purchased products with ideas, products, competitors, perceptions and expectations of the products which may appear for different reasons.

2.3 Customer Satisfaction Theory

Customer satisfaction is a central subject in customer relationship management because to its salient influence on customer retention (Anderson and Sullivan 1993; Zeithaml et al. 1996), actual behavior (Bolton 1998), word of mouth (Anderson 1998), financial performance and market share (Anderson et al. 1994). It is commonly understood as a response to a consumption-related fulfillment (Oliver 2010), which also follows a disconfirmation paradigm as the quality concept. While this perspective offers deep insights, it has caused confusion regarding the distinctions as well as relationships between the two constructs.

According to Bowen and Clarke (2002) tourist satisfaction is defined as the one of the key judgments of consumers by evaluating tourism service and become the focal point of attention for the marketers in the tourism industry. In contrast, Yoon and Uysal (2005) simply defined that tourist satisfaction is determined by the tourists' perceived disparity between the preferred and actual leisure experiences.

Oliver (1981) defined satisfaction as a person's "feeling of pleasure" or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations."The definition provided by Oliver (1981) has been used for this study. Therefore, it is very important to satisfy customers because nowadays most of them have exposure to a variety of information, they are more familiar with the present trends in technology, very well educated and more demanding in the products and services they require.

Customer satisfaction is a psychological concept that engages the emotion or welfare and delight as the consequence of what is achieved or anticipated from a product and/or service (Churchill & Suprenant, 1982). Customer satisfaction is a person's "feeling of pleasure" or disappointment resulting from comparing a product's performance in relation to his or her expectations (Kotler, Bloom, & Hayes, 2002)

However, customers" feeling of being comfortable is also effected on customer satisfaction, because (Spake et al. D. F., 2003) consumer comfort is "a psychological state wherein a customer's anxiety concerning a service has been eased, and he or she enjoys peace of mind and is calm and worry free concerning service encounters with service provider." This reason most directly affects the consumer on any kind of service.

Hui, Wan, and Ho (2007) assessed the satisfaction and revisiting Singapore of different tourist groups from Europe, Asia, Oceania and North America. Tourists were satisfied with overall convenience and commodities. European and Asian tourists were satisfied with attractions, while culture was significant to oceanic tourists' satisfaction. Accommodation and food were main factors that brought satisfaction to American tourists. Most of Asian tourists were disappointed with the lack of interesting nightlife, natural and scenic spots, and attractive urban sightseeing of Singapore.

Heung and Cheng (2000) studied satisfaction of tourists towards shopping in Hong Kong and indicated that staff service quality had the greatest influence on tourists' level of satisfaction, followed by product value and product reliability. Choi and Chu (2000) evaluated Hong Kong hotels on staff service quality, room quality, general amenities, business services, value, security, and International Direct Dialing (IDD) facilities. The study indicated that Asian travelers' overall satisfaction was

primarily derived from the perceived value factor, whereas the western travelers were satisfied by room quality factor.

George (2003) studied tourist's perceptions of safety and security and found that tourists were less likely to engage with the activities if they perceived a fear of crime at the destination. Tourists who experienced a crime incident during their trip would feel less safe. Tourists perceived more danger during the night than during the day.

Bramwell (1998) studied satisfaction of sport event visitors and residents of urban travel destination. Tourists perceived that higher trip quality would yield overall satisfaction; however, they were uncertain that they would perceive that it was value for their time, effort or money or would cause the destination's visitations and recommendations. The value they received from the trip would be an indicator of their satisfaction with the destination and the satisfaction would be the factor driving the behavioral intention. Murphy, Pritchard, and Smith (2000) found the overall environment (e.g., nature, culture) and constructed infrastructure (e.g., shopping, food, and accommodation) had an impact on the perceived quality and value of tourists' experiences and intention to return.

Oliver (1981) argues that satisfaction or dissatisfaction is determined by the impression that customers have following a purchase. This impression is created by the positive or negative discrepancy between the customers' expectations and what they actually feel about the experience. Most customer satisfaction studies define it along similar lines, using conformity or disconformities with customer expectations as their paradigm. This paradigm implies that satisfaction is the result of a process of comparison. Consumers compare their perceptions of the result of the service with a set of standards (for example, their expectations or some other standard of comparison). Conformity occurs when the perceived result is equal to the standards, whereas disconformities occurs when it is not. More specifically, customers may experience positive conformity if the service received exceeds their expectations or negative disconformities if the service does not meet their expectations.

Passenger satisfaction in airline operations has become critically important and Dennett, Ineson, Stone, and Colgate (2000) suggest that as competition created by deregulation has become more intense, service quality in the airline industry has also

received more attention. Airline companies also attempted to differentiate their services through the use of computerized reservation systems, which were also designed to create customer loyalty in the distribution channels (Lee and Cunningham, 1996). However, despite the airlines efforts to differentiate their services, an extensive survey of frequent fliers conducted by Ott (1993) revealed that consumers did not perceive any difference from one carrier to another

2.4 Customer Behavior

Customer behavior involves the actions of a person who is using and purchasing products and services. Why customers choose one brand or product over another. How they buy, where and when they buy, what they buy, and how much quantity they buy.

Consumer behavior include mental activity, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires (Kotler, 1999)

The most important contributor to the success of an organization is a satisfied customer (Rajesh &Uday, 2004). Therefore, the knowing of consumers and their purchasing behavior is essential to successful marketing, since it enables service companies to offer a service mix that consists of attributes most valuable to the prospective customers (Mittall et al., 2001).

J. Scott Armstrong (1991) Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Kuester and Sabine (2012) Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these

processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

2.5 Marketing Mix

Marketing mix is a set of marketing tools that the firms use to pursue its marketing objectives in the target market. Traditionally, these considerations were known as 4ps such as product, price, place and promotion and a 4Ps a 4Ps model is enough for tangible products; the services sector on the contrary uses a 7Ps approach in order to satisfy the needs of their customers (Ivy, 2008).

Product

(Kerin, Hattley and Rudelius, 2011) Goods and services must design the product concept with the features and benefits desired by customers. An important aspect of the product concept is branding. Because services are intangible, and more difficult to describe, the brand name or identifying logo of the service organization is particularly important when a customer make a purchase. Product is some good or service that a company offers in the market. (Kotler P., Armstrong, Wong, & Saunders, 2008) Product is something that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need. (Kotler P., Armstrong, Saunders, & Wong, 1999).

Price

Value of goods or services in forms of money or the channels of exchange. Therefore, Charges in exchange for acquiring the product (Goods or services), the buyer and seller agree upon. Price is a factor of the marketing mix that will bring satisfaction to the customers. (Kotler P., Armstrong, Saunders, & Wong, 1999) Price is considered to be the most significant factor that affects consumer's choice. (Kerin,

Hattley and Rudelius, 2011) Price of service also goes beyond the traditional tasks of setting the selling price. When customers buy a service, they also consider nonmonetary cost, such as a mental and physical efforts required to consume the service.

Place

Place or distribution is very important in developing a service. According to (Yoo, Donthu, & Lee, 2000) Distribution channel reduces the time a customer spends in order to search for the stores and traveling to and from the stores. It also provides convenience in purchasing thus make it easier to get services related to the product.

Promotion

The value of promotion, specially advertising, for many services is to show consumers the benefits of purchasing the service. It is valuable to stress availability, location, consistent quality, and efficient, courteous, and to provide a physical representation of the service or a service encounter (Kerin, Hattley and Rudelius, 2011).

People

People or Employee requires the selection, training and motivation to be able to satisfy the customers over the competitors. And relationships between service providers and users must have the ability, the attitude that can respond to the users and be able to fix the problem. According to (Boekema, Bueren Van, Lobstein, Oosterhuis, & Schweitzer, 1995) they proposed that the personnel components an important factor in the retail marketing mix. The participants in the service environment also provide clues about what the customer should expect (Yelkur, 2000).

Process

Process refers to actual procedures, mechanisms and flow the activities by which the service is created and delivered(Kerin, Hattley and Rudelius, 2011). and (Yelkur, 2000) process is defined as how the service is delivery or the functional quality and is therefore affected by attitudes and behavior of service personnel

Physical Environment

The appearance of the environments, which creates and present physical to the customers. And build overall quality of both physical and the service to create value for customers. According to (Kerin, Hattley and Rudelius, 2011) The physical evidence of the service includes all the tangibles surrounding the service: the building, landscaping, vehicle, furnishings, signage, brochures, and equipment.

2.6 Reputation

In my view when the customers make procurement decisions based on firm reputation, not just on the goods or service on what they buy. Reputation is a basic in reasoning about trust.

Dictionary definitions of reputation, while normally focused on individuals, give strong indications of the elements that are relevant to organizations. Examples include: The beliefs or opinions that are generally held about someone or something. A widespread belief that someone or something has a particular characteristic (Compact Oxford English Dictionary, 2009: Online)

Overall quality or character as seen or judged by people in general a place in public esteem or regard : good name. (<u>Merriam-Webster.com,2014:Online</u>)

2.7 Purchase Intention

Someone who plans to purchase a particular product or service in the future. Refer to (Morwitz et al., 2007) defined purchase intention as a situation in which consumer is propelled to purchase a product according to certain conditions. Prior literature has studied the relationship between purchase intention and advertisement effectiveness. (Kwek et al., (2010) identifies purchase intent to be one attribute concerning to cognitive behavior. And (Whitlar, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product.

2.8 Related Research

There are many related researches on the factors that influence the passenger decision making on low cost airlines in various of product such as cars, phones, and condominium.

Nattaya (2011) has studied iPhone application behavior affecting decision making on selection of using mobile applications at Government Complex Commemorating His Majesty the King's 80 Birthday Anniversary 5th December, B.E. 2550 (2007). The proposal of the independent study was to investigate the iPhone application behavior that affected the decision making on the selection of using the mobile applications.

Saranrat and Krisada (2009) study the factors influencing the buying decisions of consumers in the Bangkok condominium. The sample consisted of public accommodation in Bangkok, Price factors effect the relationship between factors that affect buying decisions that will increase if the purchase is from a famous company. Personal and financial factors are major contributors. The purchase will increase if the buyer can pay a down payment and repayment of the remaining amount to financial institutions.

Surinand (2009) studied the attitude of residents, who live in low-price condominium in suburbs of Bangkok Metropolis, toward society, economy and physical by studying their ways of living, facilities, and infra-structures in these condominium projects. The result of this research could be the direction and data base for the government or private section to establish the low-price residential condominium for the low-income people.

Ranjan Borah (2013) studied the factors that influence or lead to Purchase Decisions of Toyota Cars, in Bangkapi, Thailand. The respondents for this study were those who own a Toyota car in Bangkok. A sample of 400 respondents was selected as a judgmental sampling and was used for this study. A questionnaire was used as a tool to collect data. The statistic method for analysis was frequency, percentage, mean, standard deviation and regression linear in form of multiple regression analysis.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the research method that was used for the study of "Factors that influencing purchase intention towards low cost airlines of passenger in three southern border provinces of Thailand "The procedures were as follows:

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Data Collection
- 3.5 Data Analysis

3.1 Research Design

This study of the research was designed as a descriptive, by collecting the questionnaires in order to describe the factors that inference three southern border provinces towards decision making on low-cost airlines. This research based on quantitative data. The questionnaire was divided into four sections. The first section was about the general information of respondents and the second, third and fourth sections were designed to evaluate passengers' decision making on the experiences with the quality of service they had previously received from the airlines.

3.2 Populations and Sample Size

3.2.1 Population

According to Zikmund & Babin (2013), population refers to any complete group of entities that share some common set of characteristic, and population element refer to an individual member of population.

The population of this study are persons of both male and female from three southern border provinces who have flown with low-cost airlines. The age of population used ranged between 18 years old to 46 years old, across all education levels and all occupations, and who have flown with low-cost airlines such as AirAsia, Nok Air, Thai Smile and ThaiLion Air. The Department of Civil Aviation

(2013) has reported the total passengers who had flown to/from Narathiwas Airport, Thailand in 2013, which was last recorded as 111,891 passengers in total. The random sample in the studies included three southern border provinces such as Pattani, Yala and Narathiwas.

3.2.2 Sample Selection

Population of this study are people from three southern border provinces who have flown with low-cost airlines such as AirAsia, Nok Air, Thai Smile and ThaiLion Air. To calculate the sample size of this study the researcher used samples and random sampling based on Yamane's formula (EDIS, 2009), which provides a the means to calculate sample sizes with a 95% confidence level where e = 0.05. From the available passenger numbers from three southern provinces who had flown with low-cost airlines, the sample size was determined based on the formula as follows:

n =
$$N$$

$$1 + N (e)^{2}$$
n = Sample size
N = Population
e = Level of precision

The specific values set for the formula was as follows:

$$N = 111,891$$

$$e = 0.05$$

$$n = 111,891$$

$$\frac{1}{1+111,891} (0.05)^{2}$$

$$n = 398.575$$

According to the result, n=398.575, and that's based on the researcher distributing and collecting 400 sets of questionnaires. Thus, the target population was 400 passengers in total . Researcher applied the sampling technique by using simple random sampling, which draws on final sample of total passengers from three southern border provinces who had previously used low-cost airlines in 2014

3.3 Research Instrument

The steps of developing the research instrument:

- Step 1: Find others research studies, search for information of low-cost airlines to obtain a general idea and find previous literature in order to develop conceptual framework.
- Step 2 :Determine a research methodology and design the questionnaire based on conceptual framework that relates to the study.
- Step 3 :Advisor guidance on some comments on the survey design and some adjustment that was needed, so that all respondents fully understand and be able to answer the questions.
- Step 4: Before taking the formal survey, the researcher collected a few samples from regular passengers, in order to have a pilot pre-test research. The sample size was 30 questionnaires to confirm that the questions were accurate. In order to calculate for the reliability of variables, the researcher employed the Cronbrach'Alpha (a) method.
 - Step 5 : Collecting data, analyzing data, and testing the hypothesis.

The study used questionnaires from the survey with a total sample size of 400 respondents by asking for information from passengers who had flown with low-cost airlines, which consist of five parts as follows:

- Part 1: The questions of general information. There are questions about general demographics which included gender, age, marital status, monthly income, education level and occupation. The questionnaires were developed by using closed-end questions, single answer from multiple choices.
- Part 2: Customer behavior towards using low-cost airlines. In this section the respondents were requested to answer five questions, which focus on customer behavior towards using low-cost airlines and all questions are single answer from

multiple choices.

Part 3: Customer opinion towards marketing mix terms of product and service, price, place, distribution channels, promotion, people, process and physical environment in low-cost airline.

Part 4 : Question of time consuming and reputation of low-cost airlines

Part 5: In this section the question of decision making.

For part 3-5 the questionnaires used rating scale which is measured by Likert Scaling technique. Likert Scale is the most widely used for rating scale of attitude measurement. It is a five or seven point which is used to allow individual to express how much they agree or disagree with particular statement and also make the assumption that attitudes can be measured. (Mcleod, 2008). There are advantage of Likert Scale such as, people are not forced to express their opinion, and once the respondent answers have been received, it is relatively easy to analyze them. The respondents needed to answer the questions by using scale from 1-5, which is determined as follow:

Table 3.1Selected category scale 5 level

Scale Rating	Level of Affection
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.3.1 Questionnaires Testing IOC (Index of Item-Objective Congruence)

The evaluation was assessed by using the index to measure the questionnaire by using IOC (The Index of Item-Objective Congruence). According to (Rovinnelli & Hambleton, 1977) IOC is the process where content expert rate individual items on the degree to which they do or do not measure specific objectives listed by the test

developer. More specifically, a content expert will evaluate each item by giving the item rating of 1 (for clearly measuring), -1 (for clearly not measuring) or 0 (degree to which it measures the content area is unclear) for each objectives. And researcher gives the questionnaire to three experts in this field to measure the questionnaires.

3.3.2 Reliability Test

For this part, researcher measured the reliability of the questionnaire to ensure that all the question are reliable before the researcher distribute questionnaire to the respondents. After reviewed the questionnaire by advisors, the researcher distributed the first 30 random questionnaires to the respondents (pre-test). The researcher analyzed the reliability and quality of each questionnaire by using Data Analysis Program to measurement techniques such as Coefficient Alpha or Cronbach Alpha.

The results from the reliability test with the sample size of 30 showed the Cronbach alpha of more than 0.6. It indicated that the scales of measurements in this research are reliable.

Table 3.2 Results of Reliability Test (N=30)

Variables	No. of Item	Cronbach Alpha
Service	4	0.794
Place	3	0.802
Promotion	3	0.878
Price	3	0.683
People	3	0.859
Process	2	0.921
Physical Environment	3	0.787
Time	2	0.949
Reputation	2	0.717
Purchase Intention	3	0.921

3.4 Data Collection

3.4.1 Primary Data

In this research, the research primary data was collected directly from the people who live in the three southern border provinces of Thailand, which are: Pattani, Yala and Narathiwas by the use of the questionnaire. The researcher distributed the questionnaires during 16 to 20 October 2014 to the 400 respondents. The primary data in this research consist of general information such as gender, age level, marital status, monthly income and education level that relate to marketing mix 7 Ps (product and service, price, place, promotion, people, process and physical environment), time consuming, reputation and purchase intention which are processed by SPSS program to be statistically analyzed. Additionally, the researcher collected some sampling at the airports in the target provinces which made it accessible to conduct the data gathering from willing participates in this study. Such approach made the sampling and collection process achievable in a relatively fast an inexpensive way.

3.4.2 Secondary Data

The secondary data was second and supporting set of information collected from many sources. So "The study of the factors that influencing purchases intention towards low cost airline of passenger in southern border provinces of Thailand" was based on a collection of data such as Internet website, journals, articles, academic textbooks, other MBA and PhD research related to the subject in order to apply them to the framework and concept of the study.

3.5 Data Analysis

After collecting 400 questionnaires, coding and separating the data into categories, the surveys were pre-coded in numerical fashion and transferring to the program, where analyzed by Data Analysis Program.

3.5.1 Descriptive Statistic

Descriptive statistics is the term for data analysis, it shows or summarizes data to describe gender, age, monthly income, education level and occupation

Percentage is the ratio or number expressed as a fraction of 100.

Mean is the average of numbers, then divide by however many numbers there are.

Standard Deviation is a measure the amount of variation or dispersion from average.

3.5.2 Inferential Analysis

t -test is a statistical hypothesis test for comparing the means of two sample even there are in difference numbers

Table 3.3 Interpretation of Means

Mean	Interpretation
4.60 -5.00	Very Satisfied
3.60 -4.59	Satisfied
2.60 - 3.59	Neither Satisfied nor Dissatisfied
1.60 - 2.59	Dissatisfied
1.00 - 1.59	Very Dissatisfied

Source: Cohen, J. (1988).

Anova is an analysis of Variance between two groups or more to see the difference

The Pearson's correlation coefficient was employed to identify the relationship between variables, in which the strength of relationships were interpreted within the confined ranges suggested by Cohen (1988) as below.

 Table 3.4 Interpretation of The Pearson's correlation coefficient

R	Interpretation
0.10 to 0.29 or -0.10 to -0.29	Small
0.30 to 0.49 or -0.30 to -0.49	Medium
0.50 to 1.0 or -0.50 to -1.0	Large

Multiple Regression Analysis is a powerful technique of analysis several data for estimating among variable, when the focus on relation between a dependent variable and one or more independent variables.

CHAPTER 4

RESEARCH FINDING

In this chapter we will present the results of the relevant study of this research," The study of factors that influence purchase intention towards low cost airline of passenger in three southern border provinces of Thailand" A total of 400 questionnaires were coded and analyzed using Data Analysis program to analyze hypotheses testing are also included in this section. We have presented the research analysis and revealed the data in the form of several tables by separated them into four parts, as follows:

Part 1 Analysis of the general information variable frequencies which includes gender, age, marital status, education level, monthly income and occupation by using frequency and percentage analysis method.

Part 2 Analysis of factors service marketing mix 7Ps such as product & service, price, place, promotion, people, process and physical environment of purchase intention towards low cost airline of passenger in three southern border provinces of Thailand by using the mean standard deviation analysis method

Part 3 Analysis of time consuming and reputation of purchase intention towards low cost airline of passenger in three southern border provinces of Thailand by using the mean standard deviation analysis method

Part 4 Analysis of purchase intention towards low cost airline of passenger in three southern border provinces of Thailand by using the mean standard deviation analysis method

Part 5 Hypotheses testing

4.1 Hypotheses Finding

Part 1 Analysis of general information variable frequencies includes gender, age, marital status, education level, monthly income and occupation by using frequency and percentage analysis method.

Table 4.1 Frequency and percentage of respondents classified by gender

Gender	Frequency	Percent
Male	269	67.2
Female	131	32.8
Overall	400	100

The result of table 4.1 shows that the sample size was 400 respondents, of which, 67.2% (269) represented males and 32.8% (131) represented female and shows that the majority of respondents were male.

Table 4.2 Frequency and percentage of respondents classified by age

Age	Frequency	Percent
19 -30 years old or less	177	44.3
31 45 years old	130	32.4
46 years old or above	93	23.3
Overall	400	100

The result of this table 4.2 shows that the respondents are mostly age group 19 - 30 years old 44.3% (177) The second age group 31 - 45 years old 32.4% (130) and the minority age group are 46 years old or above 23.3% (93)

Table 4.3 Frequency and percentage of respondents classified by marital status

Marital Status	Frequency	Percent
Single	144	36.0
Married	235	58.8
Divorce	21	5.2
Overall	400	100

The result of this table 4.3 shows that the respondents are mostly married 58.8% or 235 people 36.0% or 144 people are single and the minority marital status is divorce 5.2% or 21 people.

Table 4.4 Frequency and percentage of respondents classified by monthly income

Monthly Income	Frequency	Percent
Less than 15,000 baht	107	26.8
15,000 – 25,000 baht	150	37.4
25,000 – 40,000 baht	96	24.0
More than 40,000 baht	47	11.8
Overall	400	100.0

The result of the table 4.4 shows that monthly income of the largest group respondents is in the range of less than 15,000 baht (26.8% or 107 people). The respondents of monthly income is in the range of 15,000-25,000 baht (37.4% or 150 people). The respondents of monthly income group has income from 25,000-40,000 baht 24.0% or 96 people. And the minority group is those who making more than 40,000 baht per month 11.8% or 47 people.

Table 4.5 Frequency and percentage of respondents classified by Education level

Education level	Frequency	Percent
Less than Bachelor's degree	162	40.5
Bachelor's degree	194	48.5
Master degree or higher	44	11.0
Overall	400	100.0

The result of table 4.5 shows that the respondents are mostly Bachelor's degree (48.5% or 194 people). The second largest group are less than Bachelor's degree (40.5% or 162 people) and the minority group are Master degree or higher (11.0% or 44 people)

Table 4.6 Frequency and percentage of respondents classified by occupation

Occupation	Frequency	Percent
Government Officer	198	49.5
Student	25	6.3
Corporate employee	73	18.3
Business Owner	100	25.0
Housewife	4	1.0
Overall	400	100.0

The result of table 4.6 shows that the largest of respondents in occupation are government officer (49.5% or 198 people) the second largest group is business owner (25.0% or 100 people). The third occupation group are corporate employees (18.3%)

or 73 people). 6.3% of respondents or 25 people are student and the smallest group are housewife (1.0% or 4 people)

Table 4.7 Frequency and percentage of respondents of respondents classified by flying behavior

Items	Frequency	Percentage (%)
Experience of Low Cost Airlines	::	
AirAsia	182	45.6
Nok Air	81	20.3
Thai Smile	32	8.0
Thai Lion Air	16	4.0
R Airline	89	22.3
Frequency of Flying (Past 12 mo	onths):	
0	43	12.0
1-3 times	159	44.5
4-6 times	140	39.2
7 times or higher	15	4.2
Purpose of Traveling:		
Business	219	61.3
Leisure	89	24.9
Others	49	13.7
Reasons to Choose: Price		
Yes	278	77.9
No	79	22.1

Descriptive Results of Respondents' Flying Behavior

From 400 respondents, all of them had ever used the service of low-cost airline, AirAsia was the most popular one which was chose by 139 respondents or 34.8%, followed by R Airline with 89 respondents or 22.3%, Nok Air with 81 respondents or 20.3%, Thai Smile with 32 respondents or 8%, and Thai Lion Air with

16 respondents or 4%, respectively. There frequency of flying during the past 12 months were ranging from zero to more than 7 flights. Most of which were 1-3 times with 159 persons or 44.5%, followed by 4-6 times with 140 persons or 39.2%, no flight with 43 persons or 12%, and more than 7 times with 15 persons or 4.2%. Based on the purpose of flying, most respondents at 219 persons or 61.3% used low-cost airline for business traveling, 89 persons or 24.9% used low-cost airline for leisure traveling, and another 49 persons or 13.7% used low-cost airline for other purposes. Most respondents are 278 persons or 77.9% pointed out that price was the main reasons for choosing low-cost carrier, while another 79 persons or 22.1% did not agree with that. Following the booking method, most respondents at 156 persons or 43.7% booked with the airline, 125 persons or 35% booked with the agency, 16 persons or 4.5% booked through the internet, and 60 persons or 15% did not book by themselves.

Descriptive Results of Variables

For the interpretation of mean which is divided into 5 classes results will shown as below:

Mean score between 4.60-5.00 (Very high) means the effectiveness purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand

Mean score between 3.60 - 4.59 (high) means the effectiveness purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand

Mean score between 2.60 - 3.59 (Medium) means the effectiveness purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand

Mean score between 1.60 - 2.59 (Low) means the effectiveness purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand

Mean score between 1.00-1.59 (Very Low) means the effectiveness purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand

Part 2 Analysis of factors service marketing mix 7Ps such as product & service, price, place, promotion, people, process and physical environment of purchase intention towards low cost airlines of passengers in three southern border provinces of Thailand by using the mean standard deviation analysis method to represents the mean and standard deviation important factors in marketing mix

Table 4.8 Represents the mean and standard deviation important factors in marketing mix issue: Service

	Mean	Std.	Interpretation
	4	Deviation	
Conditions of the plane affect the decision	3.80	.982	High
Punctuality of the service affects the	4.04	.655	High
decision			
Luggage is loaded correctly and quickly	3.83	.753	High
affecting the decision	47		
Passenger can change the flight and return	3.80	.866	High
the ticket affecting the decision			
Overall	3.8675	.61233	High

From table 4.8 shows that service was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.8675 and Standard Deviation 0.61233. The result show that the most satisfaction are affecting the decision punctuality of the service affects the decision (mean of 4.04). The second most about luggage is loaded correctly and quickly affecting the decision (mean of 3.83) and the third are conditions of the plane affect the decision (mean of 3.80) and passenger can change the flight and return the ticket affecting the decision (mean of 3.80)

Table 4.9 Represents the mean and standard deviation important factors in marketing mix issue: Price

	Mean	Std.	Interpretation
		Deviation	
Ticket prices are reasonable, which are			
compared to the quality of the service they	3.70	.809	High
receive			
Fares are cheap, a key factor in choosing			
a service	4.07	.774	High
The prices of food and beverage are			
reasonable	3.88	.962	High
Overall	3.8850	.62936	High

From table 4.9 shows that price was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.8850 and Standard Deviation 0.62936. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction about fares are cheap, a key factor in choosing a service (mean of 4.07). The second most satisfaction are prices of food and beverage are reasonable (mean of 3.88) and the third satisfaction about the ticket prices are reasonable, which are compared to the quality of the service they receive

(mean of 3.70)

Table 4.10 Represents the mean and standard deviation important factors in marketing mix issue: Place

	Mean	Std.	Interpretation
		Deviation	
Channels of booking by online system			
affect the decision	3.91	812	High
The convenience of booking through the			
agents affects the decision	4.00	.937	High
The convenience of booking through the			
call center affects the decision	3.90	.660	High
Overall	3.9383	.67709	High

From table 4.10 shows that place was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.9383 and Standard Deviation 0.67709. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction are convenience of booking through the agents affects the decision (mean of 4.00). The second most satisfaction are channels of booking by online system affect the decision (mean of 3.91) and the third satisfaction are convenience of booking through the call center affects the decision (mean of 3.90)

 Table 4.11 Represents the mean and standard deviation important factors in marketing mix issue : Promotion

	Mean	Std.	Interpretation
		Deviation	
When the airlines have the promotion suc	h		
as you can booking the flight at the lower	3.70	.850	High
price than usual affect the decision			
A flyer can redeem the ticket affecting the			
decision	3.60	.970	High
Advertisement published in various media	a		
influences decision	3.97	.808	High
Overall	3.7583	.75404	High

From table 4.11 shows that promotion was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.7583 and Standard Deviation 0.75404. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction when advertisement published in various media influences decision (mean of 3.97). The second most satisfaction when the airlines have the promotion such as you can booking the flight at the lower price than usual affect the decision (mean of 3.70) and the third satisfaction when a flyer can redeem the ticket affecting the decision (mean of 3.60)

 Table 4.12
 Represents the mean and standard deviation important factors in marketing mix issue: People

	Mean	Std.	Interpretation
		Deviation	
Employees take a good care of the			
passenger affecting the decision	3.92	.779	High
Pilots have skills and experiences affecting			
the decision	3.95	.897	High
Public announcement is clear and accurate			
affecting the decision	4.26	.775	High
Overall	4.0458	.71298	High

From table 4.12 shows that people was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 4.0458 and Standard Deviation 0.71298. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction when public announcement is clear and accurate affecting the decision (mean of 4.26). The second most satisfaction are pilots have skills and experiences affecting the decision (mean of 3.95) and the third satisfaction are employees take a good care of the passenger affecting the decision (mean of 3.92)

 Table 4.13 Represents the mean and standard deviation important factors in marketing mix issue: Processes

	Mean	Std. Deviation	Interpretation
Check-in process is quick and easy affecting the			
decision	3.66	.925	High
Booking process and payment are convenient and			
quick affecting the decision	3.77	.860	High
Overall	3.7163	.84522	High

From table 4.13 shows that process was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.7163 and Standard Deviation 0.84522. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction when check-in process is quick and easy affecting the decision (mean of 3.77). The second satisfaction when booking process and payment are convenient and quick affecting the decision (mean of 3.92)

Table 4.14 Represents the mean and standard deviation important factors in marketing mix issue: Physical Environment

	Mean	Std. Deviation	Interpretation
Cleanliness of lavatory and cabin affects the			
decision	3.78	.869	High
Condition of equipment and appliances such as			
seats and the tray tables on the plane affects the	3.67	.936	High
decision			
Seats on the plane are comfortable affecting the			
decision	4.23	.767	High
Overall	3.8942	.71750	High

From table 4.14 shows that physical environment was highly satisfied by passenger of low-cost airline in three southern border provinces of Thailand in given mean of 3.8942 and Standard Deviation 0.71750. The result show that there is higher degree satisfaction on low-cost airline of passenger in three southern border province of Thailand most, The most satisfaction about Seats on the plane are comfortable affecting the decision (mean of 4.23). The second most satisfaction are cleanliness of lavatory and cabin affects the decision (mean of 3.78) and the third satisfaction are Condition of equipment and appliances such as seats and the tray tables on the plane affects the decision (mean of 3.67)

Part 3 Analysis of other factors such as, time consuming and reputation of purchase intention towards low cost airline of passenger in three southern border provinces of Thailand by using the mean standard deviation analysis method

Table 4.15 Represents the mean and standard deviation important factors in time consuming

	Mean	Std.	Interpretation
		Deviation	
To save time for travel affects the decision	3.99	.813	High
On time schedules affect the decision	4.19	.823	High
Overall	4.0900	.79434	High

In table 4.15, the result found time was highly satisfied by passengers of low cost airline in three southern border provinces of Thailand in given mean of 4.0900 and Standard Deviation 0.79434, The result showed high degree of satisfaction towards on time schedules (Mean 4.19) and save time for travel affects the (Mean 3.99).

Table 4.16 Represents the mean and standard deviation important factor in reputation

	Mean	Std. Deviation	Interpretation
Reliability of the airline affects the decision	4.34	.837	High
The reputation and well-known of the airlin affect the decision	4.06	.943	High
Overall	4.1975	.77459	High

In table 4.16, the result found reputation factors have influenced purchase intention towards low cost airline of passenger in three southern border provinces of Thailand in most level mean 4.1975 Standard Deviation 0.77459, The result all items in most level by higher degree are reliability of the airline affects the decision (mean 4.34) and less are would be the reputation and well-known of the airline affect the decision (mean 4.06).

Part 4 Analysis of purchase intention towards low cost airline of passenger in three southern border provinces of Thailand by using the mean standard deviation analysis method

 Table 4.17 Represents the mean and standard deviation important factor in purchase intentions

	Mean	Std.	Interpretation
		Deviation	
I would use the service of low-cost airline			
in the future	4.09	.844	High
If I were going to travel to other provinces,			
I would using the service from low-cost	4.15	.752	High
airline			
I would recommend other to use the			
service of low-cost airline	4.23	.671	High
Overall	4.1575	.69962	High

In table 4.17 ,the result found purchase intention of low cost airline of passenger in three southern border provinces of Thailand was high, as indicated by 4.1575 Standard Deviation 0.69962, the likelihood that respondents would recommend other to use the service of low-cost airline was high (mean of 4.23). The second are, the likelihood that respondents were going to travel to other provinces, they would using the service from low-cost airline was high (mean of 4.15)and less are would be, The likelihood that respondents, they would use the service of low-cost airline in the future was high (mean of 4.09).

Part 5 Hypotheses testing

H1: Demographic data has significant influencing passenger purchase intention on low-cost airlines

H2: Marketing mix has significant influencing passenger purchase intention on low-cost airlines

H3: Reputation and time consuming has significant influencing passenger purchase intention on low-cost airlines

4.2 Hypotheses testing

Hypotheses 1

H1: Demographic data has significant influence passenger on the decision making of low-cost airlines

Gender

The researcher used independent sample t-test to investigate the impact of gender on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.18 Group Statistics by Gender

				Std.	Std.
	gender	N	Mean	Deviation	Error Mean
Purchase	Male	269	4.1797	.75002	.04573
Intention	Female	131	4.1120	.58267	.05091

From table 4.18 shoe that the respondent are mostly male by Standard Deviation 0.75002 or 269 person (mean of 4.1797) and female by Standard Deviation 0.5826 or 131 person (mean of 4.1120)

Table 4.19 Independent Sample Test of Gender

	Lever Test : Equality	for ty of			t-test	t for Equality	of means		
•	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Con Interval Differ	l of the
								Lower	Upper
Purchase Equal variances	18.449	.000	.908	398	.364	.06772	.07456	07885	.21429
Assumed Equal variance Not assumed			.990	322.563	.323	.06772	.06843	06691	.20236

From the table 4.19, the p-value for F-test is 0.00 which is less than 0.05, indicating that equal variance not assumed. The p-value for t-test is 0.323 which is more than 0.05, indicating that there is no difference in the purchase intention between male and female.

Age

The researcher used one-way ANOVA to investigate the impact of age on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.20 ANOVA Table of Age

	Sum of				
	Squares	df	Mean Square	F	Sig.
Between Groups	1.184	2	.592	1.210	.299
within Groups	194.116	397	.489		
Total	195.300	399			

From the table above, the p-value for F-test is 0.299 which is more than 0.05, indicating that there is no difference in the purchase intention among three age groups.

Marital Status

The researcher used one-way ANOVA to investigate the impact of marital status on the purchase intention of low cost airline's service. The results are showed in the table below

Table 4.21 ANOVA Table of Marital Status

	Sum of				
	Squares	df	Mean Square	F	Sig.
Between Groups	18.080	2	9.040	20.251	.000
within Groups	177.220	397	.446		
Total	195.300	399			

From the table above, the p-value for F-test is 0.00 which is less than 0.05, indicating that there is difference in the purchase intention among different marital status.

Monthly Income

The researcher used one-way ANOVA to investigate the impact of respondents' monthly income on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.22 ANOVA Table of Monthly Income

	Sum of				
	Squares	df	Mean Square	F	Sig.
Between Groups	20.878	3	6.959	15.801	.000
within Groups	174.421	396	.440		
Total	195.300	399			

From the table above, the p-value for F-test is 0.00 which is less than 0.05, indicating that there is difference in the purchase intention among different income levels.

Education Level

The researcher used one-way ANOVA to investigate the impact of respondents' education level on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.23 ANOVA Table of Education Level

	Sum of				
	Squares	df	Mean Square	F	Sig.
Between Groups	4.910	2	2.455	5.119	.006
within Groups	190.390	397	.480		
Total	195.300	399			

From the table 4.23, the p-value for F-test is 0.006 which is less than 0.05, indicating that there is difference in the purchase intention among different education levels.

Occupation

The researcher used one-way ANOVA to investigate the impact of respondents' occupation on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.24 ANOVA Table of Occupation

	Sum of Squares df Mean Square	F	Sig.
Between Groups within Groups	9.970 4 2.492 185.330 395 .469	5.312	.000
Total	195.300 399		

From the table 4.24, the p-value for F-test is 0.000 which is less than 0.05, indicating that there is difference in the purchase intention among different education levels.

Based on the findings above, it can be concluded that some demographic data including marital status, income, education, and occupation have significant influence passenger in the three Southern border provinces on the purchase intention of low-cost airlines, while some demographic data including gender, and age have no significant influence on passenger in the three Southern border provinces on the decision making of low-cost airlines.

Hypothesis 2

H2: Marketing mix has significant influence passenger on the decision making of low-cost airlines

The researcher used multiple linear regression analysis to investigate the impact of airline's marketing mix comprising service, place, promotion, price, people, process, and physical environment on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.25 Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of the
				Estimate
	.749ª	.562	.361	.46731

a. Predictors: (Constant), Physical, Place, Price, Service, Process, People, Promotion

From table 4.25 show that in summary of marketing mix consisting of product, price, place, promotion, people, process and physical environment can be used to predict .361% the purchase intention of this study

Table 4.26 ANOVA Table of Marketing Mix

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	109.697	7	15.671	71.762	.000 ^b
	Residual	85.603	392	.218		
	Total	195.300	399			

a. Dependent Variable: Purchase Intention

From table 4.26 the sig. value is .000 which is not greater than 0.05 indicating that marketing mix can be used to predict the purchase intention in this study.

b. Predictors: (Constant), Physical, Place, Price, Service, Process, People, Promotion

Table 4.27 Coefficients Table of Marketing Mix

Coefficients ^a						
	Unstandardized (Unstandardized Coefficients Coefficients				
Model	В	Std. Error	Beta	t	Sig.	
(Constant)	2.286	.221		10.343	.000	
Service	170	.049	149	-3.483	.001	
Place	.210	.040	.203	5.185	.000	
Promotion	672	.078	724	-8.587	.000	
Price	.597	.078	.537	7.694	.000	
People	131	.059	134	-2.225	.027	
Process	270	.045	326	-6.004	.000	
Physical	.883	.064	.906	13.852	.000	

a. Dependent Variable : Purchase Intention

From Multiple Linear Regression analysis, the finding showed the p-value of the F-test of 0.000 which is less than 0.05 meaning that that airlines' marketing mix can be used to explain the purchase intention of passenger. Therefore, the hypothesis is proved that marketing mix has significant influence passengers in the three Southern border provinces on the decision making of low-cost airlines' service. There are seven strategies of marketing mix that can be used to predict the purchase intention of the passengers, which are service, place, promotion, price, process, and physical environment, given the p-value of less than 0.05. Meanwhile, the people cannot be used to predict the purchase intention of the passengers under this model.

Testing of Hypothesis: Other factors

H3: Reputation and time consuming has significant influence passenger on the decision making of low-cost airlines

The researcher used Pearson correlation analysis to investigate the impact of airlines' reputation and time consuming on the purchase intention of low cost airline's service. The results are showed in the table below.

Table 4.28 Coefficients Table of other factors

		Time	Reputation	Purchase
Time	Pearson Correlation	1	.728**	.578**
	Sig. (2-tailed)		.000	.000
Reputation	Pearson Correlation	.728**	1	.793**
	Sig. (2-tailed)	.000		.000
Purchase	Pearson Correlation	.578**	.793**	1
	Sig. (2-tailed)	.000	.000	

^{**.} Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation between time consuming and purchase intention is 0.578 with the p-value of 0.000. It can be concluded that there is a significant relationship between time and the purchase intention of low-cost airlines' service, in which their relationship is considered as positive and moderate. Meanwhile, the Pearson Correlation between reputation and purchase intention is 0.793 with the p-value of 0.000. It can be concluded that there is a significant relationship between reputation and the purchase intention of low-cost airlines' service, in which their relationship is considered as positive and strong.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter contains the summary results of the findings in the factors that are influencing purchase intention towards low cost airline of passenger in three southern border provinces of Thailand. In this chapter, the researcher uses as a basic all information that has been gathered, analyzed and organized in previous chapters. In this chapter we will provide the limitations of the study, and we will offer recommendations and suggestions for future studies, in the following order:

- 5.1 Conclusion
- 5.2 Hypotheses testing
- 5.3 Limitation of the study
- 5.4 Recommendations
- 5.5 Recommendations for Future Research

5.1 Conclusion

The purpose of this study is to examine the factors that influence purchase intention towards low cost airline of passenger in three southern border provinces of Thailand. In this regard, the study analyzed the Marketing Mix 7Ps, reputation on purchase intention that affects passengers in three southern border provinces of Thailand who used Thai low cost carriers airline. The survey questionnaires were used as instrument to collect data variables from 400 passengers. The respondents who had used Thai low cost carriers airline such as Airasia, Thai smile, Thai LionAir, Nok air and R Airways were chosen as a related sample. The researcher conducted details as follow:

Demographic Variable

Through the analysis of demographic variable, the researcher found that the majority of respondents are male (67.2%) and more than female (32.8%). Most of the respondents are age group 19-30 years old (44.3%). The second age group, 31-45

years old (32.4%) and the minority group are 46 years old or above (23.3%). The respondents are mostly married (58.8%) and 36.0% are not married, small minority are divorced (5.2%). For the monthly income information, the largest group of respondents is in the range income of 15,000 – 25,000 baht (37.4%), the second largest monthly income have an income less than (26.8%), the third largest group of respondents is in range of 25,000 – 40,000 baht per month (24.0%) and the minority group is those making more than 40,000 baht per month (11.8%). The largest group of respondents hold Bachelor's degree (48.5%), the second largest group hold less than Bachelor's degree (40.5%) and the small minority group are Master's degree or higher (11.0%). The occupations in the largest group of respondents are government officer s (49.5%), the occupations in the second largest group of respondents are business owner (25.0%), 18.3% are corporate employee, 6.3% are student and the minority group are housewife

Marketing Mix

The respondents have expressed their opinions in the marketing mix factors of low cost carriers airline. The first is the product or service. And the second factor that has influence on the intention to purchase is the price. The third, fourth and fifth factors are place, promotion, the people respectively. While the sixth factor is process and finally the seventh is physical environment. Summary is as follow;

Product or Service has the influence on purchase intention towards low cost airline in most level mean 3.8675 Standard Deviation 0.61233. Results indicate all items in most levels by higher degree is punctuality of the service (mean 4.04), and Luggage is loaded correctly and quickly (mean 3.83), and conditions of the plane and passenger (mean 3.80) that can change the flight, respectively

Price has the influence on purchase intention towards low cost airline in most level mean 3.8850 Standard Deviation 0.62936. Results indicate all items in most levels by higher degree of fares are cheap, the second prices of food and beverage and the third ticket prices are reasonable, which are compared to the quality of the service respectively.

Place has the influence on purchase intention towards low cost airline in most level mean 3.99383 Standard Deviation 0.67709. Results on all items in most levels by higher degree is convenience of booking through the agents, the second is channels of booking by online system and the third convenience of booking through the call center respectively.

Promotion has the influence on purchase intention towards low cost airline in most level mean 3.7583 Standard Deviation 0.75404. Results on all items in most levels by higher degree is advertisement published in various media, the second is when the airlines have the promotion such as you can booking the flight at the lower price than usual and the third a flyer can redeem the ticket.

People has the influence on purchase intention towards low cost airline in most level mean 4.0458 Standard Deviation 0.71298. Results on all items in most levels by higher degree is public announcement is clear and accurate, the second is pilots have skills and experiences and the third is employees take a good care of the passenger respectively.

Process has the influence on purchase intention towards low cost airline in most level mean 3.7163 Standard Deviation 0.84522. Results on all items in most levels by higher degree is the booking process and payment are convenient and quick and the second is Check-in process is quick and easy.

Physical Environment has the influence on purchase intention towards low cost airline in most level mean 3.8942 Standard Deviation 0.71750. Results on all items in most levels by higher degree is seats on the plane are comfortable, the second is cleanliness of lavatory and cabin and the third is condition of equipment and appliances such as seats and the tray tables on the plane

Time consuming and reputation factors

The respondents have opinion in time consuming factor of low cost carriers airline in degree level mean 4.0900 Standard Deviation 0.79434. Results on all items in most levels by higher degree is on time schedules (mean 4.19) and the second is save time during travel (mean 3.99)

Reputation has the influence on purchase intention towards low cost airline in most level mean 4.1975 Standard Deviation 0.77459. Results indicate all items in most levels by higher degree is reliability of the airline and the second is the reputation and well-known of the airline.

Purchase Intention

The respondents show the information for purchase intention towards low cost airline in most level mean 4.1575 Standard Deviation 0.69962. Results on all items in most levels by higher degree. I would recommend other to use the service of low-cost airline, the second is if I were going to travel to other provinces, I would be using the service from low-cost airline and the third is I would use the service of low-cost airline in the future respectively.

5.2 Hypotheses testing

Hypotheses1 : Demographic data has significant influence on passenger purchase intention on low-cost airlines

Hypotheses 1.1 Test the difference between genders

RejectH1 : the result of testing the Sig. value is 0.323 which is greater than 0.05 indicating there is no difference in purchase intention between male and female

Hypotheses 1.2 Test the difference between age.

Reject H1: the result of testing the Sig. value is 0.229 which is greater than 0.05 indicating there is no difference in purchase intention between age group.

Hypotheses 1.3 Test the difference between Marital status.

Accept H1: the result of testing the Sig. value is 0.000 which is less than 0.05 indicating there is difference in purchase intention between marital status

Hypotheses 1. 4 Test the difference between Monthly Income.

Accept H1: the result of testing the Sig. value is 0.000 which is less than 0.05

indicating there is difference in purchase intention between monthly income level.

Hypotheses 1.5 Test the difference between Education levels.

Accept H1: the result of testing the Sig. value is 0.006 which is less than 0.05 indicating there is difference in purchase intention between education levels.

Hypotheses 1.6 Test the difference between Occupations.

Accept H1: the result of testing the Sig. value is 0.00 which is less than 0.05 indicating there is difference in purchase intention between Occupation.

Hypothese2: Marketing mix has significant influence on passenger purchase intention on low-cost airlines

AcceptH2: the result of testing less than 0.05 meaning that the airline Marketing Mix has significant

Hypothese3: Reputation and time consuming have significant influence on passenger purchase intention on low-cost airlines

Hypotheses 3.1 Time consuming has significant

AcceptH3: the result of testing the sig. value of 0.00 with the Pearson Correlation of 0.578. It can be concluded that there is a significant relationship between time consuming

Hypotheses 3.2 Reputation has significant

Accept H3: the result of testing the sig. value of 0.00 with the Pearson Correlation of 0.793. It can be concluded that there is a significant relationship between reputation

5.3 Limitation of study

In this research the entire number of the collected surveys from the 400 respondents were passenger in three southern border provinces of Thailand who had previously flown Thai low cost carriers airline only such as Thai Smile, AirAsia, Nok Air, Thai LionAir and R Airways. But the respondents were not specifically concerned about the destinations. Also some of respondents may have answered by using their prejudice. However, the limited time and the limited number of the 400 respondents for this study was conducted in a relatively a short time period which might have resulted in less than optimum preparation, distribution and covering a larger number of questionnaires in the mentioned three Thai provinces.

5.4 Recommendations

Based on the respondents feedback and answers, this study found that there is positive relationship between purchase intention with demographic factors, marketing mix 7Ps factors, time consuming and reputation factor. The higher degree is time consuming. Therefore; the airlines proper staffing to meet the customers expectation within a reasonable time when providing services to passengers is very significant. In other words, all passengers are looking for high quality care, knowledgeable and skilled staff to provide them with the expected and expeditious service. Additionally, a helpful, friendly staff who can offer good service and has a professional appearance. A safety oriented mind set which is reflected in the training and attitudes of the airlines staff can leave a positive immersion on most passengers, consequently, higher satisfaction. However, in the employment of a marketing mix and reputation factors are also important and effective.

5.5 Recommendations for Future Research

This study focused on the purchase intention towards low cost airline of passenger in three southern border provinces of Thailand. This research reveals, it would be progressive and positive for the airline to use the research result in order to improve the airlines' service and get the passengers' needs addressed. The higher the satisfaction rate by passengers, the more frequently they will return. Hence, the recommendations for further research are proposed as follows;

- A study to explore various factors that influence passengers' purchase intention.
- A study to focus on the purpose to improve in the marketing mix factors, time consuming factor and reputation to influence passengers' purchase intention.
- A more extensive study that focuses on a larger cross section of the population that examines the opinion of passengers who have flown with the Thai low cost carriers airline especially in the underserved southern provinces of Thailand.
- A study which explores the effect on passengers' purchase intention that directly related to the airline image which has an impact to the customers' needs.
- A study that has an influence to the value of each airline by measuring passengers' purchase intention on various and more diverse factors

APPENDIX A SURVEY QUESTIONAIRE(ENGLISH VERSION)



SURVEY QUESIONNAIRE

Title: The factors that influencing purchase intention towards low cost airline of passenger in three southern border provinces of Thailand.

The questions on this questionnaire have following by:

Part 1 : Demograph	ic Data				
Part 2: Low-cost air	lines cust	omer behavior			
Part 3 : Marketing N	Mix 7Ps fa	actors, reputation	n and	ime con	nsuming factors
Part 4 : Purchase Int	tention				
D 14 D					
Part 1 : Demograp					
Please mark	the appro	priate choice wi	i th a [ti	ck] che	ck mark $()$.
1. Gender	()	Male (Female	
2. Age Category		under 18 (19 - 30	
		31 – 45	()	46 abo	ve
3. Marital Status		Single (Marrie	d
		Divorced (Other,	please specify
4. Income	()	Less than 15,00	00	()	15,000 to 25,000
	()	25,001 to 40,00	00	()	More than 40,000
5. Education Level	()	Less than Bache	elor's o	degree	() Bachelor's Degree
	()	Master Degree	or high	ner	
	()	other, please sp	ecify_		
6. Occupation	()	Government off	ficer	()	Student
	()	Corporate empl	loyee	()	Freelance
	()	Business Owner	r / Proj	prietor	
	()	Unemployed (()	Housev	wife
	()	Retired (()	Other,	please specify

Part 2: Low-cost airlines customer behavior

The following statement describes your personal outlook about air transport. Please read the question, and then for each suitable statement, please select your answer.

1. W	Which lov	w-cost airline have you used i	in the pas	st?
	()	AirAsia	()	Nok Air
	()	Thai Smile	()	Thai Lion Air
	()	R Airway	()	Other, please specify
2. He	ow many	y time(s) have you travelled b	y low-co	ost airline in the past 12 months?
	()	0		1 - 3
	()	4-6	()	7 or above
3. WI	hen bool	king a low cost flight is it for	business	or leisure purpose?
	()	Business		Leisure
	()	Other, please specify		
4. Ho	w do yo	u book your airline ticket?		
	()	Airline Company	()	Travel Agency
	()	Book Online		Other, please specify
5. Do	es low p	price is your main reasons for	using Lo	ow-cost Airline?
	()	Yes	()	No

Part 3: The marketing Mix factors, time consuming and reputation that influencing purchase intention towards low cost airlines of the passengers in three southern border provinces of Thailand.

Explanation The following statement describe your personal attitude about booking a low-cost ticket, please read each question and then circle what is the most important level of agree or disagree with the statement and selecting 3 means that you are uncertain as follows:

5	=	Strongly Agree
4	=	Agree
3	=	Neutral
2	=	Disagree
1	=	Strongly Disagree

	5	4	3	2	1
Product					
Conditions of the plane affect the decision					
Punctuality of the service affects the decision					
Luggage is loaded correctly and quickly affecting the decision					
Passenger can change the flight and return the ticket affecting the decision					

	5	4	3	2	1
Price					
Ticket prices are reasonable, which are compared to					
the quality of the service they receive					
Fares are cheap, a key factor in choosing the service					
The prices of food and beverage are reasonable					
Place					
Channels of booking by online system affect the		7			
decision					
The convenience of booking through the agents affects		4			
the decision					
The convenience of booking through call center					
affects the decision					
Promotion					
When the airlines have the promotion such as you can					
booking the flight at the lower price than usual affect					
the decision					
A flyer can redeem the ticket affecting the decision					
Advertisement published in various media influences					
decision					

	5	4	3	2	1
People					
Employees take a good care of the passenger affecting the decision					
Pilots have skills and experiences affecting the decision					
Public announcement is clear and accurate affecting the decision					
Process					
Check-in process is quick and easy affecting the decision	7				
Booking process and payment are convenient and quick affecting the decision					
Physical Environment					
Cleanliness of lavatory and cabin affects the decision					
Condition of equipment and appliances such as seats and the tray tables on the plane affects the decision					
Seats on the plane are comfortable affects the decision					

	5	4	3	2	1
Time Consuming					
To save time for travel affects the decision					
On time schedules affect the decision					
Reputation					
Reliability of the airline affects the decision					
The reputation and well-known of the airline affect the decision					

Part 4: Purchase intention that influencing purchase intention towards low cost airlines of the passengers in three southern border provinces of Thailand.

Explanation The following statement describe your personal attitude about booking a low-cost ticket, please read each question and then circle what is the most important level of agree or disagree with the statement and selecting 3 means that you are uncertain as follows:

5 = Strongly Agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

	5	4	3	2	1
Purchase Intention					
I would use the service of low-cost in the future					
If I were going to travel to other provinces, I would using the service from low-cost airline					
I would recommend other to use the service of low-cost airline					

APPENDIX B
QUESTIONAIRE (THAI VERSION)



Factors influencing purchase intention towards low cost airline of passenger in three southern border of Thailand

ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อต่อสายการบินต้นทุนต่ำของผู้โดยสารในสามจังหวัดชายแดนภาคใต้ของ ประเทศไทย

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แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในระดับปริญญาโทคณะบริหารธุรกิจ
มหาวิทยาลัยแสตมฟอร์ด โดยมาวัตถุประสงค์เพื่อศึกษาถึงปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อต่อสายการบินต้นทุน
ต่ำของผู้โดยสารในสามจังหวัดชายแดนภาคใต้ของประเทศไทยผู้วิจัยใคร่ขอความกรุณาให้ท่านตอบคำถามใน
แบบสอบถามให้ครบทุกข้อเพื่อความสมบูรณ์และถูกต้องในการวิจัยโดยแบบสอบถามมี 5 ตอนคือ
ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

<u>คำชี้แจง</u>โปรคใส่เครื่องหมาย (√). ลงใน () หน้าข้อที่ตรงกับความเป็นจริงที่สุดเพียงคำตอบเดียว

1. เพศ	() Y	งาย	() หญิง		
2. อายุ	()น้	เื้อยกว่า 18	() 19 - 3	30	
	()3	1 - 45	() เกินก	าว่า	46
3. สถานะภาพ	()[i	สค	() แต่งง	าน	แเล้ว
	()	หย่า	() อื่นๆ	ក្រវុ	รุณาระบุ
4. รายได้	()	น้อยกว่า 15,0	00	() 15,000 to 25,00
	()	25,001 to 40,0	000	() มากกว่า40,000
5. ระดับการศึกษา	() มื	์ เชยมศึกษา		() ปริญญาตรี
	()ปร	ริญญาโทหรือ	สูงกว่า	() อื่นๆกรุณาระบุ

6. อาชีพปัจจุบัน	()รับราชการ/พนักงานรัฐวิส	สาหกิจ ()นักเรียน/นักศึกษา
	() พนักงานบริษัทเอกชน	()ธุรกิจส่วนตัว/ ค้าขาย
	()รับจ้าง	() แม่บ้าน
	() อื่นๆกรุณาระบุ	
ตอนที่ 2 ข้อมูลเกี่ย	บวกับพฤติกรรมการใช้สายการข	บินต้นทุนต่ำของผู้โดยสารจากสามจังหวัดชายแดนภาคใต้
<u>คำชี้แจง</u> โปรคทำเค	ารื่องหมาย(√) หน้าข้อความที่เ	เป็นคำตอบของท่าน
1. ท่านเคยให้บริเ	การของสายการบินใคคั้งต่อไป	นี้
() แอร์	ร์เอชีย	() นกมอร์
() ไทย	สไมล์	() ไทยไล ออนส์แ อร์
() อื่น	ๆโปรคระบุ	
2. คุณเดินทางโดย	บสาย การบินต้นทุนต่ำในรอบ 1	2 เดือนกี่ครั้ง
()0		()1-3
()4-6	ร์ () มากก	ว่า 7
3. ท่านใช้บริการส	ชายการบินต้นทุนต่ำส่วนมากเพื่	ง ข้อจุดประสงค์ใด
() ក្កើ	าิ้จ	() ท่องเที่ยว
4. ราคาคือเหตุผลา	หลักในการเลือกใช้บริการสายก	าารบินต้นทุนต่ำ?
() ใช่		() ไม่ใช่
5. ท่านจองตั๋วโคย	สารค้วยวิธีการใด	
() สา	ยการบินโดยตรง	() ตัวแทนจำหน่าย
() ขอ	งผ่านระบบออนไลน์	() อื่นๆโปรคระบุ

ส่วนที่ 3 ข้อมูลเกี่ยวกับความพึงพอใจของผู้โดยสารด้านผลิตภัณฑ์และการบริการ, ราคา, ด้านช่องทางการจัด จำหน่าย, ด้านการส่งเสริมการตลาด, บุคลากร, ด้านกระบวนการให้บริการและด้านองค์ประกอบทางกายภาพต่อ การเลือกใช้บริการสายการบินต้นทุนต่ำของผู้โดยสารจากสามจังหวัดชายแดนภาคใต้

<u>คำชี้แจง</u> โปรดเขียนเครื่องหมาย (√) บนตัวเลขที่ตรงกับความคิดเห็นของท่านเพียงเลขใดเลขหนึ่งในแต่ละข้อ โดยแบ่งระดับความคิดเห็นออกเป็น 5 ระดับคือ

- 1 คือ ไม่เห็นด้วยอย่างยิ่งหมายถึงท่านมีความขัดแย้งกับข้อความเหล่านั้นมากที่สุด
- 2 คือไม่เห็นค้วยหมายถึงท่านไม่เห็นค้วยกับข้อความเหล่านั้น
- 3 คือปานกลางหมายถึงท่านไม่สามารถตัดสินใจว่าเห็นด้วยหรือไม่เห็นด้วยกับข้อความนั้น
- 4 คือเห็นด้วยหมายถึงท่านเห็นด้วยกับข้อความเหล่านั้นเป็นส่วนมาก
- 5 คือเห็นด้วยอย่างยิ่งหมายถึงท่านเห็นด้วยกับข้อความเหล่านั้นมากที่สุด

	5	4	3	2	1
ผลิตภัณฑ์และการบริการ (Product or Service)					
สภาพของเครื่องบินใหม่-เก่ามีผลต่อการตัดสินใจ					
ความตรงต่อเวลาในการให้บริการมีผลต่อการตัดสินใจ					
การ โหลดกระเป๋าสัมภาระเป็นไปอย่างถูกต้องและรวดเร็วมีผลต่อการ					
ตัดสินใจ					
สามารถเปลี่ยนเที่ยวบินแลคืนบัตรโดยสารได้มีผลต่อการตัดสินใจ					
ราคา (Price)					
ราคาบัตร โดยสารมีความเหมาะสมเมื่อเปรียบเทียบกับคุณภาพของ					
บริการที่ได้รับ					

	5	4	3	2	1
ราคาตั๋วโคยสารที่มีราคาถูกเป็นปัจจัยสำคัญในการเลือกใช้บริการ					
ราคาอาหาร / เครื่องดื่มมีความเหมาะสม					
ด้านช่องทางการจัดจำหน่าย (Place)					
ช่องทางการจองตั๋วเครื่องบินผ่านระบบออนไลน์มีผลต่อการตัดสินใจ					
ความสะดวกในการซื้อตั๋วผ่านทางตัวแทนจำหน่าย (Travel Agent) มีผล					
ต่อการตัดสินใจ					
ความสะดวกในการซื้อตั๋วผ่านทางศูนย์บริการทางโทรศัพท์		7			
(Call Center) มีผลต่อการตัดสินใจ					
ด้านการส่งเสริมการตลาด (Promotion)					
มีการส่งเสริมการขายเช่นสามารถซื้อบัตรโดยสารในราคาที่ต่ำกว่าปกติ					
เมื่อสำรองที่นั่งล่วงหน้ามีผลต่อการตัดสินใจ					
มีการสะสมใมล์เพื่อแลกตั๋วโดยสารมีผลต่อการตัดสินใจ					
การ โฆษณาเผยแพร่ ในสื่อต่างๆที่หลากหลายมีผลต่อการตัดสินใจ					
ด้านบุคลากรในการให้บริการ (People)					
พนักงานคูแลเอาใจใส่ผู้โดยสารเป็นอย่างดีมีผลต่อการตัดสินใจ					
นักบินมีความชำนาญและมีประสบการณ์ด้านการบินสูงมีผลต่อการ					
ตัดสินใจ					

	5	4	3	2	1
พนักงานประกาศแจ้งเตือนข้อมูลได้อย่างถูกต้องชัดเจนมีผลต่อการ					
ตัดสินใจ					
ด้านกระบวนการให้บริการ (Process)					
ขั้นตอนการเช็คอินที่เคาน์เตอร์เป็นไปอย่างสะควกและรวดเร็วมีผลต่อ					
การตัดสินใจ					
ขั้นตอนการจองตั๋วและชำระเงินที่สะดวก					
และรวดเร็วมีผลต่อการตัดสินใจ					
การ โฆษณาเผยแพร่ ในสื่อต่างๆ ที่หลาก					
หลายมีผลต่อการตัดสินใจ					
ด้านองค์ประกอบด้านกายภาพ (Physical Environment)	4				
ความสะอาดของห้องน้ำและห้องโดยสารภายในเครื่องบินมีผลต่อการ					
ตัดสินใจ					
สภาพอุปกรณ์และเครื่องใช้อาทิเก้าอี้โต๊ะวางถาดภายในเครื่องบินมีผล					
ต่อการตัดสินใจ					
ที่นั่งบนเครื่องบินมีความสะควกสบายมีผลต่อการตัดสินใจ					

ส่วนที่4 ข้อมูลเกี่ยวกับความพึงพอใจของผู้โดยสารด้านชื่อเสียงและเวลา

	5	4	3	2	1
ชื่อเสียง (Reputation)					
ความน่าเชื่อถือของสายการบินมีผลต่อการตัดสินใจ					
ความโค่งคั้งและเป็นที่รู้จักของสายบินมีผลต่อการตัดสินใจ					
เวลา (Time Consuming)					
ประหยัดเวลาในการเดินทางมีผลต่อการตัดสินใจ					
การถึงที่หมายตามกำหนดการมีผลต่อการตัดสินใจ					

ตอนที่ 5 ปัจจัยที่มีผลต่อการตัดสินใจเลือกใช้บริการสายการบินต้นทุนต่ำ

	5	4	3	2	1
ความตั้งใจชื้อ (Purchase Intention)					
ข้าพเจ้าจะใช้บริการสายการบินต้นทุนต่ำอีกในอนาคต					
หากข้าพเจ้าจะต้องเดินทางไปจังหวัดอื่นๆ ข้าพเจ้าจะใช้บริการสายการ บินต้นทุนต่ำ					
ข้าพเจ้าจะแนะนำคนอื่นๆให้ใช้บริการสายการบินต้นทุนต่ำ					

APPENDIX C INDEX OF OBJECTIVE CONGRUENCE



การประเมินค่าดัชนีความสอดคล้อง

(Index of Objective Congruence)

IOC

FACTORS INFLUENING PURCHASE INTENTION TOWARDS LOW COST AIRLINE OF PASSENGER IN THREE SOUTHER BORDER

PROVINCES OF THAILAND

<u>คำชี้แจง</u>กรุณาพิจารณาความสอดคล้องระหว่างคำถามกับตัวแปรแล้วทำเครื่องหมาย / ในช่องผลการ พิจารณาถ้ามีข้อเสนอแนะโปรคระบุเพื่อประเมินความเที่ยงตรงเชิงเนื้อหา

- +1 = เมื่อแน่ใจว่าคำถามข้อนั้นสอดกล้องกับนิยามตัวแปรที่ระบุไว้
- 0 = เมื่อไม่แน่ใจว่าคำถามข้อนั้นสอดคล้องกับนิยามตัวแปรที่ระบุไว้
- -1 = เมื่อแน่ใจว่าคำถามข้อนั้นไม่สอดคล้องกับนิยามตัวแปรที่ระบุไว้

ข้อ			ผลการพิจารณาความ					
์ ที	บ ั จจัยที่มีอิทธิพล <mark>ต่อการตัดสินใจ</mark>		สอดคล้อง					
		-1	0	+1	ข้อเสนอแนะ			
1	สภาพของเครื่องบินใหม่-เก่ามีผลต่อการตัดสินใจ							
2	ความตรงต่อเวลาในการให้บริการมีผลต่อการตัดสินใจ							
3	การ โหลดกระเป๋าสัมภาระเป็นไปอย่างถูกต้องและรวดเร็วมีผลต่อการ ตัดสินใจ							
4	สามารถเปลี่ยนเที่ยวบินและคืนบัตร โคยสาร ได้มีผลต่อการตัดสินใจ							

ข้อที่	ปัจจัยที่มีอิทธิพลต่อการตัดสินใจ 	ผลการพิจารณาความสอดคล้อง							
		-1	0	+1	ข้อเสนอแนะ				
5	ราคาบัตร โดยสารมีความเหมาะสมเมื่อเปรียบเทียบกับคุณภาพของการ บริการที่ได้รับ								
6	ราคาตั๋วโดยสารที่มีราคาถูกเป็นปัจจัยสำคัญในการเลือกใช้บริการ								
7	ราคาอาหาร / เครื่องคื่มมีความเหมาะสม								
8	ช่องทางการจองตั๋วเครื่องบินผ่านระบบออนไลน์มีผลต่อการตัดสินใจ								
9	ความสะดวกในการซื้อตั๋วผ่านทางตัวแทนจำหน่าย (Travel Agent) มีผลต่อการตัดสินใจ								
10	ความสะควกในการซื้อตั๋วผ่านทางศูนย์บริการทางโทรศัพท์ (Call Center) มีผลต่อการตัดสินใจ								
11	มีการส่งเสริมการขายเช่นสามารถซื้อบัตร โดยสารในราคาที่ต่ำกว่า ปกติเมื่อสำรองที่นั่งล่วงหน้ามีผลต่อการตัดสินใจ								
12	มีการสะสมไมล์เพื่อแลกตั๋วโดยสารมีผลต่อการตัดสินใจ								
13	การ โฆษณาเผยแพร่ในสื่อต่างๆที่หลากหลายมีผลต่อการตัดสินใจ								
14	พนักงานคูแลเอาใจใส่ต่อผู้โดยสารเป็นอย่างคีมีผลต่อการตัดสินใจ ตัดสินใจ								

ข้อที่	ป ัจจัยที่มีอิทธิพลต่อการตั ดสินใจ	ผลการพิจารณาความสอดคล้อง				
		-1	0	+1	ข้อเสนอแนะ	
15	นักบินมีความชำนาญและมีประสบการณ์ด้านการบินสูงมีผลต่อการ ตัดสินใจ					
16	พนักงานประกาศแจ้งเตือนข้อมูลได้อย่างถูกต้องชัดเจนมีผลต่อการ ตัดสินใจ					
17	ขั้นตอนการเช็คอินที่เคาเตอร์เป็นไปอย่างสะควกและรวคเร็วมีผลต่อ การตัดสินใจ					
18	ขั้นตอนการจองตั๋วและชำระเงินที่สะควกและรวดเร็วมีผลต่อการ ตัดสินใจ					
19	ความสะอาคของห้องน้ำและห้องโดยสารภายในเครื่องบินมีผลต่อการ ตัดสินใจ					
20	สภาพอุปกรณ์และเครื่องใช้อาทิเก้าอี้ โต๊ะวางถาคภายในเครื่องบินมีผล ต่อการตัดสินใจ					
21	ที่นั่งบนเครื่องบินมีความสะดวกสบายมีผลต่อการตัดสินใจ					
22	ความน่าเชื่อถือของสายการบินมีผลต่อการตัดสินใจ					
23	ความโค่งคั้งและเป็นที่รู้จักของสายการบินมีผลต่อการตัดสินใจ					

ข้อที่	ปัจจัยที่มีอิทธิพลต่อการตัดสินใจ	ผลการพิจารณาความสอดคล้อง				
		-1	0	+1	ข้อเสนอแนะ	
25	การถึงที่หมายตามกำหนดการมีผลต่อการตัดสินใจ					
26	ข้าพเจ้าจะใช้บริการสายการบินต้นทุนต่ำอีกในอนาคต					
27	หากข้าพเจ้าจะต้องเดินทางไปจังหวัดอื่นๆข้าพเจ้าจะใช้บริการสายการ บินต้นทุนต่ำ					
28	ข้าพเจ้าจะแนะนำคนอื่นๆให้ใช้บริการสายการบินต้นทุนต่ำ					

APPENDIX D DEPTH INTERVIEW (Captain. Farhat Eissa)

Question: What are the advantages of Air Transport versus Land or Sea Transport in today's environment, and how does it translate in terms of time/money savings to consumers and businesses alike?

Answer : Each of the three modes of transportation offers a unique convenience and presents certain challenge to businesses and consumers. Generally speaking, land and sea transportation modes offer businesses. The ability to transport massive quantities of goods for a relatively low cost compared to air transport. The time elements in the land and sea modes is limiting when it come to delivering goods when needed. It takes longer periods to transport people and goods from the source to the destination/market, therefore, there has to be an element of inconvenience to passengers who choose to take a bus or a train or a ship to go from point A to point B. The longer the distance between these two point the more time is consumed. Time consumption is not only an inconvenience but also a financial liability to the consumer, since taking a bus or a train or a ship will demand longer periods away from work and home, which translates to loss of earning to the passenger and possible additional cost for lodging, food and other incidentals. Roads traveled are also limiting when it comes to crossing rugged and rough terrain and presents an additional threat among other threats to the passenger. The longer the passenger is on board a bus or a train or a ship, the higher that passenger is exposed to accidents and irregularities. Irregularities in schedule can lead to additional financial loss to the individual passenger. Lower cost of a bus ticket or a train ticket might be enticing to consumers, but time consumption and inconvenience make up for the small savings. On the other hand, air transportation has proving to be the least time consuming and safest mode of transportation in today's environment. To cross a distance of few thousands of miles will take a plane only few hours while a bus or a train days and tremendous resources such as paved roads, motorized equipment, personnel and all the support needed. Traveling by ground/sea means more time spent away from work and home, consequently, more loss of earning and more cost to cope with the journey's financial requirements. Additionally, spending such less time in an airplane, means less exposure to threats. Cost of an airplane ticket nowadays had gone down dramatically, especially, with the rise of the low cost carriers such as Nook Air, Air Asia, Lion Air and many others around the world. These low cost companies gave the consumer choices, low fares, convenience and secondary saving such as less time away from work. In some instances the customer can go to visit a family or friends in their allocated weekly off days for almost the price of a bus ticket and without losing any earnings due to taking any additional off days from work. Time and money saving are the main advantaged air transport has to offer. Airlines transport millions of passengers daily, safely and efficiently, such volume affords them to offer competitive and affordable prices.

Conclusion : air transport is the most efficient, affordable and least time consuming mode in today's environment. It offers the savings, convenience and accessibility that the consumer needs and demands.



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