

ABSTRACT

This study aimed to define the degree of Thai crews' loyalty to Thai Airways International Public Company Limited. The main purposes were to survey the feelings of the cabin crew toward working problems, company policies and compensation.

The study was conducted by distributing questionnaires to 150 cabin crew who had been working for the company for at least five years. The distribution process took place at the Thai Operation Center at Suvarnabhumi Airport. Purposive and non-probability sampling was used in the process of gathering the data. The questionnaires consisted of closed-ended questions, open-ended questions, and a Likert Scale.

The results of the study showed that the overall sense of loyalty was ranked at a high level. Most of respondents had never thought of resigning. They were satisfied with the compensation and benefits given by the company. However, most of them felt that the companies' policies were unfair and they wanted their ideas to be more accepted by management.

