THE EXPECTATION OF VISITOR TOWARDS SERVICE QUALITY ON FACILITIES IN DON MUEANG INTERNATIONAL AIRPORT

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Abstract

This descriptive research was mix research method. The objective was to study the expectations of visitors, who actual used the facilities provided and service quality of facilities in Don Mueang International Airport (DMK). This research was proceeded by using the NEW SERVQUAL instrument of 6 dimensions followed by tangible, reliability, responsiveness, assurance, empathy and security.

The New Servqual questions were used for indication of expectation and service quality level of facilities. The results found that real expectation of visitors toward all facilities provided followed by the convenience of using facilities, the innovation of facilities and the sufficiency of facilities.

The findings results from descriptive analysis found that the majority of the respondents were female aged between 26-36, and hold a bachelor's degree. Most of them were private officer with a monthly income of 15,001 – 35,000 baht, and used airport service 3-6 times in the last 12 months. The researcher had to study the standard of facilities service in Don Mueang International Airport by the actual. The result of analysis showed that the majority of visitors agreed or high with the statements, except the airport is visually appealing facilities and the physical environment is clean of tangible facility were at neutral level, the airport provides services at the promised time of reliability facility was at neutral level.

Keywords: Expectation, Service Quality, Actual, New Servqual and Don Mueang International Airport (DMK).

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Narpusakohn Thidvarong

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CHAPTER 1
INTRODUCTION

1.1 BACKGROUND OF THE RESEARCH

The expectation of visitors towards service quality of facilities in DonMueang International Airport (IATA: DMK) is the main topic of this research.

Generally, the expectation of visitors is the feeling of confession, opinion and prediction about future situations. There are a number of facilities available at Don Mueang International Airport offering various services as well as useful information for visitors on arrival and departure at the airport.

Service quality is perception based on opinion towards performance. Mostly, services provided in an airport are based on the international standard of airport's facility requirements, and also regulations, in terms of service processes. Meanwhile, quality is able to be measured by visitors' feedback when they need to compare with understanding and using service provided. However, the important thing about offering services provided is the needs of visitors.

According to the theories and research instruments used to measure the expectation of visitors, the airport has to understand the expectation of visitors on service facility in terms of their attitude and usage experience feedback. The researcher expects to contribute the knowledge about visitors' expectation and satisfaction in order to be useful for improving and developing DonMueang International Airport.

1.2 FACTS OF DON MUEANG INTERNATIONAL AIRPORT

The definition of an airport defined in the law is the area of land or water used or supported for the landing or taking off of airplane. An airport includes a composition area used or supported for airport buildings or other airport facilities or rights-of-way, together with all airport buildings and facilities (Federal Aviation Administration 2013).

An airport is the installation comprising buildings and airfields used to place and provide runways for airplane. Mostly, airports have passengers' terminal loading onto and unloading from airplanes. Normally, airports are built on the ground, but there are also usable airports present on boats as well as bodies of water (businessdictionary.com 2013).

Don Mueang International Airport was formerly called Don Mueang Airport. In 1955, the name was changed into Bangkok International Airport. After Suvarnabhumi Airport was officially launched by the Airports of Thailand Public Company Limited (AOT) on September 28, 2006 by using BKK for IATA Code, Bangkok International Airport was changed to Don Mueang International Airport on March 13, 2007 by using DMK for IATA Code (Airport of Thailand Public Company Limited 2011a).

At present, Don Mueang International Airport offers services regarding General Aviation, State Aircraft, Military Aircraft, Government Aircraft and Chartered Flight. The airport has also provided international and domestic commercial flight services for passengers around the world (Airport of Thailand Public Company Limited 2011b).

Additionally, the Airports of Thailand Public Company Limited (AOT) has moved all domestic flights to Don Mueang International Airport in preparation for the operation according to the plan of using Don Mueang International Airport as the second airport in Bangkok, by reason of being suitable location as well as having facilities and services that meet international standards level. The airport has the capacity to accommodate 60 flights per hour and 16-18 million domestic and international passengers per year. (Airport of Thailand Public Company Limited 2011c)

In the past, Don Mueang International Airport operated all aviation related activities. Meanwhile, Suvanbhumi International Airport was constructing to support many travelers using the service. The area around DonMueang Airport was limited for using while the amount of flight traffic continued to increase. As a result, aviation operations were moved to the newly constructed airport.

Unfortunately, the major flooding in late 2011 prompted the authorities to temporarily close Don Mueang International Airport. Over 155 million baht has been

spent for the maintenance of internal and external buildings, as well as the improvement of convenience and security services such as platform floor, walls and hallways, concourse building, bridge concourse, way to the parking space, communication systems, building interiors with state of the sights and the landscape at various points. The airport reopened for service of similar standard (thaipost.neta of website).

The airside itself was restored and maintained runways, taxiways, and aircraft parking, as well as electrical equipment, signs and symbols, in order to ensure safety and security. Facilities such as layout inside and outside the building, elevators, escalators, public pay phones, retail stores, duty-free shops, and restaurants have been improved to provide full-service solutions because they were not in use for long time (thaipost.netb of website).

In the meantime, the government has formulated a national policy to support the airport and also determined the strategy in utilizing Don Mueang International Airport in order to reduce tightly flight traffic at Suvarnabhumi International Airport (The AOT Annual Report 2012 of website). In addition, the government has determined Don Mueang International Airport to serve as Bangkok's secondary airport and developed other areas in passenger terminal for VIP and Elite Service and also area around the airport to use in high performance (The Secretariat of the cabinet 2013 of website). Once the ASEAN Economic Community or AEC comes into effect in2015, the image of travelers will change the culture in service management because many leisure travelers and business travelers from other countries will arrive and depart at the airport. Thus, there will be a total difference in visitor's expectations of the service provided.

The expectation of visitors has grown extremely in recent years, particularly regarding service quality. Moreover, airports are being operated in a competitive environment where quality standards have been popularly adopted. Airports come up with more choices for travelers in order to differentiate themselves by focusing on the needs of visitors rather than the competition. Meanwhile, passengers' perception of airport service quality is only one of several variants that contribute to overall airport attractiveness. It is nevertheless an important thing in the service industry (ÖzlemAtalık 2009, 1(1), p.62 of website).

The expectation of visitors is an important thing to know as it is useful for improving a strategic plan for airport development. Therefore, this research concerns about the expectation of visitors toward facilities provided at Don Mueang International Airport.

1.3 Statements of Problem

Don Muaeng International Airport was the first international airport in Bangkok. Upon its re-opening after the major flood, the quality of facilities and services are still in line with international standard when compare its present image with the past one. Additionally, the facilities provided are able to meet the real expectation and satisfaction of visitors for promoting the airport's ranking in order to support the upcoming AEC. Apart from that terminal 2 has also been developed to support an increasing number of visitors that related with terminal 1. To investigate the efficiency of service quality was still operated and will be provided for the next.

1.4 Research Questions

1.4.1 What is the expectation of visitors?

1.4.2 What is the level of service quality on Don Mueang International Airport facilities?

1.5 Research Objectives

1.5.1 To identify the determinants of demographic that use airport facilities

1.5.2 To study the standard of facility services in Don Mueang International Airport

1.5.3 To examine the real expectation of visitors towards service facilities provided

1.6 Scopes of Research

The research was focused on the facilities services in Don Mueang International Airport,which is Bangkok's secondary international airport, in order to get in-depth and specific information.

1.6.1 Contents

In part of variable, separated two parts are independent and dependent variable. Firstly, independent comprises demographic and service quality. And then, dependent variable is visitors' expectation.

1.6.2 Populations and Sampling

The statistics in AOT's annual report 2013, there were 15,562,753 internal visitors in the airport, of which 10,503,375 were domestic visitors and another 5,059,378 were international visitors. The researcher calculated with formula of sample size, that was found 400 populationsfor sampling with the two different types of routes.

1.6.3 Period of Time

The survey was carried out over a four-week period at the airport with all the target population. Distribution of questionnaires was carried out on weekdays and weekends, in order to get a good response.

1.7 Conceptual Framework

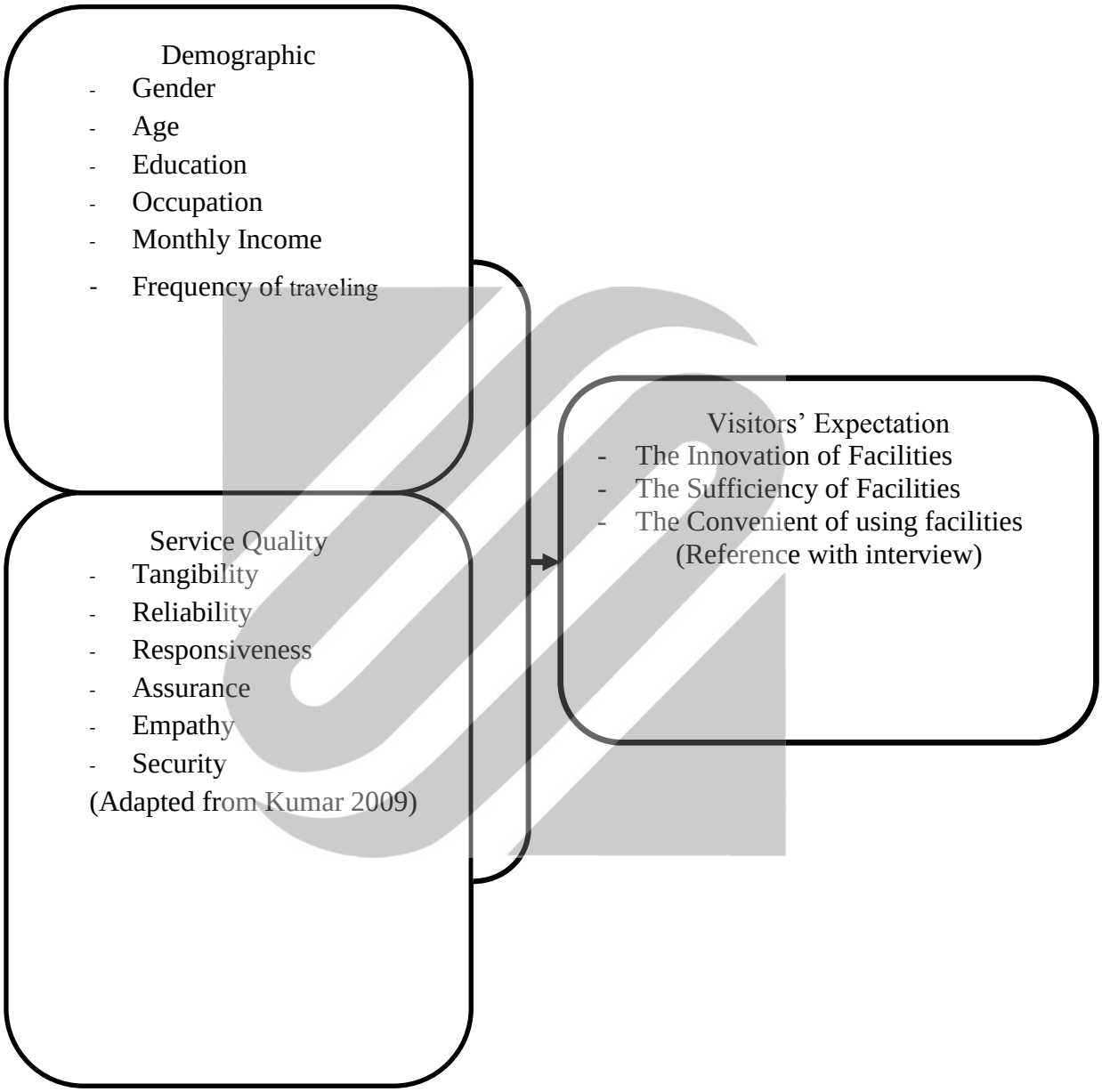

Figure 1.1 Conceptual Framework

The researcher has adopted the revision of the SERVQUAL model that was made to the research in order to identify the dimensions that matter most to visitorsand bring them satisfaction.

1.8Hypothesis

H_1: Visitors of different ages, genders, education background, occupations, monthly income, and frequency of using airport service have different expectation of services provided

H_2: New SERVQUAL (tangible, reliability, responsiveness, assurance, empathy and security), each expectation of different Servqual affects to differ in expectation of service provided.

1.9 Definitions of Term

Airport:A complex of runways for the take-off and landing, buildings, terminal, maintenance of civil aircraft, with facilities for passengers (Oxford University Press 2013a)

Facilities: Something designed, built, or installed to afford a specific convenience or service (Farlex, Inc. 2013, cited in The free dictionary)

Service Quality: A term which describes a comparison of customer's expectations as it relates to a company's performance (www.boundless.com)

Expectation: The belief that something should come up in a specific way, or that something should have specific qualities or behavior (Macmillan Publishers Limited 2009–2013a)

Passenger: A traveler on a public or private conveyance other than the driver, pilot, or crew (Oxford University Press 2013b)

Visitor: A person visiting someone or somewhere, especially socially or as a tourist (Oxford University Press 2013c)

Terminal: A center point of departure and arrival such as a railway or airport Terminal (Dictionaries of construction 2013)

Ranking: A position on a list that shows how good something is compared to Others (Macmillan Publishers Limited 2009–2013b)

1.10 Significations of the Research

The researcher will get more information about the airport as well as the expectation of passengers.

However, the result of the research will show the completion of service provided, when using the service in the airport as follow:

1.10.1 Visitors will satisfy with the facilities provided around the airport terminal that respond to using

1.10.2 Seeing the improvement beyond the standard of service management.

1.10.3 The Airports of Thailand (AOT) will also gain benefits from this research in terms of airport service management as well as the development of the second terminal to support the flux of visitors when the AEC comes into effect in 2015.

CHAPTER 2
LITERATURE REVIEWS

This study aims to identify the determinants of visitor expectations towards airport facilities provided and investigate the standard of service facilities in Don Mueang International Airport that are suitable for providing service for customers. It also aims to evaluate the real expectation of visitors towards facility services, including development plan for determining the airport's ranking. The following sections consist of reviews on.

2.1 Service Theory

2.2 Service Quality Theory

2.3 Expectation Theory

2.4 Conceptual Framework

2.5 Don Mueang International Airport Information

2.6 Related Research

2.1 Service Theory

According to service theory, service is defined as activity that is intangible but can be proven. The objective is to transfer important or supply things to ensure customer satisfaction (Stanton, Etzel and Walker, 1976).

Service means the activity or the abstract which one can offer to sell to the other one. Customers are not occupied by the service, substantially.]Servicesmay be provided in summation with the distribution of the product. (Kotler, 2000).

According to Robert D. Reid and David C. Bojanic, service was defined as the performance of an act or deed rather than a physical goods. This performance often requires consumers to be present during the production or delivery of the service (Reid and Bojanic, 2001).

In other words, service is a type of economic activity providedby one party to another without transferring ownership, generatingvalue from renting out, or access to goods, labor, personal skills, facility, network, or system, individually or in combination (Lovelock and Wirtz, 2007).

2.1.1 Service Encounter

Shostack (1985, cited inBitner, 1990) defines the service encounter as a period of time in which a customer interacts with a service, and it covers all aspects of a service firm including its personnel, its physical facilities and other tangible elements during a given period of time.

2.1.2 Components of the service (Service Mix)

Components of the service (Service Mix) are the factor that affect the quality of service and may help create satisfaction or cause dissatisfaction in customers' vision (Boontor, 2009). These factors can be divided into the following three categories including pre-service factor, during-service factor and post-service factor.

Pre-service factors are involved with what the buyer or user expects to get when buying a product or service. Customers' expectations may come from exposure to the behavior of the mass media and interpersonal media.

During-service factors affecting service are referred to as service touch points because they are the points where the client can decide what to expect from the exposure that is higher or lower than expected. Additionally, those factors show that this group has now been largely from media exposure with officer.

Post-service factors are the group of factors with the finished service is the point of that service. Overall, what has been expected contribute to satisfaction, however high or low.

In conclusion, a business or organization will be able to manage better service quality to ensure that clients or those using their services are able to verify by the use of the respective target group needs with fast and effective service.

Table 2.1 Service Mix

FACTOR	DETAILS
Pre-service Factors	- Company's Image - Company's creditability - Cost of service - Creativity of service
During-service Factors	- Convenience - Correctness - Courtesy - Complexity - Carefulness - Competence
Post-service Factors	- Conformance to Customer Expectation - Completeness of service - Consistency of service quality - Complaint Handing - Cost Effectiveness

Source: (Boontor, 2009)

2.2 Service Quality Theory

Service quality is an externallyperceived attribution based on the customer's experience with a service in the service encounter (Parasuraman, Zeithaml and Berry, 1990).

According to the study by Kumra, not only is service quality involved in the final product and service, it is also involved in the production and delivery process. Henceit is important that employeestake part in process redesign and commitment in order to deliver final tourism products or services (Parasuraman, Zeithaml and Berry, 1990).

Quality was defined by Karim as anything in accordance with the characteristics of the product to meet the needs of external clients (KarimandAlan,1996).

The concept of service quality should be generally approached from the customer's point of view because they may have different values, different ground of assessment, and different circumstances (Chang, 2008). Meanwhile, service quality in the services marketing literature asdefined by (Eshghi, Roy and Ganguli,2008) is the customer'soverall evaluation of a service in overall. To point out that, by defining service quality, companies will be able to deliver services with higher quality level presumably resulting in increased customer satisfaction (Ghylin et al., 2008).

Researchers have developed a service perspective for decades (Zeithaml, 2009). Service quality has received a great deal of attention from both academicians and practitioners (Negi, 2009).

In addition, product quality differs from service as the earlier is tangible, whereas the latter is intangible. Service is also defined differently (Anber and Shireen, 2011).

2.2.1 Perspective on Service Quality

Quality means different things to different people depending on the context it is used in. Gavin identified five perspectives on quality including (Gavin, 1988)

1. The transaction view of qualityhas the same meaning with innate excellence: a mark of uncompromising standards and high achievement. This particular angleis often applied to the performing of visual arts. However, there is an argument that people learn to recognize quality only through the experience gained from repeated exposure and managers or customers will also know about quality when they realize it is not very helpful.

2. The product-based approachdefines quality as a precise and measurable variable. It is opposed to the idea that differences in quality reflect differences in the quantityof ingredient or attribute possessed by a product or service. This approach is totally objective as it fails to account for differences in the tests, needs, and preferences of individual customers or even the entire market segment.

3. User based definitions start with the premisebased on the notion that quality lies in the eyes of the beholder. These definitions consider that quality and maximum satisfaction are similar. This subjective demand-oriented perspective recognizes that different customers have different wants and needs.

4. The manufacturing based approachinvolves supply based and concerned primarily with engineering and manufacturing practice. Quality is also considered as operation driven in this context.

5. Value based definitions define quality in terms of value and price. In other words, quality can be equated to "affordable excellence" when considering the tradeoff between perception and price.

There are ten key determinants of service quality including (ParasuramaZeltham, I & Berry, 1988):

1. Reliability: the ability of an organization to deliver its services in the proper time and according to promises made to its clients.

2. Responsiveness: the tendency and willingness of service providers to assist clients and satisfy their needs, respond immediately to their inquiries, and solve their problems as quickly as possible.

3. Competence:possession of adequate skills and knowledge that enable the employees to perform their particularjobs properly.

4. Accessibility: providing easy access to a service in terms of location and through the provision of service via different means of communication such as the telephone and the internet.

5. Courtesy: treating customers respectfully in a polite and friendly manner, understanding their feelings, and handling their phone calls gently.

6. Communication:listening to the client conveying information mannerly and facilitating external communication with workers.

7. Credibility: this can be established bywinning the clients' trust, confidence as well as their honesty and straight forwardness.

8. Security: this depends on whether the service is free from risks and hazards, defects or doubts so that it provides physical safety, financial security as well as privacy.

9. Understanding/knowing the customer: this can be achieved through the ability to determine the customers' needs as well as understanding their individual problems.

10. Tangibility: this incorporates physical aspects such as instruments and equipment, persons, physical facilities like buildings and nice decoration and other observable service facilities which are related to a service.

Service quality, however, has different definitions.Crosby (1979) defines service quality as conformance to specifications. Services are performances often carried out in the presence of the customer. Services vary from one firm to another and from one situation to another. It is also possible to make a distinction between technical and functional service quality. Technical quality is connected to what is delivered while functional quality is about how it is delivered (Kabir and Carlsson, 2010).

2.2.2 Measurement of Service Quality

A survey research instrument called SERVQUAL was developed byValarie Zeithaml and her colleagues to measure customer satisfaction with different aspects of service quality. The instrument is based on the ideathat customers are able to evaluate service quality of a company by comparing their perception of services provided by the company with their own expectations. SERVQUAL is seen as a generic measurement tool that can be applied to business and service industry. SERVQUAL contains several dimensions of service quality (Lovelock and Wirtz, 2007).

Another well-known model of service quality is the Gap Analysis Model. This model shows an integrated view of the consumer-company relationship. Its main idea is focused on the notion that service quality is dependent on the size and direction of the five gaps that can exist in the service delivery process (Parasuraman, Zeithaml, and Berry, 1985).

Gap 1: the gap between customer expectations and those perceived by management to be the Customer’s expectations

Gap 2: the gap between management’s perception of consumer expectations and the firm’s service quality specifications

Gap 3: the gap between service quality specifications and service delivery

Gap 4: the gap between service delivery and external communication

Gap 5: the perceived service quality gap, the difference between expected and perceived service

Gap 5 was influenced by the SERVQUAL instrument (Edvardsson 1996). It mentioned that it is important for a service organization to define the level of quality at which to operate (Edvardsson, 1996, cited in Kabir and Carlsson, 2010).

In order to gain an understanding of the dimensions of passengers' expectations of airport service quality, qualitative research on airport passenger experience was conducted This study was designed to develop hypotheses rather than to test them because the airport quality management and passenger satisfaction literatures lack established theory suggesting formal relationships among the variables of interest. In addition, neither SERVQUAL nor any of its related operationalization of the gap theory model using to measure service quality have been suggested for or adapted to airports (Heung, 2000). Thus, the qualitative studies were deployed togain insights through collecting and analyzing observations about personal airport experiences and passengers' expectations (Fodness and Murray, 2007).

2.2.3 The Development and Evolution of the SERVQUAL Model

In 1985, Parasuraman identified 97 attributes which were found to affect service quality. They were categorized into ten dimensions and later proposed for assessing service quality through two stages in order to purify the instruments and sort outthose with significant influences (Parasuraman et al., 1988). These 97 attributes play an important role in assessing customer's expectations and perceptions on delivered service" (Kumar, 2009). Ten dimension came up in the first purification stage included; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding or knowing, customers, and access. Upon the second purification stage,they concentrated on condensing scale dimensionality and reliability. They further reduced the ten dimensions to five dimensions (Daniel and Berinyuy, 2010).

Table 2.2 The SERVQUAL Scale

ELEMENTS	DETAILS
Tangibility	physical facilities, equipment, and appearance of personnel
Reliability	ability to perform the promised service dependably and accurately
Responsiveness	willingness to help customers and provide prompt service
Assurance	knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	caring individualized attention the firm provides to its customers

Source: Parasuraman et al, 1990 cited by Gronroos, 2007

SERVQUAL, a multi-attribute scale comprising five dimensions including tangibles, reliability, responsiveness, assurance and empathy, isby far the most widely known and discussed means used to measure consumer perceptions of service interaction quality (Fodness and Murray, 2007).

In concurrence with this view, SERVQUAL as an instrument for measuring service quality has been applied to a variety of service sectors (Widarsyah, 2013).

2.2.4 Application of the SERVQUAL Model in Different Contexts

Kumar (2009) modified the SERVQUAL model and considered six dimensions including tangibility, reliability, responsiveness, assurance empathy and convenience which consist of 26 statements before deploying the model in a study to demonstraterelative importance of critical factors in delivering service quality of banks in Malaysia. Out of the six dimensions,convenience was consideredforit was an important determinant of satisfaction for banking customers in Malaysia and contributed very highly in customers' appreciation of the quality of services offered by the bank (Kumar, 2009, p. 214).

The study of Negi (2009, p.31-38) about the relationship between customer satisfaction and perceived quality in the Telecommunication industry found that reliability, empathy and network quality proved to be significantly effective in contributing to overall service quality and overall customer satisfaction with mobile services (Negi, 2009, p.31-38).

The researcher used this new SERVQUAL model to assess service quality in Don MueangInternational Airport. The researcher believes that customer expectation and service quality are able to be measured along the same dimensions as proposed by (Parasuraman,1988).

Regarding particular operation and to ensure validity of this study, the researcher considers an additional variable; 'security'. The researcher focuses on the security in airport and refers the information from Airport Council International (ACI) which measured and determined ranking of airport service quality (ASQ).

Airports and other organizations take a variety of approaches in categorizing performance indicators. ACI refers to categories of PIs as "Key Performance Areas", which is also the term used by the International Civil Aviation Organization (ICAO). ACI uses the following six Key Performance Areas for the reasons discussed. And an element of them is service quality that has the security in the element (Wyman, 2012).

The researcher therefore adopted the modified SERVQUAL model with six dimensions; tangibles, reliability, responsiveness, assurance, empathy and security. The expectation of service quality was measured with these six dimensions using survey instruments.

Table 2.3 The Six Element of SERVQUAL (particularly designed for this study)

ELEMENTS	DETAILS
Tangibility	physical facilities, equipment, and appearance of personnel
Reliability	ability to perform the promised service dependably and accurately
Responsiveness	willingness to help customers and provide prompt service
Assurance	knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	caring individualized attention the firm provides to its customers
Security	passengers focus on security times as an important aspect of their overall in airport

In conclusion, the new SERVQUAL model is a tool for measuring expectations and satisfaction of passengerstowards service quality. It means that we

are going to measure service quality from the passenger's expectation using the main six dimensions of service quality that customer expectation and service quality can be measured.

2.3 Expectation Theory

Douglas & Connor (2003, p.167) defined expectations as desires or wants of customers because it allowed us to know exactly what service providers offer and this is based on past experience and information received.

Ekinci (2002) presents an argumentthat the term expectation in service quality literature has different meanings to different authors. According to (Tam,2005), being successful in influencing customer satisfaction is essential to understand how customer expectations develop and update even if the term expectation is vague and difficult to interpret in surveys. Another argument presented by Kandampully (2000) states that the management of customer expectations is also an imperative concept in tourism companies for further products and services designed to match and exceed theirexpectations. Additionally, different customers have different expectations (Papers & Roger, 1999).

Service may be the expectation like a customization (Jin, He & Song, 2011). It is also referred to as demands that will take the average person (Hughes, 2006, p. 4; Pine, 1993).

Grönroos (2007) suggests that customer expectations should be focused, revealed, and calibrated in order to improveservice quality in the longterm. He also developed the dynamic model of expectation that point outthat the quality of professional services develops in a customer relationship over time. This model is illustrated in figure (1) which classifies the expectations into three distinguishable types and can be characterized as follows;

a. Fuzzy expectations occur when customers expect a service provider to solve a problem but do not have a clear understanding of what should be done.

b. Explicit expectations, which can be divided into realistic and unrealistic expectations, are clear in customer's minds prior to the service process.

c. Implicit expectations refer to a service's elementsthat are so obvious to customers that they do not consciously think about but take for granted"(Grönroos, 2007, P. 100).

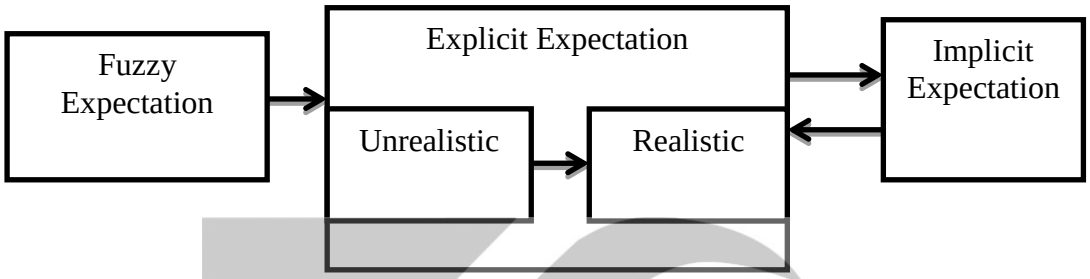

Figure 2.1: A dynamic model of expectations

Source:(Grönroos, 2007)

According to figure 2.1, Grönroos (2007) stated that an explicit service provider should understand fuzzy expectations because theyaffect customer satisfaction about quality.Besides, customers will be disappointed in case the service provider does not fulfill their expectation. "Customers may feel that there is a need for understanding what would fulfill this need or change their current state in general, but they do not have a clear understanding of what would fulfill this need or change in the current situation". Grönroos (2007, p.100) addedthat customers expect something more in addition to be done but they do not know exactly what and how it should be done. The author also pointed outthat it would give the customers opportuny if the service provider could make expectations explicit.

The elements of expectation quality include marketing communications, image, word-of-mouth communications and the needs of the customer. The research about expectations and perception of customer service and the service expectations of viral communication (word-of mouth communication), personal needs and past experience has been studied by Grönroos (1998) and Parasuraman et al. (1985).

According to the study, service quality is perceived to be able to respond to the needs of customer. The following figure shows the differences between expectation and levels of service quality according to perception and expectation of customer.

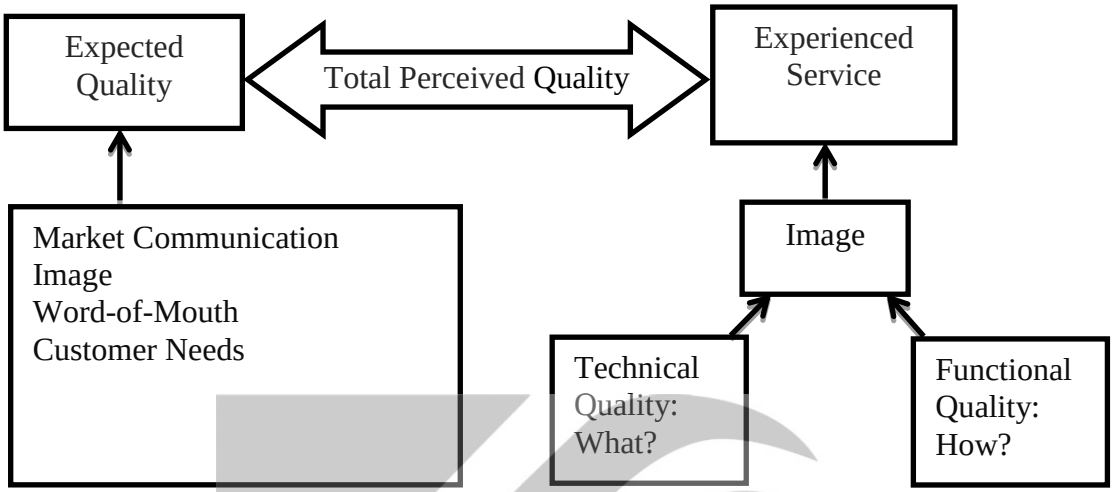

Figure 2.2: Perceived Quality

Source: GrÖnroos, C. (1988)

2.3.1 The components of customer expectation

Customer expectation is associated with the following elements:

- Desired service
- Adequate service
- Predicted service
- Zone of Tolerance (which service between desirable and adequate service) (Christopher, Vandermerwe& Lewis, 1996)

Desirable service is what customers expect to receive or desire to get. The levels of desire are based on individual needs and their trust in the service provider that it will be able to make it anyway, even if the customer wants to get the best service. However, customers will not unreasonably expect because they do not understand that the company is not able to provide the best service at all times. For this reason, it is the customer service level expectations for the level of service is adequate (adequate service) which represents the lowest level of service that customers will accept without feeling upset.

The expectations of this class is made up of elements from the perception of the consumer choice of service providers from other and factors related to the use of the service each time. It is found that if the customer has plenty of choices for receiving services, expectations of customer service is high. Meanwhile, if there is no

choice made available for the customer has in emergency situations, the expectations of customers are likely to go down.

Desirable service levels and service levels are influenced by three factors, namely, the promise of the carrier to the customer as well as the manifest and unclear promise, word of mouth of customers, and the past experience with the customer service. It is found that customers are expected to continue to service providers and undesirable.

In the same industry, but different kinds of the restaurant business, customer expectations of service facilities differ from expectations towards fast foods. For the fast food restaurants, customers will expect to receive the correct order and food served in the correct temperature and a clean environment.

However, customers often expect more than the services provided. They also expect to enjoy a good atmosphere, excellent and attentive service from the staff and so on.

Predicted service is the level of service that customers expect to receive from a provider in the customer service with the capacity of any one service in a service encounter. Services expected directly impact the required level of service desired (adequate service). If the client expects to get good service, expectation of services is highly desirable.

Level of expectations on desirable services would be less, for instance, if customers have to wait in a long line to buy movie tickets for 15 minutes, they will feel that they get a lower level of desirable service. Customers expect to have someone waiting for a good holiday. But we feel like waiting in line to buy movie tickets on weekdays for 10 minutes at a less than desirable level of service. This is because customers assume that less people would come to watch movies on weekdays.

When separating the desired service level from adequate service level, there will be acceptable limits (Zone of Tolerance), which explain that level of service is adequate minimum level of service that customers can accept without resentment. If it is less than this level, the customer will be confused and dissatisfied with the service. If is higher than adequate service level, customers will be delighted and satisfied. If the service is beyond standard, it will create a positive impression on customers.

In conclusion, expectation is vision and attitudes about the needs of customers that expected to be fulfilled. Different people have different expectations due to their individual perception and status. Expectation is in our mind. If it had been a direct response to what was expected, it will bring satisfaction and impression on the service provided.

2.4 Don Mueang International Airport Information

Don Mueang International Airport provides a wide variety of aviation services including regular and irregular domestic flights as well as irregular international flights. As a result of its strategic location, spacious area, and adequate facilities, Don Mueang International Airport have gained a great deal of customer satisfaction.

2.4.1 History

Don Mueang International Airport was formerly namedDonMueang Airport and was changed to Bangkok International Airport later in 1955. On March 13, 2007, the name was changed again to Don Mueang International Airport with DMK as IATA Code following the official opening of Suvarnabhumi Airport on September 28, 2006 with BKK as IATA Code.

Don Mueang International Airport currently provides services regarding General Aviation, State Aircraft, Military Aircraft, Government Aircraft, Pure Technical Landing, and Pure Chartered Flight. Additionally, the airport has also operated point-to-point domestic commercial flight services since March 25, 2007.

Domestic flights at Don Mueang International Airport were moved from Domestic Terminal to Terminal 1 on August 1, 2011 in order to effectively utilize the airport.

With its good location, spacious area and international-standard facilities and services, Don Mueang International Airport can accommodate 60 flights per hour, 16 million domestic passengers per year, and more than 12,490 tons of domestic air cargoes per year.

2.4.2 Vision

Asia's Leading Airport Business

2.4.3Mission Statement

AOT is committed to manage and operate all airports under its care with an exceptional service standard and make sure that every airport is equipped with service oriented personnel and the right technology for each customer group. AOT intends to accomplish this mission without compromising its accountability to all stakeholders including surrounding community, society and environment.

2.4.4 Core Values

"Safety and Service are our Prime Priorities"

1. Safety and Security, Safety and Security are AOT's first priority.
2. Mind of Service: AOT recognizes the importance and meaning of "service" and is willing to serve its clients with "Service in Mind".
3. Team Work: Good teamwork and unity is essential for AOT to continue its growth. AOT goals are what it needs to achieve.
4. Continuous Learning: AOT is eager to learn what is going on in the changing environment, so to strengthen AOT competitiveness intended to improve its knowledge and skills in response to changes.
5. Transparency and Accountability: AOT is fully responsible for its actions which impact its stakeholders including shareholders, customers, business partners, society and the country.

2.4.5Operation Regarding The Safety Management System

Don Mueang International Airport is divided into 4 areas as follows:

1. Safety Objective and Policy

- There is safety policy which conforms to airport safety standards of the country and of AOT.
- Organizational Structure and Responsibility: Director of Don Mueang International Airport is directly responsible for the airport's safety management system. The Airport Standard Department and the Occupational Health Department are responsible for organizing activities related to safety.

2. Safety Hazard Identification and Risk Management in order to search for hazardous conditions which may cause accidents/incidents and use data to assess risks so that prevention measures can be specified.

3. Safety Assurance

- Inspection according to the form in SMS Handbook
- Random inspection of the airside
- Inspection during construction and maintenance in the airport
- Inspection when there are activities in the airside

4. Safety Promotion

- Training
- Campaigns
- Public relations regarding safety

In conclusion, Don Mueang International Airport is the second international airport in Bangkok. In order to support the number of passengers that increases each year and to become a hub that provide integrate aviation service, Don Mueang International Airport takes into account safety and preparedness. The airport has received support from the government in the reopening, that still in world-class standard airport. In the meantime, the passengers remain confident in the service provided. All information in this part, the researcherreferred from Airport of Thailand 2011.

2.5 Related research

The study of Transfer Passengers' Perceptions of Airport Service Quality in Incheon International Airport

The research presented a conceptual model of airport service quality with value, transfer passenger satisfaction, airport image, and transfer passenger behavior. Airport service quality based on the analysis of obtained informationoccurs to have direct and indirect impacts on value, satisfaction, airport image, and passenger behavior. The results from the study also imply a need for the airport to develop transfer passenger-focused services to boost the number of transfer passengers. If quality services are not provided to transfer passengers, it may damage the level of

satisfaction, value perceptions, and the formation of the airport's image and cause negative impact on transfer passenger behavior (Jung, 2011).

This study does not only provide insights into the process of service quality measurement at airports but it also contributes to a broader knowledge base in services quality theory and practice. Based on a study of Fodness and Murray (2007), this article aims to:

- explore the existing practitioners and academic perspectives on airport service quality;
- develop and propose a conceptual model of passengers' expectations of airport service quality from a juxtaposition of services, marketing and operational psychology literature against qualitative research on passengers.
- empirically investigate the model using a sample of 700 frequent airport users;
- discuss the implications of the study results for service quality theory and practice.
- offer implications and a set of recommendations for the measurement and management of service quality at airports.

The study about Passenger Experience in an Airport provides useful information about passengers and airport personnel experiences at the airport and how their experiences are influenced by the overall operation of the system. Additionally, it provides a detailed understanding of passenger/staff experiences and expectations during the security check process, creating a potential forimproving passenger facilitation and flow in future airports (Popovic, Kraal and Kirk, 2009).

This study also explored the airport access mode choices to Hong Kong International Airport (HKIA) and investigated structural relations amongpassengers' personal characteristics, trip characteristics, expectations, perceptions and airport access mode choices. Furthermore, it included the impacts of two latent variables - expectation and perception -of the service attributes of the airport ground access mode choices. Five service attributes includingwalking distance to/from the stations, waiting time, in-vehicle travel time, travel time reliability, and travel cost, are listed in the thisstudy as the indicators of the latent variables. It is found outthat personal and trip characteristics including gender, age, education level, flight length, and travel

cost all negatively influencethe use of public transport modes for airport ground access. In addition, visitorstraveling for business or visiting the HKIA less frequently tend tohave a lower tendency to choose public transport as their airport ground access mode choice. The model results suggest that visitors and business passengers are potential users of the airport's car park thus it suggests that the Airport Authority Hong Kong (AAHK) should put more effort into luringthese groups of people to access the airport by private car (Tam, 2005).

CHAPTER 3
RESEARCH METHODOLOGY

The purpose of this chapter is to describe the methodology used to achieve the research objective of the study. This section discusses the following topics:

3.1 Research design

3.2 Population and sample selection

3.3 Demographic information

3.4 Research instruments

3.5 Instrument pretest

3.6 Data collection procedure

3.7Data Analysis

The study attempted to investigate important factors in service provided that influence expectations of visitors from many countries, and to indentify the airport standards associated with airport ranking.

3.1 Research Design

The study is considered to be both qualitative and quantitative research. By using qualitative interview method with the Airport of Thailand Public Company Limited (AOT), Airport Director will prepare the service strategy to support insight into visitor's expectation of AOT implementation. The quantitativeresearch was initiated by survey method.

3.2Population and Sample Selection

Population

The population of this study was composed of visitors who arriving or departing DonMueang International Airport**.** According to the statistics in AOT's annual report 2013, there were 15,562,753 internal visitors in the airport, of which 10,503,375 were domestic visitors and another 5,059,378 were international visitors. The survey was carried out over a four-week period at the airport with all the target population. Distribution of questionnaires was carried out on weekdays and weekends

from 9A.M. to 1P.M. and 3P.M. to 7P.M.. In order to get a good response, the visitors were approached and informed about the purpose of the survey and asked if they wish to participate before they were given the questionnaire.

Sampling

The sample size for visitors was calculated using Yamane's formulation (Yamane, 1976).

$$n = \frac{N}{1 + N e^2}$$

Where, n = the sample size

N = the size of population

e = the error of 5 percentage points

So, the sample size shows as follows:

$$n = \frac{15{,}562{,}753}{1+15{,}562{,}753(0.05)^2}$$

$$n = 399.989$$

From Yamane formula of sample size (1976) with an error 5% and with a confidence coefficient of 95%, the calculation from a population of 400 previous population approximations came up with the proportion of 2 different types of routes: (Don Mueang International Airport **(**Domestic route 270 persons and International route 130 persons**)**. Thus, the researcher got a total of 400 questionnaires.

3.3 Demographic Information

The sample used in this study will be the visitor who uses facility services in the airport. The study group will be comprised of 400 people. The demographics were separated in the following six elements:

1. Gender
   - Male
   - Female

2. Age
   - 25 or less
   - 26-36
   - 37-48
   - 49-60
   - Over 60
3. Education
   - High School or less
   - Diploma's Degree
   - Bachelor's Degree
   - Master's Degree or higher
4. Occupation
   - Student
   - Government Officer
   - State Enterprise Employee
   - Private Officer
   - Business Owner
   - Househusband and Housewife
   - Other……..
5. Monthly Income
   - 15,000 Bath or less
   - 15,001 – 35,000
   - 35,001 – 60,000
   - 60,001 – 80,000
   - 80,001 – 120,000
   - Over 120,000 Bath
6. Frequency of using airport service in last 12 Months
   - Less than 3
   - 3-6
   - 7-10
   - More than 10

Previously, some research determined the questions on demographic information survey, including age, gender, education, occupation, nationality, purpose of travel and monthly income (Widarsyah 2013, Gilberta and Wong 2002). Later on, other research added more interesting questions. As for the frequency of travelling (FarahaniandTörmä 2010), the researcher has adapted it to the frequency of using airport service as it is suitable for this research.

In conclusion, the researcher focused on the demographic information that has to support real customers in airport. The researcher also chose the aforementioned six elements for the survey.

3.4 Research Instruments

The researcher uses the quantitative questionnaire as an instrument for this paper in order to collect all the data from visitors (respondents). The questions are related to theories and concepts of this subject, and divided into four parts:

Part 1 Questionnaire about population, demographic characteristics of people visiting Don Mueang International Airport in two different routes. The questions about demographic include gender (nominal scale), age (ordinal scale), education (nominal scale), occupation (ordinal scale), monthly income (ordinal scale) and frequency of using airport (ordinal scale), which are closed-ended questions.

Part 2 Questionnaire about new SERVQUAL used to measure the service quality in Don Mueang International Airport, which include tangible, reliability, responsiveness, assurance, empathy and security. They are closed-ended questions inLikert-type scale, analyzing the data by using the Summated Rating Scale (Ratcide Likert created) or Likert scale; this theory is related with the data measurement. The answers provided enable the researcher to analyze the quality of services provided in the airport. The respondents were asked to choose the best possible answer among all options presented; five levels of agreement are determined to show the average satisfaction and attitude of visitors.

Point level of agreement

5 = Very high

4 = High

3 = Neutral

2 = Low

1 = Very Low

The average rate of point level is divided into 5 levels;

Average 4.50 U 5.00; Very high

Average 3.50 U 4.49; High

Average 2.50 U 3.49; Neutral

Average 1.50 U 2.49; Low

Average 1.00 U 1.49; Very Low

Part 3 Questionnaire about the expectation of visitors, including the innovation of facilities, the sufficiency of facilities and the convenience of using facilities.

They are closed-ended questions inLikert-type scale, analyzing the data by the Summated Rating Scale (Ratcide Likert created) or Likert scale; this theory is related with the data measurement that all around the period of expectation. The answers provided enable the researcher to analyze the expectation of visitors. The respondents were asked to choose the best possible among all options presented; five levels of agreement are determined to show the average satisfaction and attitude of visitors.

Point level of agreement

5 = Very high

4 = High

3 = Neutral

2 = Low

1 = Very Low

The average rate of point level is divided into 5 levels;

Average 4.50 U 5.00; Very high

Average 3.50 U 4.49; High

Average 2.50 U 3.49; Neutral

Average 1.50 U 2.49; Low

Average 1.00 U 1.49; Very Low

Part 4 Questionnaire aboutother opinions and suggestions for Don Mueang International Airport.

The researcher also used a qualitative interview method as an instrument for this paper in order to collect all the data from the Director of Airports of Thailand (respondents). The questions are related to theories and concepts of this subject.

Part 1 Interviewwith Director of Airports of Thailand in Don Mueang International Airport, which include determine and develop business strategy to support the expectation of visitors, raise and maintain the standard for service quality management on a sustainable basis, improve the capability of personnel and public services in order to attract more visitors and be able to efficiently service the upcoming AEC, and improve services provided such as facilities in terminal that are in line with both national and international standards. This theory is related with the data measurement that all around the period Director of Airports of Thailand in Don Mueang International Airport, and related with the response from questionnaire when analyze and conclude. The answers provided enable the researcher to analyze the potential of development and the vision of administration in the airport.

3.5 Instrument Pretest

The survey instrument was revised, and to strengthen its validity, the questionnaire was distributed to 30 graduate students in the Department of Hospitality Industry at Rangsit University. Based on the feedback received from the pretested sources, the questionnaire was modified. Then, the questionnaire was tested through convenience samples consisting of tourists (n=30) in Don Mueang International Airport. The main purpose of the pretest was to validate the questions of the study.

3.6 Data Collection Procedures

The researcher will collect the data of questionnaire as follows:

1. Primary data–Data was collected from questionnaire about the potential of Don MueangInternational Airport. As for the factors affecting visitor's expectation towards facility in the airport, purposive sampling was done to 400 outgoing including 270 for domestic routes and 130 for international routes as the sample group of visitor in terminal areas as designed. Respondents were purposively sampled while they were travelling during May and June 2014. The purpose of the research was explained before asking a respondent to fill up the questionnaire.

2. Secondary data – Data was collected after finishing the questionnaire. There was the verification of a validity of each questionnaire after data collection. After that, data was encoded for analysis.

3.7 DataAnalysis

This research uses data that were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS, version statistics.17, 2013). Data was analyzed by using statistical analyses such as t-test for independent samples, Analysis of Variance (One-Way ANOVA), and correlation analysis were used according to the respective objectives of the study.

Hypothesis 1: Visitors of different ages, genders, education background, occupations, monthly income, and frequency of using airport service have different expectation of services provided. This hypothesis will be tested by using the statistical analysis to analyze t-test for independent samples in order to assess whether the means of two groups are statistically different from each other. The formulation is given by (Dr. Stone&Ellis, 2006).

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{{s_1}^2}{n_1} + \frac{{s_2}^2}{n_2}}}$$

Then the researcher will use statistical analysis to analyze F- test (Independent sample – F- test). It will be analyzed in One-Way ANOVA (One-Way Analysis of variance) to compare the mean of more than two sampling groups in order to test the hypothesis of age, education, occupation, monthly income and frequency of using airport service in last 12 months.The formulation is given by (Dr. Stone&
Ellis, 2006).

$$F^0 = \frac{(SSR_R - SSR_{UR})/q}{SSR_{UR}/(n-k-1)} \sim F_{q,n-k-1}$$

$$OR$$

$$F^0 = \frac{(R^2_{UR} - R^2_R)/q}{(1-R^2_{UR})/(n-k-1)} \sim F_{q,n-k-1}$$

Hypothesis 2: New SERVQUAL (tangible, reliability, responsiveness, assurance, empathy and security) is related to the analysisof the quality of services provided. To test the hypothesis, the researcher will find the simple correlation statistics by using correlation analysis of two variables which are independent from each other. Each expectation of different Servqual affects to differ in expectation of service provided.

CHAPTER 4
RESEARCH FINDINGS

This chapter presents the findings from descriptive analysis of respondents' demographic data and visitors' expectation. The hypothesis test results are also presented as follows.

4.1 Hypotheses Finding

Personal Data of Respondents

Personal data of the respondents obtained from questionnaires was analyzed and presented in the following tables.

Table 4.1 Visitors' Personal Data Classified by Gender

Gender	Frequency	Percent
Male	191	47.8
Female	209	52.3
Total	400	100.0

Findings from Table 4.1 revealed that the majority of respondents were female (52.3 %), followed by male (47.8%).

Table 4.2 Visitors' Personal Data Classified by Age

Age	Frequency	Percent
25or less	31	7.8
26-36years	189	47.3
37-48years	123	30.8
49-60 years	47	11.8
Over 60	10	2.5
Total	400	100.0

Findings from Table 4.2 revealed that most of respondents belong to the age group between 26-36 years (47.3 %), followed by 37-48 years (30.8 %), 49-60 years (11.8%), 25 or less (7.8%) and 60 years or more (2.5%), respectively.

Table 4.3 Visitors' Personal Data Classified by Education

Education	Frequency	Percent
High School or less	17	4.3
Diploma's Degree	14	3.5
Bachelor's Degree	217	54.3
Master's Degree or Higher	152	38
Total	400	100.0

Findings from Table 4.3 revealed that the majority of respondents have a Bachelor's Degree (54.3 %), followed by a Master's Degree or Higher (38.0%), High School or less, (4.3%) and Diploma's Degree (3.5%), respectively.

Table 4.4 Visitors' Personal Data Classified by Occupation

Occupation	Frequency	Percent
Student	24	6
Government Office	41	10.3
State Enterprise Employee	69	17.3
Private Officer	194	48.5
Business Owner	55	13.8
Househusband and Housewife	8	2
Other	9	2.3
Total	400	100.0

Findings from Table 4.4 revealed that most of the respondents were private officer (48.5%), followed by state enterprise employee (17.3%), business owner (13.8%), government office (10.3%), student (6.0%), other (2.3%) and househusband and housewife (2.0%), respectively.

Table 4.5 Visitors' Personal Data Classified by Monthly Income

Monthly Income	Frequency	Percent
15,000 Bath or less	36	9
15,001 – 35,000	155	38.8
35,001 – 60,000	92	23
60,001 – 80,000	37	9.3
80,001 – 120,000	54	13.5
Over 120,000 Bath	26	6.5
Total	400	100.00

Findings from Table 4.5 revealed that most of the respondents received a monthly income of 15,001 – 35,000 baht (38.8 %), followed by 35,001 – 60,000 baht (23%), 80,001 – 120,000 baht (13.5%), 60,001 – 80,000 (9.3%), 15,000 bath or less (9%) and over 120,000 bath (6.5%) respectively.

Table 4.6 Visitors' Personal Data Classified by Frequency of using airport service in last 12 Months

Time	Frequency	Percent
Less than 3	69	17.3
3-6	181	45.3
7-10	127	31.8
More than10	23	5.8
Total	400	100.00

Findings from Table 4.6 revealed that the vast majority of respondents reported using airport service 3–6 times (45.3 %) in the last 12 months, followed by 7–10 times (31.8%), less than 3 times (17.3%) and more than 10 times (5.8%), respectively.

It could be concluded that the majority of respondents were female aged26-36 and hold a bachelor's degree. Most of them were private officer with a monthly income of 15,001 – 35,000 baht and used airport service 3-6 times in the last 12 months.

4.2 Other Findings

The expectation and actual perception of service quality of facilities

Interpretation of measurement result to measure level of variable according to the five levels following Likert's scale is shown in the following table.

Six dimension factors, namely tangible, reliability, responsiveness, assurance, empathy and security were taken into account for testing relationship between expectation and actual perception of visitor toward service quality of facilities in Don Mueang International Airport. The results from descriptive statistic analysis are summarized and shown in the following tables.

Table 4.7 The expectation toward tangible facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The Airport has modern equipment.	3.93	0.95	Agree
The Airport is visually appealing facilities.	3.76	0.96	Agree
The physical environment is clean.	4.03	0.99	Agree
Materials associated with the service are visually	3.83	0.89	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.7 revealed that visitor's expectation towards tangible facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The Airport has modern equipment is at agree level ($\bar{x}$ = 3.93, SD. =0.95).

2) The Airport is visually appealing facilities is at agree level ($\bar{x}$ == 3.76, SD.=0.96).

3) The physical environment is clean is at agree level ($\bar{x}$ = 4.03, SD.=0.99).

4) Materials associated with the service are visually appealing ($\bar{x}$ = 3.83, SD.=0.89).

Table 4.8 The actual perception of tangible facilities

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The Airport has modern equipment	3.55	0.90	Agree
The Airport is visually appealing facilities	3.32	0.90	Neutral
The physical environment is clean	3.42	0.95	Neutral
Materials associated with the service are visually	3.50	0.92	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.8 revealed that visitor's actual perception of tangible facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The Airport has modern equipment is at agree level ($\bar{x}$ = 3.55, SD.=0.90).

2) The Airport is visually appealing facilities is at neutral level ($\bar{x}$ =3.32, SD.=0.90).

3) The physical environment is clean is at neutral level ($\bar{x}$ = 3.42, SD.=0.89).

4) Materials associated with the service are visually appealing ($\bar{x}$ = 3.50, SD.=0.89).

Table 4.9 The expectation towards the reliability of facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	result
The airport performs the service right the first time	3.97	0.98	Agree
The airport provides services at the promised time	3.77	0.98	Agree
The airport keeps visitor informed about when services	3.87	0.93	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.9 revealed that visitor's expectation towards the reliability of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The airport performs the service right the first time is at agree level ($\bar{x}$ = 3.97, SD.=0.98).

2) The airport provides services at the promised time is at agree level ($\bar{x}$ = 3.77, SD.=0.98).

3) The airport keeps visitor informed about when services will be performed is at agree level ($\bar{x}$ = 3.87, SD.=0.93).

Table 4.10 The actual perception of the reliability of facilities

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The airport performs the service right the first time	3.74	0.96	Agree
The airport provides services at the promised time	3.37	1.03	Neutral
The airport keeps visitor informed about when services	3.54	0.89	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.10 revealed that visitor's actual perception of the reliability of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The airport performs the service right the first time is at agree level ($\bar{x}$ = 3.74, SD.=0.96).

2) The airport provides services at the promised time is at neutral level ($\bar{x}$ =3.37,SD.=1.03).

3) The airport keeps visitor informed about when services will be performed is at agree level ($\bar{x}$ = 3.54, SD.=0.89).

Table 4.11 The expectation towards responsiveness of facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The facilities provide prompt service to visitors.	3.94	0.92	Agree
The facilities are always ready to provide service in a	3.81	0.91	Agree
The airport provides the ease of using facilities service	3.97	0.94	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.11 revealed that visitor's expectation towards responsiveness of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities provide prompt service to visitors is at agree level ($\bar{x}$ = 3.94, SD.=0.92).

2) The facilities are always ready to provide service in a timely manner is at agree level ($\bar{x}$ =3.81, SD.=0.91).

3) The airport provides the ease of using facilities service (can be accessible at any time) is at agree level ($\bar{x}$ = 3.97, SD.=0.94).

Table 4.12 The actual perception of responsiveness of facilities

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The facilities provide prompt service to visitors.	3.69	1.03	Agree
The facilities are always ready to provide service in a	3.55	0.87	Agree
The airport provides the ease of using facilities service	3.74	0.94	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.12 revealed that visitor's actual perception of responsiveness of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities provide prompt service to visitors is at agree level ($\bar{x}$ = 3.69, SD.=1.03).

2) The facilities are always ready to provide service in a timely manner is at agree level ($\bar{x}$ =3.55, SD.=0.87).

3) The airport provides the ease of using facilities service (can be accessible at any time) is at agree level ($\bar{x}$ = 3.74, SD.=0.94).

Table 4.13 The expectation towards assurance of facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The facilities make visitors feel safe in their transactions.	4.06	0.94	Agree
The believability of the facility's equipment	3.92	0.97	Agree
Right facilities are provided to the right service.	3.99	0.98	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.13 revealed that visitor's expectation towards responsiveness of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities make visitors feel safe in their transactions is at agree level ($\bar{x}$ = 4.06, SD.=0.94).

2) The believability of the facility's equipment is at agree level ($\bar{x}$ =3.92, SD.=0.97).

3) Right facilities are provided to the right service is at agree level ($\bar{x}$ = 3.74, SD.=0.94).

Table 4.14 The actual perception of assurance facility

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The facilities make visitors feel safe in their transactions.	3.79	0.94	Agree
The believability of the facility's equipment	3.70	0.87	Agree
Right facilities are provided to the right service.	3.74	0.90	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.14 revealed that visitor's actual perception of responsiveness of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities make visitors feel safe in their transactions is at agree level ($\bar{x}$ 3.79, SD.=0.94).

2) The believability of the facility's equipment is at agree level ($\bar{x}$ =3.70, SD.=0.87).

3) Right facilities are provided to the right service is at agree level ($\bar{x}$ = 3.74, SD.=0.90).

Table 4.15 The expectation towards empathy of facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The airport offers convenient operating hours.	3.82	0.92	Agree
The airport gives individual attention to each visitor.	3.87	0.89	Agree
The facilities are able to provide the best service possible.	3.97	0.88	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.15 revealed that visitor's expectation towards empathy of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The airport offers convenient operating hours is at agree level ($\bar{x}$ = 3.82, SD.=0.92).

2) The airport gives individual attention to each visitor is at agree level ($\bar{x}$ =3.87, SD.=0.89).

3) The facilities are able to provide the best service possible is at agree level ($\bar{x}$ = 3.97, SD.=0.88).

Table 4.16 The actual perception of empathy of facilities

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The airport offers convenient operating hours.	3.54	0.90	Agree
The airport gives individual attention to each visitor.	3.66	0.84	Agree
The facilities are able to provide the best service possible.	3.65	0.86	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.16 revealed that visitor's actual perception of empathy of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The airport offers convenient operating hours is at agree level ($\bar{x}$ =3.54, SD.=0.90).

2) The airport gives individual attention to each visitor is at agree level ($\bar{x}$ =3.66, SD.=0.84).

3) The facilities are able to provide the best service possible is at agree level ($\bar{x}$ = 3.65, SD.=0.86).

Table 4.17 The expectation towards security of facilities

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The facilities are safe to use.	4.12	0.91	Agree
The facilities and other information provided for the visitors	4.05	0.95	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.17 revealed that visitor's expectation towards security of facilityin Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities are safe to use is at agree level ($\bar{x}$ = 4.12, SD.=0.91).

2) The facilities and other information provided for the visitors are held securely is at agree level ($\bar{x}$ =4.05, SD.=0.95).

Table 4.18 The actual perception ofsecurity of facilities

Item	Degree of Actual		
	$\bar{x}$	S.D	Result
The facilities are safe to use.	3.86	0.95	Agree
The facilities and other information provided	3.80	0.87	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals

neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.18 revealed that visitor's actual perception of security of facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The facilities are safe to use is at agree level ($\bar{x}$ = 3.86, SD.=0.95).

2) The facilities and other information provided for the visitors are held securely is at agree level ($\bar{x}$ =3.80, SD.=0.87).

It could be concluded that the expectation towards tangible facilities is mostly focused on clean physical environment ($\bar{x}$ = 4.03). Meanwhile, actual perception is mostly focused on modern equipment provided by the airport ($\bar{x}$ = 3.55). As for the reliability of facilities, what is mostly expected is that the airport performs the service right the first time ($\bar{x}$ = 3.97) while actual perception mostly expects the airport to perform the service right the first time ($\bar{x}$ = 3.74). In terms of the responsiveness of facilities, it is mostly expected that the airport will provide the ease of using facilities service (accessible at any time) ($\bar{x}$ = 3.97). Meanwhile, the actual perception is mostly focused on the ease of using facilities service provided (can be accessible at any time) ($\bar{x}$ = 3.74).

As for assurance of facility including expectation, it is mostly expected that the facilities make visitors feel safe in their transactions ($\bar{x}$ = 4.06) and so is the actual perception ($\bar{x}$ =3.79). When it comes to the empathy of facilities including expectation, it is mostly expected that the facilities are able to provide the best service possible ($\bar{x}$ = 3.97) Meanwhile, actual perception is mostly focused onthe airport gives individual attention to each visitor. ($\bar{x}$ = 3.66). Last but not least, the security of facilities including expectation, it is mostly expected that the facilities are safe to use ($\bar{x}$ = 4.12) and so is the actual perception ($\bar{x}$ = 3.86).

4.3 Research Findings

The visitor's expectation towards service quality of facilities

Table 4.19 The expectation of visitors

Item	Degree of Expectation		
	$\bar{x}$	S.D	Result
The innovation of facilities	4.00	0.95	Agree
The sufficiency of facilities	3.89	0.94	Agree
The convenience of using facilities	4.02	0.96	Agree

The interpretation of measurement result is 4.50 – 5.00 which equals strongly agree or very high while 3.50 – 4.49 equals agree or high, 2.50 – 3.49 equals neutral or fair, 1.50 – 2.49 equals disagree or low, and 1.00 – 1.49 equals strongly disagree or very low.

Findings from table 4.19 revealed that visitor's expectation towards facilities in Don Mueang International Airport could be illustrated respectively as follows:

1) The innovation of facilities is at agree level ($\bar{x}$ = 4.00, SD.=0.95).

2) The sufficiency of facilities is at agree level ($\bar{x}$ =3.89, SD.=0.94).

3) The convenience of using facilities is agree level ($\bar{x}$ = 4.02, SD.=0.96).

It could be concluded that the expectation of respondents was the convenience of using facilities.

4.4 Results of the Hypotheses

Test Hypotheses

This study applied T-test, One-way ANOVA and Correlations to test the hypotheses by testing the relationships between visitor's demographics and service quality of facilities that influence visitor' expectation towards airport service.

The results from T-test and One-way ANOVA test employed to test the relationships between demographic backgrounds of the visitors to Don Mueang International Airport are stated in Table 4.20 to Table 4.25.

Table 4.20 The relationship between gender and expectation towards facilities provided in Don Mueang International Airport

Items		x̄	Std. Deviation	
Gender	Male	3.729	0.746	T = -1.746
	Female	3.849	0.630	Sig = 0.8

Findings from Table 4.20 illustrated that the results accepted the Hypothesis 1 which stated that visitors of different genders have difference in expectation towards facilities provided.

Table 4.21 The relationship between gender and expectation towards facilities provided in Don Mueang International Airport

Items		x̄	SD	
Age	25 or less	4.230	0.405	
	26-36 years	3.928	0.481	**F = 12.824**
	37-48 years	3.671	0.639	**Sig = .000**
	49-60 years	3.369	1.074	
	Over 60 years	3.325	1.362	
	Total	3.792	0.690	

Findings from Table 4.21 illustrated that the results rejected the Hypothesis 1 which stated that visitors of different ages do not have different expectation towards facilities provided.

Table 4.22 The relationship between education and expectation towards facilities provided in Don Mueang International Airport

	Items	x̄	SD	
Education	High school or less	4.284	0.345	**F = 18.075** **Sig = .000**
	Diploma's Degree	4.037	0.469	
	Bachelor's Degree	3.942	0.427	
	Master's Degree or higher	3.499	0.902	
	Total	3.792	0.690	

Findings from Table 4.22 illustrated that the results rejected the Hypothesis 1 which stated that visitors with different levels of education have no difference in expectation towards facilities provided

Table 4.23 The relationship between occupation and expectation towards facilities provided in Don Mueang International Airport

	Items	x̄	SD	
Occupation	Government Officer	4.227	0.508	**F = 7.956** **Sig = .000**
	State Enterprise Employee	3.418	0.896	
	Business Owner	3.699	0.645	
	Private Office	3.5916	0.547	
	Student	4.476	0.901	
	Other……..	4.125	0.293	
	House Husband and House Wife	4.001	0.310	
	Total	3.792	0.690	

Findings from Table 4.23 illustrated that the results rejected the Hypothesis 1 which stated that visitors with different occupations have no difference in expectation towards facilities provided.

Table 4.24 The relationship between monthly income and expectation towards facilities provided in Don Mueang International Airport

	Items		x̄	SD	
Monthly Income	15,000 Baht or less		4.233	0.449	**F = 16.621 Sig = .000**
	15,001- 35,000 Baht		3.940	0.392	
	35,001 – 60,000 Baht		3.864	0.459	
	60,001 –80,00 Baht		3.677	0.864	
	80,001 –120,000 Baht		3.324	0.945	
	Over 120,000 Baht		3.175	1.143	
		Total	3.792	0.690	

Findings from Table 4.24 illustrated that the results rejected the Hypothesis 1 which stated that visitors with different monthly income have no difference in expectation towards facilities provided.

Table 4.25 The relationship between monthly income and expectation towards facilities provided in Don Mueang International Airport

	Items		x̄	SD	
Frequency of using airport service in the last 12 months	Less than 3 times		4.052	0.592	**F = 19.754 Sig = .000**
	3-6 times		3.955	0.382	
	7-10 times		3.462	0.876	
	More than10 times		3.543	0.913	
		Total	3.792	0.690	

Findings from Table 4.25 illustrated that the results rejected the Hypothesis 1 which stated that visitors with different frequency of using airport service in the last 12 months have no difference in expectation towards facilities provided.

The results from correlation which tested the relationships between service quality and the visitors' expectation towards facilities were stated in Table 4.26 to Table 4.37

Table 4.26 The relationships amongthe expectation toward service quality of tangible facilities factor and the innovation of facilities, the sufficiency of facilities and the convenience of using facilities

	d1	d2	d3	tan1	tan 2	tan 3	tan 4
d1	1						
d2	0.623	1					
d3	0.651	0.674	1				
tan 1	0.613	0.466	0.496	1			
tan 2	0.545	0.476	0.472	0.751	1		
tan 3	0.521	0.577	0.615	0.672	0.710	1	
tan 4	0.563	0.539	0.555	0.674	0.719	0.729	1

1. The airport has modern equipment.

Findings from Table 4.26 stated that

1. There was a positive correlation between visitors' expectation towards the airport has modern equipment, and visitors'' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport has modern equipment, and visitors'' expectation towards the sufficiency of sacilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport has modern equipment, and visitors'' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of tangible facilities factor and visitors'' expectation towards facilities service, followed by the innovation of facilities (0.613), the sufficiency of facilities (0.466), and the convenience of using facilities (0.496) respectively.

2. The airport is visually appealing facilities.

Findings from Table 4.26 stated that

1. There was a positive correlation between visitors' expectation towards the airport is visually appealing facilities, and visitors'' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport is visually appealing facilities, and visitors'' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport is visually appealing facilities, and visitors'' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of tangible facilities factor and visitors'' expectation towards facilities service, followed by the innovation of facilities (0.545), the sufficiency of facilities (0.476), and the convenience of using facilities (0.472), respectively.

3. The physical environment is clean.

Findings from Table 4.26 stated that

1. There was a positive correlation between visitors' expectation towards the physical environment is clean, and visitors'' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the physical environment is clean, and visitors'' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the physical environment is clean, and visitors'' expectation towards the convenient of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of tangible facilities factor and visitors'' expectation towards facilities service, followed the innovation of facilities (0.521), the sufficiency of facilities (0.577), and the convenience of using facilities (0.615), respectively.

4. Materials associated with the service are visually appealing.

Findings from Table 4.26 stated that

1. There was a positive correlation between visitors' expectation towards materials associated with the service are visually appealing, and visitors'' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards materials associated with the service are visually appealing, and visitors'' expectation on the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards materials associated with the service are visually appealing, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of tangible facilities factor and visitors'' expectation towards facilities service, followed by the innovation of facilities (0.563), the sufficiency of facilities (0.539), and the convenience of using facilities (0.555), respectively.

Table 4.27 The relationships betweenthe actual perceptions of service quality of Tangible facilities factor and the innovation of facilities, the sufficiency of facilities and the convenience of using facilities

	d1	d2	d3	tan1	tan 2	tan 3	tan 4
d1	1						
d2	0.623	1					
d3	0.651	0.674	1				
tan 1	0.346	0.495	0.475	1			
tan 2	0.385	0.457	0.436	0.683	1		
tan 3	0.458	0.506	0.414	0.556	0.538	1	
tan4	0.563	0.539	0.555	0.674	0.719	0.729	1

1. The airport has modern equipment.

Findings from Table 4.27 stated that

1. There was a positive correlation between visitors' actual perception towards the airport has modern equipment and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airport has modern equipment and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport has modern equipment and visitors' expectation of the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of tangible facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.346), the sufficiency of facilities (0.49), and the convenience of using facilities (0.475), respectively.

2. The airport is visually appealing facilities.

Findings from Table 4.27 stated that

1. There was a positive correlation between visitors' actual perception towards the airport is visually appealing facilities and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airport is visually appealing facilities and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport is visually appealing facilities, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a

significant relationship between the actual perception of service quality of tangible facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.385), the sufficiency of facilities (0.457), and the convenience of using facilities (0.436), respectively.

3. The physical environment is clean.

Findings from Table 4.27 stated that

1. There was a positive correlation between visitors' actual perception towards the physical environment is clean, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the physical environment is clean, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the physical environment is clean, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of tangible facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.458), the sufficiency of facilities (0.506), and the convenience of using facilities (0.414), respectively.

4. Materials associated with the service are visually appealing.

Findings from Table 4.27 stated that

1. There was a positive correlation between visitors' actual perception of s materials associated with the service are visually appealing, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception of materials associated with the service are visually appealing, and visitors' expectation towards the sufficiency of Facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual

perception of materials associated with the service are visually appealing, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of tangible facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.563), the sufficiency of facilities (0.539), and the convenience of using facilities (0.555), respectively.

Table 4.28 The relationships betweenthe expectation towards service quality ofReliability facilities Factor and The Innovation of Facilities, The Sufficiency ofFacilities and The Convenience of using facilities

	d1	d2	d3	rel1	rel2	rel3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
rel1	0.572	0.485	0.591	1		
rel2	0.542	0.400	0.478	0.707	1	
rel3	0.603	0.523	0.597	0.727	0.779	1

1.The airport performs the service right the first time

Findings from Table 4.28 stated that

1. There was a positive correlation between visitors' expectation towards the airport performs the service right the first time, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport performs the service right the first time, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport performs the service right the first time, and visitors' expectation towards the convenient of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a

significant relationship between the expectation towards service quality of reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.572), the sufficiency of facilities (0.485), and the convenience of using facilities (0.591), respectively.

2. The airport provides services at the promised time

Findings from Table 4.28 stated that

1. There was a positive correlation between visitors' expectation towards the airport provides services at the promised time, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport provides services at the promised time, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport provides services at the promised time, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.542), the sufficiency of facilities (0.400), and the convenience of using facilities (0.478), respectively.

3.The airport keeps visitors informed about when services will be performed

Findings from Table 4.28 stated that

1. There was a positive correlation between visitors' expectation towards the airport keeps visitors informed about when services will be performed, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport keeps visitors informed about when services will be performed,

and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport keeps visitors informed about when services will be performed, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.603), the sufficiency of facilities (0.523), and the convenience of using facilities (0.597), respectively.

Table 4.29 The relationships betweenthe actual perception of service quality of Reliability facilities Factor and The Innovation of Facilities, The Sufficiency ofFacilities and The Convenience of using facilities

	d1	d2	d3	rel1	rel2	rel3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
rel1	0.445	0.548	0.492	1		
rel2	0.423	0.400	0.358	0.366	1	
rel3	0.488	0.550	0.493	0.666	0.543	1

1.The airport performs the service right the first time

Findings from Table 4.29 stated that

1. There was a positive correlation between visitors' actual perception towards the airport performs the service right the first time, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airport performs the service right the first time, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport performs the service right the first time, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.445), the sufficiency of facilities (0.548), and the convenience of using facilities (0.492), respectively.

2.The airport provides services at the promised time

Findings from Table 4.29 stated that

1. There was a positive correlation between visitors' actual perception towards the airport provides service at the promised time, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airport provides services at the promised time, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport provides services at the promised time, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.423), the sufficiency of facilities (0.400), and the convenience of using facilities (0.358), respectively.

3.The airport keeps visitors informed about when services will be performed

Findings from Table 4.29 stated that

1. There was a positive correlation between visitors' actual perception towards the airport keeps visitors informed about when services will be performed,

and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airports keeps visitors informed about when services will be performed, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport keeps visitors informed about when services will be performed, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level..

The results, therefore, accepted null Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of Reliability facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.488), the sufficiency of facilities (0.550), and the convenience of using facilities (0.493), respectively.

Table 4.30 The relationships betweenthe expectations towards service quality of Responsiveness facilities Factor and The Innovation of Facilities, The Sufficiency ofFacilities and The Convenience of using facilities

	d1	d2	d3	res1	res2	res3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
res1	0.642	0.552	0.640	1		
res2	0.575	0.543	0.610	0.734	1	
res3	0.604	0.593	0.651	0.742	0.744	1

1.The facilities provides prompt service to visitors

Findings from Table 4.30 stated that

1. There was a positive correlation between visitors' expectation towards the facilities provides prompt service to visitors, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities provides prompt service to visitors, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities provides prompt service to visitors, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.642), the sufficiency of facilities (0.552), and the convenience of using facilities (0.640), respectively.

2.The facilities are always ready to provide service in a timely manner

Findings from Table 4.30 stated that

1. There was a positive correlation between visitors' expectation towards the facilities are always ready to provide service in a timely manner, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities are always ready to provide service in a timely manner, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities are always ready to provide service in a timely manner, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.575), the sufficiency of facilities (0.543), and the convenience of using facilities (0.610), respectively.

3.The airport provides the ease of using facilities service (can be accessible at any time)

Findings from Table 4.30 stated that

1. There was a positive correlation between visitors' expectation towards the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.604), the sufficiency of facilities (0.593), and the convenience of using facilities (0.651), respectively.

Table 4.31 The Relationships between the actual perception of service quality of Responsiveness facilities Factor and The Innovation of Facilities, The Sufficiency ofFacilities and The Convenience of using facilities

	d1	d2	d3	res1	res2	res3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
res1	0.476	0.583	0.550	1		
res2	0.514	0.558	0.540	0.637	1	
res3	0.503	0.559	0.503	0.672	0.601	1

1.The facilities provide prompt service to visitors

Findings from Table 4.31 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities provide prompt service to visitors, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities provide prompt service to visitors, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities provide prompt service to visitors, and visitors' expectation towards the convenient of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.476), the sufficiency of facilities (0.583), and the convenience of using facilities (0.550), respectively.

2.The facilities are always ready to provide service in a timely manner

Findings from Table 4.31 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities are always ready to provide service in a timely manner, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities are always ready to provide service in a timely manner, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities are always ready to provide service in a timely

manner, and visitors' expectation towards the convenient of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.514), the sufficiency of facilities (0.558), and the convenience of using facilities (0.540), respectively.

3.The airport provides the ease of using facilities service (can be accessible at any time)

Findings from Table 4.31 stated that

1. There was a positive correlation between visitors' actual perception towards the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception of the statement that the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation on the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport provides the ease of using facilities service (can be accessible at any time), and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of responsiveness facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.503), the sufficiency of facilities (0.559), and the convenience of using facilities (0.503), respectively.

Table 4.32 The Relationships betweenthe expectation towards service quality of Assurance facilities Factor and The Innovation of Facilities, The Sufficiency ofFacilities and The Convenience of using facilities

	d1	d2	d3	ass1	ass2	ass3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
ass1	0.573	0.555	0.593	1		
ass2	0.603	0.546	0.630	0.796	1	
ass3	0.618	0.583	0.610	0.741	0.761	1

1.The facilities make visitors feel safe in their transactions

Findings from Table 4.32 stated that

1. There was a positive correlation between visitors' expectation towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.573), the sufficiency of facilities (0.555), and the convenience of using facilities (0.593), respectively.

2.The believability of the facility's equipment

Findings from Table 4.32 stated that

1. There was a positive correlation between visitors' expectation towards the believability of the facility's equipment, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the believability of the facility's equipment, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the believability of the facility's equipment, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.603), the sufficiency of facilities (0.546), and the convenience of using facilities (0.630), respectively.

3.Right facilities are provided to the right service

Findings from Table 4.32 stated that

1. There was a positive correlation between visitors' expectation towards right facilities are provided to the right service, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards right facilities are provided to the right service, and visitors' expectation towards the sufficiency o facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation toward right facilities are provided to the right service, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the

innovation of facilities (0.618), the sufficiency of facilities (0.583), and the convenience of using facilities (0.610), respectively.

Table 4.33 The relationships betweenthe actual perception of service quality of Assurance facilities Factor and The Innovation of Facilities, The Sufficiency of Facilities and The Convenience of using facilities

	d1	d2	d3	ass1	ass2	as3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
ass1	0.463	0.560	0.553	1		
ass2	0.437	0.549	0.519	0.676	1	
ass3	0.484	0.621	0.565	0.713	0.719	1

1.The facilities make visitors feel safe in their transactions

Findings from Table 4.33 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities make visitors feel safe in their transactions, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.463), the sufficiency of facilities (0.560), and the convenience of using facilities (0.553), respectively.

2.The believability of the facility's equipment

Findings from Table 4.33 stated that

1. There was a positive correlation between visitors' actual perception of the believability of the facility's equipment, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception of the believability of the facility's equipment, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception of the believability of the facility's equipment, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.437), the sufficiency of facilities (0.549), and the convenience of using facilities (0.519), respectively.

3.Right facilities are provided to the right service

Findings from Table 4.33 stated that

1. There was a positive correlation between visitors' actual perception towards right facilities are provided to the right service, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards right facilities are provide to the right service, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards right facilities are provided to the right service, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of assurance facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.484), the sufficiency of facilities (0.621), and the convenience of using facilities (0.565), respectively.

Table 4.34 The relationships betweenthe expectation towards service quality of Empathy facilities Factor and The Innovation of Facilities, The Sufficiency of Facilities and The Convenience of using facilities

	d1	d2	d3	emp1	emp2	emp3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
emp1	0.567	0.488	0.528	1		
emp2	0.591	0.548	0.602	0.768	1	
emp3	0.669	0.577	0.651	0.727	0.725	1

1.The airport offers convenient operating hours

Findings from Table 4.34 stated that

1. There was a positive correlation between visitors' expectation towards the airport offers convenient operating hours, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport offers convenient operating hours, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport offers convenient operating hours, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.567), the sufficiency of facilities (0.488), and the

convenience of using facilities (0.528), respectively.

2.The Airport gives individual attention to each visitor

Findings from Table 4.34 stated that

1. There was a positive correlation between visitors' expectation towards the airport give individual attention to each visitor, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport gives individual attention to each visitor, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport gives individual attention to each visitor, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.591), the sufficiency of facilities (0.548), and the convenience of using facilities (0.602), respectively.

3.The facilities are able to provide the best possible service

Findings from Table 4.34 stated that

1. There was a positive correlation between visitors' expectation towards the facilities are able to provide the best possible service , and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities are able to provide the best possible service, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities are able to provide the best possible service , and visitors'

expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.669), the sufficiency of facilities (0.577), and the convenience of using facilities (0.651), respectively.

Table 4.35 The relationships betweenthe actual perception of service quality of Empathy facilities Factor and The Innovation of Facilities, The Sufficiency of Facilities and The Convenience of using facilities

	d1	d2	d3	emp1	emp2	emp3
d1	1					
d2	0.623	1				
d3	0.651	0.674	1			
emp1	0.512	0.513	0.462	1		
emp2	0.494	0.605	0.552	0.638	1	
emp3	0.487	0.590	0.553	0.638	0.704	1

1.The airport offers convenient operating hours

Findings from Table 4.35 stated that

1. There was a positive correlation between visitors' actual perception towards the airport offers convenient operating hours, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the airport offers convenient operating hours, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the airport offers convenient operating, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.512), the sufficiency of facilities (0.513), and the convenience of using facilities (0.462), respectively.

2.The airport gives individual attention to each visitor

Findings from Table 4.35 stated that

1. There was a positive correlation between visitors' actual perception towards the airport gives individual attention to each visitor, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the airport gives individual attention to each visitor, and visitors' expectation on the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the airport gives individual attention to each visitor, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.494), the sufficiency of facilities (0.605), and the convenience of using facilities (0.552), respectively.

3.The facilities are able to provide the best possible service

Findings from Table 4.35 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities are able to provide the best possible service, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities are able to provide the best possible service, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities are able to provide the best possible service, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of empathy facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.487), the sufficiency of facilities (0.590), and the convenience of using facilities (0.553), respectively.

Table 4.36 The relationships betweenthe expectation towards service quality of Security facilities Factor and The Innovation of Facilities, The Sufficiency of Facilities and The Convenience of using facilities

	d1	d2	d3	sec1	sec2
d1	1				
d2	0.623	1			
d3	0.651	0.674	1		
sec1	0.659	0.550	0.673	1	
sec2	0.685	0.564	0.697	0.831	1

1.The facilities are safe to use

Findings from Table 4.36 stated that

1. There was a positive correlation between visitors' expectation towards the facilities are safe to use, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities are safe to use, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities are safe to use, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of security facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.659), the sufficiency of facilities (0.550), and the convenience of using facilities (0.673), respectively.

2.The facilities and other information provided for the visitors are held securely

Findings from Table 4.36 stated that

1. There was a positive correlation between visitors' expectation towards the facilities and other information provided for the visitors are held securely, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' expectation towards the facilities and other information provided for the visitors are held securely, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' expectation towards the facilities and other information provided for the visitors are held securely, and visitors' expectation towards the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of security facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.685), the sufficiency of facilities (0.564), and the convenience of using facilities (0.697), respectively.

Table 4.37 The relationships between the actual perception of service quality of Security facilities Factor and The Innovation of Facilities, The Sufficiency of Facilities and The Convenience of using facilities

	d1	d2	d3	sec1	sec2
d1	1				
d2	0.623	1			
d3	0.651	0.674	1		
sec1	0.498	0.627	0.583	1	
sec2	0.552	0.634	0.574	0.810	1

1.The facilities are safe to use

Findings from Table 4.37 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities are safe to use, and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities are safe to use, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities are safe to use, and visitors' expectation on the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the expectation towards service quality of security facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.498), the sufficiency of facilities (0.627), and the convenience of using facilities (0.583), respectively.

2.The facilities and other information provided for the visitors are held securely

Findings from Table 4.37 stated that

1. There was a positive correlation between visitors' actual perception towards the facilities and other information provided for the visitors are held securely,

and visitors' expectation towards the innovation of facilities in Don Mueang International Airport was at the 0.01 level.

2. There was a positive correlation between visitors' actual perception towards the facilities and other information provided for the visitors are held securely, and visitors' expectation towards the sufficiency of facilities in Don Mueang International Airport was at the 0.01 level.

3. There was a positive correlation between the visitors' actual perception towards the facilities and other information provided for the visitors are held securely, and visitors' expectation on the convenience of using facilities in Don Mueang International Airport was at the 0.01 level.

The results, therefore, accepted Hypothesis 2 which stated that there is a significant relationship between the actual perception of service quality of security facilities factor and visitors' expectation towards facilities service, followed by the innovation of facilities (0.552), the sufficiency of facilities (0.634), and the convenience of using facilities (0.574), respectively.

Table 4.38 Hypothesis Summary

Hypothesis	Result
H1 : Visitors with different demographic	**Rejected**
H2 : The difference of the new	**Accepted**

According to the results from this study, descriptive analysis found that the majority of the respondents were female aged 26-36, and hold a bachelor's degree. Most of them were private officer with a monthly income of 15,001 – 35,000 baht, and used airport service 3-6 times in the last 12 months.

It could be concluded that task definition factor had the most influence, followed by the expectation on tangible for the physical environment is clean, the expectation on reliability for the airport performs the service right the first time, the expectation on responsiveness for the airport provides the ease of using facilities service (can be accessible at any time), the expectation on assurance for the facilities make visitors feel safe in their transactions, the expectation on empathy for facilities are able to provide the best possible service, and the expectation on security for facilities are safe to use.

For the real expectation, when the visitors use service facilities provided in Don Mueang International Airport, most visitors focus on service quality of security facilities factor, followed by the convenience of using facilities, the innovation of facilities and the sufficiency of facilities.

CHAPTER 5
CONCLUSIONS, DISCUSSIONSAND RECOMMENTDATIONS

5.1 Conclusions

This study aimed at finding out the real expectation of visitors towards service quality of facilities in Don Mueang International Airport. In this regard, the study analyzed the relationship among demographic profile of visitors, service quality, and visitors' expectation. Survey questionnaires were used as an instrument to collect data variables from 400 visitors who used the airport service convenience sampling. Demographic profile and service quality were analyzed usingpercentile distribution, mean, Standard Deviation (SD) while the Analysis of Variance (ANOVA) test and Correlation were employed to test hypotheses. The results were compiled and presented as follows.

5.1.1 Demographic Profile of Respondents

Results from descriptive analysis found that the majority of the respondents were female aged between 26-36, and hold a bachelor's degree. Most of them were private officer with a monthly income of 15,001 – 35,000 baht, and used airport service 3-6 times in the last 12 months. The objective of this study is to identify the determinants of demographic that use airport facilities, enabling the researcher to use the results to answer the questions.

5.1.2 Respondents' Perception of Service Quality

Results of data analysis found that in terms of tangible facility including expectation, the vast majority of visitors expected that the physical environment is clean while the airport has modern equipment in terms of the actual perception. For the reliability facility including expectation, the vast majority of visitors expected the airport to perform the service right the first time and it is exact the same in terms of the actual perception. As for the responsiveness facility including expectation, the vast majority of visitors expected the facilities to provide the ease of using service (can be accessible at any time) and it is exact the same in terms of the actual perception.

Next, the assurance facility including expectation, the majority of visitors expected that the facilities make visitors feel safe in their transactions and the actual perception turned out as expected. As for the empathy facility including expectation, the visitors mostly expected that the facilities are able to provide the best possible service while the airport gives visitors individual attention in terms of the actual perception. Finally, the security facility including expectation, visitors mostly expected that the facilities are safe to use and the actual perception did turn out as expected.

To provide the answer to the research objective, the researcher had to study the standard of facilities service in Don Mueang International Airport by the actual. The result of analysis showed that the majority of visitors agreed with the statements, except the airport is visually appealing facilities and the physical environment is clean of tangible facility were at neutral level, the airport provides services at the promised time of reliability facility was at neutral level.

In terms of security dimension of the new SERVQUAL model, the actual of the facilities are safe to use was at the highest level. As for tangible dimension under the new SERVQUAL model, the actual towards the airport is visually appealing facilities was at the lowest level.

5.1.3 The expectation of Respondents

For the real expectation, most respondents focused on service quality of reliability facilities factor when using facilities service provided in Don Mueang International Airport, followed by the convenience of using facilities, innovation of facilities and the sufficiency of facilities. In addition, the result is able to answer the research objective about to examine the real expectation of visitors towards the convenience of using facilities service provided.

5.1.4 The relationship between demographic and visitors' expectation

The results from analysis found that visitors with different demographic profile regarding gender, age, education, occupation, monthly income, and frequency of using airport service. Mostly, their expectations towards airport facilities in Don Mueang International Airport are not different. Gender is only one of the factors that makes a difference in expectation towards airport facilities.

5.1.5The relationship between service quality (new SERVQUAL model) and visitors' expectation

The results from analysis found thatvisitors with different new SERVQUAL model including tangible, reliability, responsiveness, assurance, empathy and security had different expectation towards airport facilities in Don Mueang International Airport.

5.1.6 Interviewof Quality Standard of Facilities Service

The interview result showed how the airport should operate and improve its facilities service. The airport has prepared to do the research as they would like to know if the service quality is maintained. After getting the result, the airport determined $\bar{x}$ more than 4.00 and separated a measurement of $\bar{x}$ lower than 4.00 or equal 4.00. Finally, the result will be sent to the department responsible for making any improvements required.

The facilities in the terminal are provided under the standards of International Civil Aviation Organization (ICAO) and International Air Transport Association (IATA). In addition, provision of facilities also depends on the terminal plan and the airport's design as well as the convenience. And there should be no obstacles on the path.

The suggestion forms were given to visitors in the terminal for rating their satisfaction and the data obtained will let the airport know about the areas that require immediate improvement. According to its policy, the airport takes every opinion received into consideration as they help the airport improve its services and overall customer experience.

So far, Don Mueang International Airport has renovated Terminal 2 to support terminal growing number of passengers. Meanwhile, the Terminal 1 building will be developed to serve as international terminal in order to accommodate the influx of international passengers from the establishment of the ASEAN Economic Community (AEC) next year.

5.2 Discussions

The demographic results revealed that visitors of different genders have significantly different expectation towards facilities in Don Mueang International Airport. It is therefore agreed with previous studies done by Jin, He & Song (2011) and Hughes (2006). On the other hand, other demographic factors did not present any significant differences in expectation towards facilities in Don Mueang International Airport. It is therefore disagreed with previous studies done by Chang (2008) and Papers & Roger (1999) who found visitors of different demographic profiles have different expectation. However, some researcher found that the basic needs of human are not different (Smith, 2007). Research findings illustrated that gender profiles of visitors affected the expectation toward facilities whereas other demographic profiles did not affect the expectation.

The result revealed that different elements of service quality under the new SERVQUAL model have play a significant role in creating different expectations towards facilities in Don Mueang International Airport. Therefore it is agreed with previous studies done by Gavin (1988) and Chang (2008). The researcher also added security factor in the new SERVQUAL model, and found that it made a difference in expectation towards service quality. Therefore, it is agreed with previous studies by Kumar (2009).

Research findings illustrated that the six elements of the new SERVQUAL model including tangible, reliability, responsiveness, assurance, empathy and security play a substantive role in making different expectations towards facilities in Don Mueang International Airport.

5.3 Recommendations

5.3.1 Recommendations for Don Mueang International Airport

The result of this research comprises information that is able to be verified, because the research found out more fact and information from interview. Furthermore, data obtained from the questionnaires has greatly support this research.

This part presented suggestions obtained from the questionnaires. The

results were summarized and presented as follows:

5.3.1.1 The expectation part

the respondents suggested that in order to develop Don Mueang International Airport to be ready for the upcoming AEC, facilities provided should be easy and convenient to use. Furthermore, the airport should also prepare innovative facilities and make sure that facilities are available in sufficient number.

5.3.1.2 The service quality part

5.3.1.2.1 for tangible facilities, most visitors expected the physical environment is clean while their actual perception is that the airport has modern equipment.

5.3.1.2.2For reliability facilities, the majority of visitors expected the airport to perform services right the first time and their actual perception after using the service is exact the same.

5.3.1.2.3For responsiveness facilities, the vast majority of visitors expected the airport to provide the ease of using facilities service (can be accessible at any time) and their actual perception turned out as expected.

5.3.1.2.4For assurance facilities, visitors mostly expected that the facilities makes visitors feel safe in their transactions and their actual perception turned out as expected.

5.3.1.2.5For empathy facilities, visitors mostly expected that the facilities are able to provide the best possible service whereas the actual perception after using the service turned out that the airport gives an individual attention to each visitor.

5.3.1.2.6For security facilities, visitors mostly expected that the facilities are safe to use and their actual perception turned out as expected.

In conclusion, the expectation of visitors and the actual perception of using facilities service provided were consistent with each other, except the tangible and empathy facilities that turned out to be inconsistent with expectation and actual using.

Moreover, the parking spaces are not sufficient. The existing service provided for visitors should be revised whether the plan achieves to bring satisfaction to visitors. Don Mueang International Airport should promote itself as a business partner or business solution for entrepreneur in order to persuade them to support

DonMueang International Airport in deploying innovative technology for information kiosk

5.3.2 Recommendations for Further Research

The study was focused on Thai visitors' expectation towards service quality, focusing on demographic factors, service quality and visitors' expectation and only done by visitors who visited Don MueangInternational Airport. The results can be different if on the focus is shifted to other airport. The researcher's recommendations for further research are proposed as follows:

1) A study that investigates expectation and perception of foreign visitors when using the airport for the first time.

2) A study that the passengers' satisfaction towards services provided in the new terminal (Terminal 2) and more factors that affect passengers' demand for using the airport.

3) A study that identifies the quality of fast airport strategy of Don MuengInternational Airport.

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APPENDIX A

QUESTIONNAIRES IN ENGLISH VERSION

Appendix A

QUESTIONAIRES

***Part I*: *Demographic Information*.**

Please fill in the box by selecting which truly information of you.

1. *Gender*

- ☐ Male
- ☐ Female

2. *Age*

- ☐ 25or less
- ☐ 26-36
- ☐ 37-48
- ☐ 49-60
- ☐ Over 60

3. *Education*

- ☐ High School or less
- ☐ Diploma's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree or Higher

4. *Occupation*

- ☐ Student
- ☐ Government Office
- ☐ State Enterprise Employee
- ☐ Private Officer
- ☐ Business Owner
- ☐ House Husband and House Wife
- ☐ Other……..

5. *Monthly Income (Bath)*

- ☐ 15,000 Bath or less
- ☐ 15,001 – 35,000
- ☐ 35,001 – 60,000
- ☐ 60,001 – 80,000
- ☐ 80,001 – 120,000
- ☐ Over 120,000 Bath

6. *Frequency of using airport service in last 12 Months*

- ☐ Less than 3
- ☐ 3-6
- ☐ 7-10
- ☐ More than 10

***Part II*: *Performance of service quality and Degree of expectation and actual*.**

Please indicate by selecting (a number from 1 to 5) which best reflects the degree of the expectation and actual on the quality of service delivered by Airport. In other words, rate the expectation of each aspect of service to be delivered.

Very High 5 **High 4** **Neutral 3** **Low 2** **Very Low 1**

SERVQUAL	**Degree of Expectation**	**Degree of Actual**
Tangible		
The Airport has modern equipment	5 4 3 2 1	5 4 3 2 1
The Airport is visually appealing facilities	5 4 3 2 1	5 4 3 2 1
The physical environment is clean.	5 4 3 2 1	5 4 3 2 1
Materials associated with the service are visually appealing	5 4 3 2 1	5 4 3 2 1
Reliability		
The Airport performs the service right the first time	5 4 3 2 1	5 4 3 2 1

Providing services at the promised time	5 4 3 2 1	5 4 3 2 1
Keeping visitor informed about when services will be performed	5 4 3 2 1	5 4 3 2 1
Responsiveness		
The facilities give prompt service to visitor	5 4 3 2 1	5 4 3 2 1
The facilities are always ready to provided service in the timely manner	5 4 3 2 1	5 4 3 2 1
The ease of using (accessible at any time) provided facilities service	5 4 3 2 1	5 4 3 2 1
Assurance		
The facilities makes visitor feel safe in their transactions	5 4 3 2 1	5 4 3 2 1
The believability of the facility's equipment	5 4 3 2 1	5 4 3 2 1
To provided right facilities to the right service	5 4 3 2 1	5 4 3 2 1
Empathy		
The Airport has operated hours that are all convenient	5 4 3 2 1	5 4 3 2 1
The Airport gives visitor individual attention	5 4 3 2 1	5 4 3 2 1
The facilities are able to service in the best	5 4 3 2 1	5 4 3 2 1
Security		
The facilities safe to use	5 4 3 2 1	5 4 3 2 1
The facilities and other information provided	5 4 3 2 1	5 4 3 2 1

for the visitor held securely		

Part III*: *The expectation of visitors with facilities in airport by separated specific area. Please indicate by selecting (a number from 1 to 5) which best reflects the degree of the expectation with facilities inside and outside terminal, that is around landside area.

Very High **High** **Neutral** **Low** **Very Low**

5 **4** **3** **2** **1**

STATEMENT	**Degree of Expectation**
The Innovation of Facilities	5 4 3 2 1
The Sufficiency of Facilities	5 4 3 2 1
The Convenient of using facilities	5 4 3 2 1

Part IV*: *Please fill the commendation and suggestion.

Comment & Suggestion

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……

Thank you for your cooperation.

APPENDIX B
QUESTIONNAIRES IN THAI VERSION

แบบสอบถาม

ส่วนที่ ๑ ข้อมูลส่วนบุคคล.

กรุณาเติมข้อมูลที่ถูกต้องลงในช่องสีเหลี่ยม

1. *เพศ*

☐ ชาย ☐ หญิง

2. *อายุ*

☐ 25 หรือ ต่ำกว่า

☐ 26-36

☐ 37-48

☐ 49-60

☐ มากกว่า 60

3. *การศึกษา*

☐ มัธยมปลาย หรือ ต่ำกว่า ☐ อนุปริญญา

☐ ปริญญาตรี ☐ ปริญญาโท หรือ สูงกว่า

4. อาชีพ

☐ นักเรียน

☐ ข้าราชการ

☐ รัฐวิสาหกิจ

☐ พนักงานเอกชน

☐ เจ้าของธุรกิจ

☐ พ่อบ้าน หรือ แม่บ้าน

☐ อื่นๆ……..

5. *รายได้ต่อเดือน (บาท)*

- ☐ 15,000 บาท หรือ น้อยกว่า
- ☐ 15,001 – 35,000
- ☐ 35,001 – 60,000
- ☐ 60,001 – 80,000
- ☐ 80,001 – 120,000
- ☐ มากกว่า120,000 บาท

6. *ความถี่ในการใช้บริการสนามบินภายใน 12 เดือนล่าสุด*

- ☐ น้อยกว่า 3
- ☐ 3-6
- ☐ 7-10
- ☐ มากกว่า 10

ส่วนที่ ๒: *ประสิทธิภาพของคุณภาพบริการ และ ระดับของความคาดหวังรวมถึงการใช้งาน*จริง.

กรุณาระบุโดยการเลือก (หมายเลข ๑-๕) ที่จะสะท้อนให้เห็นถึงระดับของความคาดหวังและความเป็นจริงที่มีต่อคุณภาพของการของสิ่งอำนวยความสะดวกใน สนามบิน

สูงมาก	สูง	ปานกลาง	น้อย	น้อยมาก
๕	๔	๓	๒	๑

คุณภาพบริการ	ระดับของความคาดหวัง	ระดับของการใช้จริง
สามารถจับต้องได้		
สนามบินมีอุปกรณ์อำนวยความสะดวกที่ทันสมัย	๕ ๔ ๓ ๒ ๑	๕ ๔ ๓ ๒ ๑
สนามบินมีสิ่งอำนวยความสะดวกที่เห็นได้ชัดเจน	๕ ๔ ๓ ๒ ๑	๕ ๔ ๓ ๒ ๑
สนามบินมีสภาพแวดล้อมจริงที่สะอาด.	๕ ๔ ๓ ๒ ๑	๕ ๔ ๓ ๒ ๑
สิ่งอำนวยความสะดวกมีความเกี่ยวข้องกับบริการอย่างเห็นได้ชัด	๕ ๔ ๓ ๒ ๑	๕ ๔ ๓ ๒ ๑
ความน่าเชื่อถือ		

สนามบินให้บริการที่ถูกต้องตั้งแต่ครั้งแรก	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สนามบินมีการจัดเตรียมบริการเพื่อรองรับการใช้บริการเป็นจำนวนมาก	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สนามบินมีการแจ้งข้อมูลให้ผู้ใช้บริการทราบถึงบริการที่กำลังจะถูกดำเนินการ	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
การตอบสนอง										
สิ่งอำนวยความสะดวกมีการตอบสนองในการใช้งานที่รวดเร็ว	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สิ่งอำนวยความสะดวกพร้อมให้บริการอย่างถูกวิธีทุกช่วงเวลาแก่ผู้ใช้บริการ	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สิ่งอำนวยความสะดวกง่ายต่อการใช้งาน	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
ความเชื่อมั่น										
สิ่งอำนวยความสะดวกทำให้ผู้ใช้บริการรู้สึกปลอดภัยในการใช้งาน	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สนามบินจัดเตรียมอุปกรณ์ของสิ่งอำนวยความสะดวกที่น่าเชื่อมั่นมาให้บริการ	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สนามบินจัดเตรียมสิ่งอำนวยความสะดวกที่ถูกต้องต่อการบริการ	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
การเอาใจใส่										
ช่วงเวลาทำการของสนามบินนั้นมีความสะดวกสบายในการใช้บริการ	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
การให้ความสนใจแก่ผู้ใช้บริการเป็นอย่างดี	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
สิ่งอำนวยความสะดวกสามารถให้บริการในระดับที่ดีที่สุด	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
ความปลอดภัย										

สิ่งอำนวยความสะดวก มีความปลอดภัยในการใช้งาน	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑
มีการจัดเตรียมสิ่งอำนวยความสะดวกและข้อมูลต่างๆแก่ผู้ใช้บริการ โดยคำนึงถึงความปลอดภัย	๕	๔	๓	๒	๑	๕	๔	๓	๒	๑

ส่วนที่ ๓: ความคาดหวังของผู้ที่ใช้บริการกับสิ่งอำนวยความสะดวกในสนามบินโดยแยกออกจากกันเฉพาะด้าน. กรุณาระบุโดยการเลือก (หมายเลข ๑-๕)) ที่จะสะท้อนให้เห็นถึงระดับของความคาดหวัง กับสิ่งอำนวยความสะดวก ภายใน และ รอบๆ อาคารผู้โดยสารเขตนอกการบิน

สูงมาก	**สูง**	**ปานกลาง**	**น้อย**	**น้อยมาก**
๕	๔	๓	๒	๑

หัวข้อ	**ระดับของความคาดหวัง**
สิ่งอำนวยความสะดวกที่ให้บริการ มีความทันสมัย มีนวัตกรรมใหม่ๆ	๕ ๔ ๓ ๒ ๑
ความพอเพียงของสิ่งอำนวยความสะดวกที่จัดเตรียมไว้ให้บริการ	๕ ๔ ๓ ๒ ๑
สิ่งอำนวยความสะดวกที่ให้บริการ สามารถใช้งานได้ง่ายและสะดวก	๕ ๔ ๓ ๒ ๑

ส่วนที่ ๔: *กรุณาเติมความเห็นและข้อเสนอแนะเพิ่มเติม*

ความเห็น และ ข้อเสนอแนะ

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ขอขอบคุณสำหรับความร่วมมือ

APPENDIX C
INTERVIEW QUESTIONS

INTERVIEW QUESTIONS

1. How to measure a service quality?
2. How to provide the facilities service to visitors?
3. What is the service quality development plan of facilities in DMK Airport?
4. How to find out the expectation of visitors?

Profile of Interviewee

1. K. Kanchana Chuensakul; Director of Airport Terminal Service Division, Landside Operation Department, Don Mueang International Airport.

BIOGRAPHY

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