

CHAPTER IV

FINDINGS AND RESULTS

The purpose of Chapter Four is an interpretation and analysis of the result of collected data. The total number of questionnaire was 400. Two hundred questionnaires were distributed on the airport-link train from Sky Train Patathai Station to Suvarnabhumi International Airport. The other two hundred questionnaires were distributed at China Town and Khaosan Road in Bangkok.

The detailed contents of Chapter Four are as follow:

1. General Information of the Respondents
2. The Expectation of Service Quality of Different Factors at SIA
3. The Satisfaction of Service Quality of Different Factors at SIA
4. Overall Evaluation toward Suvarnabhumi International Airport
5. The Comparison of Mean of Pretest and Posttest

General information of the respondents

The research was conducted among Chinese tourists. The analysis revealed that 56.25 % of the respondents are male (n = 225) and 43.75% of them are female (n=175) (see table 5). 76% of these respondents are between 20 to 30 years old (n=304) (see Table 6).36% of them get monthly income 3,001-4,000 Yuan (n=144) (see table 7). 70% of these Chinese tourists get Bachelor Degree (n=280) (see Table 8). 28% of them are private company staff (n=112) (see table 9). 54% of them used SIA service for the first or second time (n=126) (see Table 10).

Table 5 Demographic information on Gender of respondents

Gender	Frequency	Percent
Male	225	56.25
Female	175	43.75
Total	400	100

Table 6 Demographic information on Age Group of respondents

Age Group	Frequency	Percent
20-30 years old	304	76
31-40 years old	64	16
41-50 years ole	24	6
Over 21 years old	8	2
Total	400	100

Table 7 Demographic information on Monthly Income of respondents

Monthly	Frequency	Percent
Less than 3,000 Yuan	76	19
3,001-4,000 Yuan	144	36
4,001-5,000 Yuan	56	14
5,001-6,000 Yuan	52	13
More than 6,001 Yuan	72	18
Total	400	100

Table 8 Demographic information on Level of Education of respondents

Level of Education	Frequency	Percent
Under High School	4	1
High School	40	10
Bachelor Degree	280	70
Master Degree	72	18
Doctor Degree	4	1
Total	400	100

Table 9Demographic information on Occupation of respondents

Occupation	Frequency	Percent
Teacher/Lecturer	44	11
Student	32	8
State Official	44	11
Private Company Staff	112	28
State Enterprise staff	92	23
Businessman	40	10
Others	36	9
Total	400	100

Table 10 Demographic information on “How many times have you ever been to SIA”

Times	Frequency	Percent
1-2 times	216	54
3-4 times	72	18
5-6 times	56	14
More than 6 time	56	14
Total	400	100

Note: It cannot be determined whether respondent were independent travelers or members of group travel programs.

The Expectation of service quality of different factors at Suvarnabhumi International Airport (SIA)

1. Expectation toward the overall Environment at SIA

The finding indicated that Chinese tourist rated the following factors as agree, Rest Area: The distinctive Thai features are impressive (mean=3.98) ; The outward appearance of SIA is attractive (mean=3.94): The general design of SIA is well (mean=3.92); The physical layout of SIA is clear enough for passengers to find the directions (3.90); The transportation to SIA is convenient (mean=3.85); The overall condition at SIA is well-controlled (mean=3.84): The number of customers at SIA does not lead to it feeling crowded (mean=3.67). (See Table 11)



Table 11 Expectation toward the overall Environment at SIA

The overall Environment	5	4	3	2	1	Mean	Meaning
The distinctive Thai features are impressive.	32%	40%	23%	4%	1%	3.98	Agree
The outward appearance of SIA is attractive	24%	47%	28%	1%	0%	3.94	Agree
The General design of SIA is well	21%	51%	27%	1%	0%	3.92	Agree
The physical layout of SIA is clear enough for passengers to fine the directions.	17%	58%	24%	0%	1%	3.90	Agree
The transportation to SIA is convenient	15%	60%	20%	5%	0%	3.85	Agree
The overall condition at SIA is well-controlled	13%	60%	25%	2%	0%	3.84	Agree
The number of customers at SIA does not lead to it feeling crowded	16%	39%	42%	2%	1%	3.67	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42= Neutral
3.43-4.23=Agree 4.24-5.00=Strongly Agree

This table can best be explained by the fact that respondents possessed positive expectation to the overall Environment within the SIA.

2. Expectation toward Rest Area at SIA

The finding indicated that Chinese tourists rated the following factor as agree, Rest Agree: The rest area is well-cleaned (mean=4.05); The chairs are put in the proper areas (mean=3.93); The chairs are arranged in an orderly manner (mean=3.88); The rest area is quite for resting, reading and doing business (mean=3.85); The amount of chairs provided at rest areas is enough (mean=3.81); Special areas are separated out for smokers (mean=3.78); Chairs at the rest area are comfortable (mean=3.71); The specific rest area for children is provided in SIA (mean=3.57) (See Table 12)

Table12 Expectation toward Rest Area at SIA

Rest Area	5	4	3	2	1	Mean	Meaning
The rest area is well-cleaned.	26%	54%	19%	1%	0%	4.05	Agree
The chairs are put in the proper areas.	21%	52%	26%	1%	0%	3.93	Agree
The chairs are arranged in an orderly manner.	19%	50%	31%	0%	0%	3.88	Agree
The rest area is quiet for resting, and doing business.	18%	51%	29%	2%	0%	3.85	Agree
The amount of chairs provided at rest is enough.	19%	49%	26%	6%	0%	3.81	Agree
Special areas are separated out for smokers.	14%	52%	30%	3%	1%	3.78	Agree
Chairs at the rest area are comfortable.	16%	42%	39%	3%	0%	3.71	Agree
The specific area for children is provided in SIA.	14%	36%	43%	7%	0%	3.57	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42= Neutral
3.43-4.23=Agree 4.24-5.00=Strongly Agree

This table can best be explained by the fact that respondents expected the facilities and environment around the Rest Area in SIA was good.

3. Expectation toward Security at SIA

The finding indicated that Chinese tourists rated the following factor as agree, Security: The installation are put in the proper place without potential danger (mean=4.04); There are clear introduction of emergency exit (mean=3.96); The safety of overall layout is good (mean=3.89); There are enough security personnel on duty (mean=3.87): The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers' patience (mean=3.81) (See Table 13)

Table 13 Expectation toward Security at SIA

Security	5	4	3	2	1	Mean	Meaning
The installation are put the proper place without potential danger.	22%	45%	31%	2%	0%	4.04	Agree
There are clear introduction of emergency exit.	26%	46%	26%	2%	0%	3.96	Agree
The safety of overall layout is good.	23%	45%	30%	2%	0%	3.89	Agree
There are enough security personnel on duty.	24%	56%	20%	0%	0%	3.87	Agree
The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers' patience.	19%	46%	32%	3%	0%	3.81	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42= Neutral
3.43-4.23=Agree 4.24-5.00=Strongly Agree

This table can best be explained by the fact that respondents expected that the security condition in SIA was good.

4. Expectation toward Medical Centre at SIA

The finding indicated that Chinese tourist rated the following factors as agree, Medical Centre: The service attitude is professional (mean = 3.75); Fast services are provided (mean=3.61); It is easy to find the Medical Centre (mean=3.55); The price is reasonable (mean=3.43) (See Table 14)

Table 14 Expectation toward Medical Centre at SIA

Medical Centre	5	4	3	2	1	Mean	Meaning
The service attitude is professional.	14%	48%	37%	1%	0%	3.75	Agree
Fast services are provided.	14%	35%	50%	0%	1%	3.61	Agree
It is easy to find the Medical Centre.	13%	32%	52%	3%	0%	3.55	Agree
The price is reasonable.	11%	28%	55%	5%	1%	3.43	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Medical Centre is SIA. However, there about half of respondents showing their “neutral” expectation to the Medical Centre; which could be explained that they so seldom used the medical service at airport that they could not provide any judgment.

5. Expectation toward Food Centre at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Security: There are clear directions to the Food Centre (mean=4.11); The sanitary environment of Food Centre is good (mean=3.90); The local cuisine in SIA is great (mean=3.90); The varieties of food and snacks are opulent (mean=3.88); There are adequate seating areas for customers (mean=3.87); I prefer traditional food to other

food when staying at the airport (mean=3.83); The quality of food is good (mean=3.79); The price of the food is acceptable (mean=3.67) (See Table 15)

Table 15 Expectation toward Food Centre at SIA

Food Centre	5	4	3	2	1	Mean	Meaning
There are clear directions to the Food Centre.	34%	45%	20%	0%	1%	4.11	Agree
The sanitary environment of Food Centre is good.	19%	54%	25%	2%	0%	3.90	Agree
The local cuisine in SIA is great.	25%	42%	31%	2%	0%	3.90	Agree
The varieties of food and snacks are opulent.	24%	44%	28%	4%	0%	3.88	Agree
There are adequate seating areas for customers.	22%	50%	22%	5%	1%	3.87	Agree
I prefer traditional food to other food when staying at the airport.	21%	43%	34%	2%	0%	3.83	Agree
The quality of food is good.	17%	50%	29%	3%	1%	3.79	Agree
The price of the food is acceptable.	13%	45%	38%	4%	0%	3.67	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents expected that the elements included in the Food Centre were agreeable. Additionally, the “traditional food” in Question 6 indicated traditional Thai food. In Question 3, Chinese tourists expected the local Thai cuisine in SIA was great.

6. Expectation toward Toilet at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Toilet: The sanitary condition is good (mean=4.18); It is easy to find the toilet (mean=4.09); There are enough available toilets (mean=4.03); The hand sanitizer and tissue provided in the toilet are good (mean=3.93); The space of toilet is convenient for customers with luggage (mean=3.88); Well-designed baby changing table are included in the rest rooms (mean=3.78) (See Table 16)

Table 16 Expectation toward Toilet at SIA

Toilet	5	4	3	2	1	Mean	Meaning
The sanitary condition is good.	33%	52%	15%	0%	0%	4.18	Agree
It is easy to find the toilet.	30%	49%	21%	0%	0%	4.09	Agree
There are enough available toilets.	27%	51%	20%	2%	0%	4.03	Agree
The hand sanitizer and tissue provided in the toilet are good.	22%	50%	27%	1%	0%	3.93	Agree
The space of toilet is convenient for customers with luggage.	19%	54%	23%	4%	0%	3.88	Agree
Well designed baby changing table are included in the rest rooms.	16%	46%	38%	0%	0%	3.78	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents expected that the elements included in the Toilets at SIA were good.

7. Expectation toward Duty-Free Shop at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Duty-Free Shop: The types of goods are luxuriant (mean=3.95); The layout of

all duty-free shop is good (mean=3.92); Welcoming services are provided by purchasing guides (mean=3.90); The prices of the products are reasonable (mean=3.89); Correct shopping advice is provided by purchasing guides (mean=3.83) (See Table 17)

Table 17 Expectation toward Duty-Free Shop at SIA

Duty-Free Shop	5	4	3	2	1	Mean	Meaning
The types of goods are luxuriant.	24%	49%	25%	2%	0%	3.95	Agree
The layout of all duty-free shop is good.	22%	49%	28%	1%	0%	3.92	Agree
Welcoming services are provided by purchasing guides.	20%	52%	26%	2%	0%	3.90	Agree
The prices of the products are reasonable.	26%	40%	31%	3%	0%	3.89	Agree
Correct shopping advice is provided by purchasing guides.	16%	52%	31%	1%	0%	3.83	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23=Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents showed positive expectation on the service provided at Duty-Free Shop at SIA.

8. Expectation toward Internet at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Internet: Free of charge WIFI should be provided at SIA (mean=3.94); The network signal is strong (mean=3.67); There are adequate outlets for mobile phone and laptops (mean=3.62); The charge of internet at SIA is acceptable (mean=3.59) (See Table 18)

Table 18 Expectation toward Internet at SIA

Internet	5	4	3	2	1	Mean	Meaning
Free of charge WIFI should be provided at SIA.	25%	45%	29%	1%	0%	3.94	Agree
The network signal is strong.	10%	48%	41%	1%	0%	3.67	Agree
There are adequate outlets for mobile phone and laptops.	13%	41%	42%	3%	1%	3.62	Agree
The charge of internet at SIA is acceptable.	11%	41%	44%	4%	0%	3.59	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents possessed agreeable expectation toward Internet at SIA.

9. Expectation toward Signposts at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Signposts: There are many clear signposts preventing passengers from getting lost (mean=3.94); The flight information display is provided accurately (mean=3.94); There are some signposts with Chinese languages (mean=3.72) (See Table 19)

Table 19 Expectation toward Signposts at SIA

Signposts	5	4	3	2	1	Mean	Meaning
There are many clear signposts preventing passengers from getting lost.	24%	46%	30%	0%	0%	3.94	Agree
The flight information display is provided accurately.	18%	58%	24%	0%	0%	3.94	Agree
There are some signposts with Chinese languages.	11%	51%	37%	1%	0%	3.72	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42= Neutral
3.43-4.23=Agree 4.24-5.00=Strongly Agree

This table can best be explained by the fact that respondents expected that signposts at SIA would be able to provide clear directions.

10. Expectation toward Luggage Service at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Luggage Service: Baggage carts are available conveniently (mean=3.96); It takes passengers acceptable time to get their luggage (mean=3.86); Luggage can be transported with high efficiency (mean=3.77); The conveyance of luggage is safe (mean=3.77) (See Table 20)

Table 20 Expectation toward Luggage Service at SIA

Luggage Service	5	4	3	2	1	Mean	Meaning
Baggage carts are available conveniently.	19%	58%	23%	0%	0%	3.96	Agree
It takes passengers acceptable time to get their luggage.	16%	54%	30%	0%	0%	3.86	Agree
Luggage can be transported with high efficiency.	12%	54%	33%	1%	0%	3.77	Agree
The conveyance of luggage is safe.	15%	50%	32%	3%	0%	3.77	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents expected that Luggage Service provided at SIA was fast and safe.

11. Expectation toward Staffs’ Service Quality at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Staffs’ Service Quality: They are dressed neatly (mean=4.01); They are well trained (mean=3.95); They provide services of high quality (mean=3.95); They show great enthusiasm to helping passengers out (mean=3.92); They are good at speaking English (mean=3.91); The service provided by them makes customers feel warm (mean=3.91); They offer considerate service (mean=3.87); They are familiar with the SIA enough to point the direction out for passengers when being asked (mean=3.87); Specific uniforms are applied to them to let passengers understand their functions clearly (mean=3.73); They can speak Chinese (mean=3.53) (See Table 21)

Table 21 Expectation toward Staffs' Service Quality at SIA

Staffs' Service Quality	5	4	3	2	1	Mean	Meaning
They are dressed neatly.	20%	62%	17%	1%	0%	4.01	Agree
They are well trained.	20%	55%	25%	0%	0%	3.95	Agree
They provide services of high quality.	17%	61%	22%	0%	0%	3.95	Agree
They show great enthusiasm to helping passengers out.	16%	60%	24%	0%	0%	3.92	Agree
They are good at speaking English.	20%	51%	29%	0%	0%	3.91	Agree
The service provided by them makes customers feel warm.	16%	59%	26%	0%	0%	3.91	Agree
They offer considerate service.	15%	58%	26%	1%	0%	3.87	Agree
They are familiar with the SIA enough to point the direction out for passengers when being asked.	19%	50%	30%	1%	0%	3.87	Agree
Specific uniforms are applied to them to let passengers understand their functions.	14%	47%	37%	2%	0%	3.73	Agree
They can speak Chinese.	9%	43%	40%	8%	0%	3.53	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents expected that staff at SIA could serve customers friendly and helpfully without service failures.

12. Expectation toward Accommodation at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Accommodation: The hotels are conveniently and fast reachable (mean=3.70); Detailed information about local hotels is offered at SIA (mean=3.63); There are

enough hotels around SIA (mean=3.58); The hotel price is reasonable (mean=3.51) (See Table 22)

Table 22 Expectation toward Accommodation at SIA

Accommodation	5	4	3	2	1	Mean	Meaning
The hotels are conveniently and fast reachable.	11%	43%	45%	0%	1%	3.70	Agree
Detailed information about local hotels is offered at SIA.	12%	39%	44%	5%	0%	3.63	Agree
There are enough hotels around SIA.	10%	34%	53%	3%	0%	3.58	Agree
The hotel price is reasonable.	11%	49%	39%	1%	0%	3.51	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents expected that there were convenient accommodation near or around SIA.

The Perception of service quality of different factors at Suvarnabhumi International Airport (SIA)

1. Perception toward the Overall Environment at SIA

The finding indicated that Chinese tourists rated the following factors as agree, The Overall Environment: The outward appearance of SIA is attractive (mean=4.1); The general design of SIA is well (mean=4.01); The overall condition at SIA is well-controlled (mean=4.01); The transportation to SIA is convenient (mean=3.99); The distinctive Thai features are impressive (mean=3.92); The physical layout of SIA is clear enough for passengers to find the direction (mean=3.91); The number of customers at SIA does not lead to it feeling crowded (mean=3.75) (See Table 23)

Table 23 Perception toward the Overall Environment at SIA

The Overall Environment	5	4	3	2	1	Mean	Meaning
The outward appearance of SIA is attractive.	36%	45%	16%	3%	0%	4.14	Agree
The general design of SIA is well.	24%	58%	13%	5%	0%	4.01	Agree
The overall condition at SIA is well-controlled.	22%	60%	16%	1%	1%	4.01	Agree
The transportation to SIA is convenient.	26%	51%	19%	4%	0%	3.99	Agree
The distinctive Thai features are impressive.	32%	41%	17%	7%	3%	3.92	Agree
The physical layout of SIA is clear enough for passengers to find the direction.	20%	53%	25%	2%	0%	3.91	Agree
The number of customers at SIA does not lead to it feeling crowded	22%	40%	29%	9%	0%	3.75	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Overall Environment in SIA.

2. Perception toward Rest Area at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Rest Area: The rest area is well-cleaned (mean=4.37); The chairs are put in the proper areas (mean=3.89); The chairs are arranged in an orderly manner (mean=3.87); Special areas are separated out for smokers (mean=3.72); The rest area is quiet for resting, reading and doing business (mean=3.71); Chairs at the rest area are comfortable (mean=3.59); The amount of chairs provided at rest areas is enough (mean=3.52); The specific rest area for children is provided in SIA (mean=3.26) (See Table 24)

Table 24 Perception toward Rest Area at SIA

Rest Area	5	4	3	2	1	Mean	Meaning
The rest area is well-cleaned.	1%	41%	52%	6%	0%	4.37	Strongly Agree
The chairs are put in the proper areas.	22%	48%	27%	3%	0%	3.89	Agree
The chairs are arranged in an orderly manner.	21%	51%	22%	6%	0%	3.87	Agree
Special areas are separated out for smokers.	17%	41%	40%	1%	1%	3.72	Agree
The rest area is quiet for resting, reading and doing business.	17%	40%	40%	3%	0%	3.71	Agree
Chairs at the rest area are comfortable.	16%	37%	37%	10%	0%	3.59	Agree
The amount of chairs provided at rest areas is enough.	19%	33%	32%	13%	3%	3.52	Agree
The specific rest area for children is provided in SIA	9%	25%	51%	13%	2%	3.26	Neutral

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Rest Area in SIA.

3. Perception toward Security at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Security: The installations are put in the proper place without potential danger (mean=3.99); There are clear introduction of emergency exit (mean=3.96); The safety of overall layout is good (mean=3.88); There are enough security personnel on duty (mean=3.85); The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers’ patience (mean=3.83) (See Table 25)

Table 25 Perception toward Security at SIA

Security	5	4	3	2	1	Mean	Meaning
The installations are put in the proper place without potential danger.	18%	64%	17%	1%	0%	3.99	Agree
There are clear introduction of emergency exit.	19%	59%	21%	1%	0%	3.96	Agree
The safety of overall layout is good.	18%	54%	27%	0%	1%	3.88	Agree
There are enough security personnel on duty.	17%	54%	27%	1%	1%	3.85	Agree
The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers' patience	17%	51%	30%	2%	0%	3.83	Agree



Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Security in SIA.

4. Perception toward Medical Centre at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Medical Centre: The service attitude is professional (mean=3.66); Fast services are provided (mean=3.40); It is easy to find the Medical Centre (mean=3.23); The price is reasonable (mean=3.10) (See Table 26)

Table 26 Perception toward Medical Centre at SIA

Medical Centre	5	4	3	2	1	Mean	Meaning
The service attitude is professional.	9%	25%	64%	1%	1%	3.66	Agree
Fast services are provided.	15%	36%	49%	0%	0%	3.40	Neutral
It is easy to find the Medical Centre.	9%	16%	66%	7%	2%	3.23	Neutral
The price is reasonable.	5%	14%	68%	12%	1%	3.10	Neutral

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents did not use the medical facilities therefore could not pass judgment.

5. Perception toward Food Centre at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Food Centre: There are clear directions to the Food Centre (mean=4.15); The sanitary environment of food centre is good (mean=3.95); The varieties of food and snacks are opulent (mean=3.78); The local cuisine in SIA is great (mean=3.76); The quality of food is good (mean=3.70); I prefer traditional food to other food when staying at the airport (mean=3.63); There are adequate seating areas for customers (mean=3.59); The price of the food is acceptable (mean=3.55) (See Table 27)

Table 27 Perception toward Food Centre at SIA

Food Centre	5	4	3	2	1	Mean	Meaning
There are clear directions to the Food Centre.	31%	55%	13%	0%	1%	4.15	Agree
The sanitary environment of food centre is good.	17%	62%	20%	1%	0%	3.95	Agree
The varieties of food and snacks are opulent.	15%	52%	30%	2%	1%	3.78	Agree
The local cuisine in SIA is great.	13%	51%	35%	1%	0%	3.76	Agree
The quality of food is good.	14%	47%	35%	3%	1%	3.70	Agree
I prefer traditional food to other food when staying at the airport.	13%	44%	36%	7%	0%	3.63	Agree
There are adequate seating areas for customers.	16%	43%	27%	12%	2%	3.59	Agree
The price of the food is acceptable.	13%	39%	38%	10%	0%	3.55	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the service provided at Food Centre in SIA.

6. Perception toward Toilet at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Toilet: The sanitary condition is good (mean=4.40); It is easy to find the toilet (mean=4.25); The hand sanitizer and tissue provided in the toilet are good (mean=4.17); There are enough available toilets (mean=4.15); The space of toilet is convenient for customers with luggage (mean=3.89); Well-designed baby changing tables are included in the rest rooms (mean=3.69) (See Table 28)

Table 28 Perception toward Toilet at SIA

Toilet	5	4	3	2	1	Mean	Meaning
The sanitary condition is good.	47%	48%	3%	2%	0%	4.40	Strongly Agree
It is easy to find the toilet.	39%	51%	6%	4%	0%	4.25	Strongly Agree
The hand sanitizer and tissue provided in the toilet are good.	30%	57%	13%	0%	0%	4.17	Agree
There are enough available toilets.	30%	57%	11%	2%	0%	4.15	Agree
The space of toilet is convenient for customers with luggage.	18%	57%	22%	2%	1%	3.89	Agree
Well-designed baby changing tables are included in the rest rooms	15%	44%	37%	3%	1%	3.69	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were strongly satisfied with the sanitary environment at Toilets in SIA.

7. Perception toward Duty-Free Shops at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Duty-Free Shops: The layout of all duty-free shops is good (mean=3.89); The types of goods are luxuriant (mean=3.86); Welcoming services are provided by purchasing guiders (mean=3.79); Correct shopping advice is provided by purchasing guiders (mean=3.71); The prices of the products are reasonable (mean=3.70) (See Table 29)

Table 29 Perception toward Duty-Free Shops at SIA

Duty-Free Shops	5	4	3	2	1	Mean	Meaning
The layout of all duty-free shops is good.	14%	62%	23%	1%	0%	3.89	Agree
The types of goods are luxuriant.	14%	63%	18%	5%	0%	3.86	Agree
Welcoming services are provided by purchasing guiders.	14%	56%	25%	5%	0%	3.79	Agree
Correct shopping advice is provided by purchasing guiders.	11%	53%	32%	4%	0%	3.71	Agree
The prices of the products are reasonable	15%	45%	36%	3%	1%	3.70	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the service provided at Duty-Free Shops in SIA.

8. Perception toward Internet at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Internet: Free of charge WIFI should be provided in SIA (mean=3.64); The network signal is strong (mean=3.39); The charge of internet in SIA is acceptable (mean=3.30); There are adequate outlets for mobile phones and laptops (mean=3.08) (See Table 30)

Table 30 Perception toward Internet at SIA

Internet	5	4	3	2	1	Mean	Meaning
Free of charge WIFI should be provided in SIA.	21%	33%	37%	7%	2%	3.64	Agree
The network signal is strong.	6%	34%	54%	5%	1%	3.39	Neutral
The charge of internet in SIA is acceptable.	7%	28%	57%	4%	4%	3.30	Neutral
There are adequate outlets for mobile phones and laptops	2%	28%	49%	18%	3%	3.08	Neutral

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents seldom use the Internet service in SIA therefore could not pass the judgment.

9. Perception toward Signposts at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Signposts: The flight information display is provided accurately (mean=4.10); There are many clear signposts preventing passengers from getting lost (mean=4.00); There are some signposts with Chinese languages (mean=3.62) (See Table 31)

Table 31 Perception toward Signposts at SIA

Signposts	5	4	3	2	1	Mean	Meaning
The flight information display is provided accurately.	21%	33%	37%	7%	2%	4.10	Agree
There are many clear signposts preventing passengers from getting lost.	6%	34%	54%	5%	1%	4.00	Agree
There are some signposts with Chinese languages	7%	28%	57%	4%	4%	3.62	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Signposts designed in SIA.

10. Perception toward Luggage Services at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Luggage: Baggage carts are available conveniently (mean=4.09); Luggage can be transported with high efficiency (mean=3.79); It takes passengers acceptable time to get their luggage (mean=3.79); The conveyance of luggage is safe (mean=3.66) (See Table 32)

Table 32 Perception toward Luggage Services at SIA

Luggage Service	5	4	3	2	1	Mean	Meaning
Baggage carts are available conveniently.	23%	64%	12%	1%	0%	4.09	Agree
Luggage can be transported with high efficiency.	13%	56%	28%	3%	0%	3.79	Agree
It takes passengers acceptable time to get their luggage.	14%	57%	23%	6%	0%	3.79	Agree
The conveyance of luggage is safe.	13%	51%	27%	7%	2%	3.66	Agree

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Luggage Service provided in SIA.

11. Perception toward Staffs' Service Quality at SIA

The finding indicated that Chinese tourist rated the following factors as agree, Staffs' Service Quality: They are dressed neatly (mean=4.23); They are well trained (mean=4.03); They are familiar with SIA enough to point the direction out for passengers when being asked (mean=4.03); They provide services of high quality (mean=3.99); They show great enthusiasm to help passengers out (mean=3.97); The service provided by them makes customers feel warm (mean=3.95); They offer considerate service (mean=3.94); They are good at speaking English (mean=3.83); Specific uniforms are applied to them to let passengers understand their functions clearly (mean=3.69); They can speak Chinese (mean=2.96) (See Table 33)

Table 33 Perception toward Staffs' Service Quality at SIA

Staffs' Service Quality	5	4	3	2	1	Mean	Meaning
They are dressed neatly.	31%	61%	8%	0%	0%	4.23	Agree
They are well trained.	24%	56%	19%	1%	0%	4.03	Agree
They are familiar with SIA enough to point the direction out for passengers when being asked.	30%	43%	27%	0%	0%	4.03	Agree
They provide services of high quality.	20%	60%	19%	1%	0%	3.99	Agree
They show great enthusiasm to help passengers out.	21%	57%	20%	2%	0%	3.97	Agree
The service provided by them makes customers feel warm.	21%	56%	20%	3%	0%	3.95	Agree
They offer considerate service.	19%	58%	21%	2%	0%	3.94	Agree
They are good at speaking English	16%	54%	27%	3%	0%	3.83	Agree
Specific uniforms are applied to them to let passengers understand their functions clearly.	15	43	38	4	0	3.69	Agree
They can speak Chinese.	6	18	48	22	6	2.96	Neutral

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the Staffs' Service Quality in SIA.

12. Perception toward Accommodation at SIA

The finding indicated that Chinese tourists rated the following factors as agree, Accommodation: The hotels are conveniently and fast reachable (mean=3.54);

Detailed information about local hotels is offered in SIA (mean=3.46); There are enough hotels around SIA (mean=3.36); The hotel price is reasonable (mean=3.25) (See Table 34)

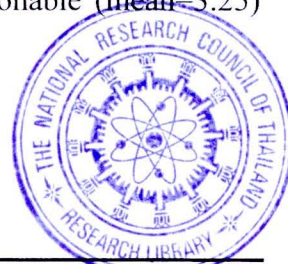


Table 34 Perception toward Accommodation at SIA

Accommodation	5	4	3	2	1	Mean	Meaning
The hotels are conveniently and fast reachable.	8%	43%	44%	5%	0%	3.54	Agree
Detailed information about local hotels is offered in SIA.	7%	35%	56%	1%	1%	3.46	Agree
There are enough hotels around SIA.	7%	30%	56%	6%	1%	3.36	Neutral
The hotel price is reasonable.	5%	25%	61%	8%	1%	3.25	Neutral

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table can best be explained by the fact that respondents were satisfied with the information provided in SIA. However, most of the Chinese tourists intended to live at some other places with convenient transportation.

Overall Evaluation toward Suvarnabhumi International Airport

Ninety nine percent (99%) of these Chinese respondents would like to use SIA service again (n=396) (See Table 35). Seventy two percent (72%) of them agree with that SIA is a good airport (n=288) (See Table 36). Seventy eight percent (78%) of them are satisfied with the facilities at SIA (n=312) (See Table 37)

Table 35 Overall Evaluation toward Suvarnabhumi International Airport

Overall Evaluation	2	1	Meaning
Would you like to use Suvarnabhumi International Airport service again?	99%	1%	Yes

Table 36 Overall Evaluation toward Suvarnabhumi International Airport

Overall Evaluation	5	4	3	2	1	Meaning
Do you agree with “Suvarnabhumi International Airport is a good airport”?	19%	72%	8%	1%	0%	Agree

Table 37 Overall Evaluation toward Suvarnabhumi International Airport

Overall Evaluation	5	4	3	2	1	Meaning
How satisfied or dissatisfied are you with the facilities?	13%	78%	9%	0%	0%	Satisfied

The Comparison of Mean of Expectation and Perception

Whether these 400 Chinese respondents are satisfied or dissatisfied with their experience at SIA can be judged by analyzing their expectation and perception level toward different elements included at SIA. If the mean of Perception is lower than that of Expectation, it suggests respondents are dissatisfied with the factor included at SIA. More adjustments are required for SIA to improve customers’ satisfaction level. On the contrary, if the mean of Perception could match or even exceed that of Expectation, it means respondents are satisfied positively.

- 1. The comparison of mean on the Overall Environment (See Table 38)

Table 38 The comparison of mean on the Overall Environment

Overall Environment	Expectation	Perception
The distinctive Thai features are impressive.	3.98	3.92
The outward appearance of SIA is attractive.	3.94	4.14
The general design of SIA is well.	3.92	4.01
The physical layout of SIA is clear enough for passengers to find the direction.	3.90	3.91
The transportation to SIA is convenient.	3.85	3.99
The overall condition at SIA is well-controlled.	3.84	4.01
The number of customers at SIA does not lead to it feeling crowded.	3.67	3.75

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that Chinese tourists are more than happy with the Overall Environment as they conceived with the construction.

2. The comparison of mean on Rest Areas (See Table 39)

Table 39 The comparison of mean of Rest Areas

Rest Area	Expectation	Perception
The rest area is well-cleaned.	4.05	4.37
The chairs are put in the proper areas.	3.93	3.89
The chairs are arranged in an orderly manner.	3.88	3.87
The rest area is quiet for resting, reading and doing business.	3.85	3.71
The amount of chairs provided at rest areas is enough.	3.81	3.52
Special areas are separated out for smokers.	3.78	3.72
Chairs at the rest area are comfortable.	3.71	3.59
The specific rest area for children is provided in SIA	3.57	3.26

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that even though Chinese tourists were satisfied with the Rest Area after arriving, there are some mean gaps between posttest and pretest. Many factors including the location of chairs, the quality of chairs and so on, did not achieve Chinese tourists' expectations.

3. The comparison of mean of Security (See Table 40)

Table 40 The comparison of mean of Security

Security	Expectation	Perception
The installations are put in the proper place without potential danger.	4.04	3.99
There are clear introduction of emergency exit.	3.96	3.96
The safety of overall layout is good.	3.89	3.88
There are enough security personnel on duty.	3.87	3.85
The security checks for getting into the airport services are designed appropriately to guarantee the safety and not provoke passengers' patience.	3.81	3.83

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

On the issue of Security, the factors that fail to achieve Chinese tourists expectations were that there were not enough security personnel on duty and there were some potential dangers caused by the incorrect installation of some facilities.

4. The comparison of mean of Medical Centre (See Table 41)

Table 41 The comparison of mean of Medical Centre

Medical Centre	Expectation	Perception
The service attitude is professional.	3.75	3.66
Fast services are provided.	3.61	3.40
It is easy to find the Medical Centre.	3.55	3.23
The price is reasonable.	3.43	3.10

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

This table should be understood that respondents did not use the medical facilities.

5. The comparison of mean of Food Centre (See Table 42)

Table 42 The comparison of mean of Food Centre

Food Centre	Expectation	Perception
There are clear directions to the Food Centre.	4.11	4.15
The sanitary environment of food centre is good.	3.90	3.95
The local cuisine in SIA is great.	3.90	3.76
The varieties of food and snacks are opulent.	3.88	3.78
There are adequate seating areas for customers.	3.87	3.59
I prefer traditional food to other food when staying at the airport.	3.83	3.63
The quality of food is good.	3.79	3.70
The price of the food is acceptable.	3.67	3.55

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would be explained that both the traditional Thai and Chinese food, the varieties of food, the number of seats, the quality of food and the price of food did not achieve Chinese tourists’ expectations.

6. The comparison of mean of Toilet (See Table 43)

Table 43 The comparison of mean of Toilet



Toilet	Expectation	Perception
The sanitary condition is good.	4.18	4.40
It is easy to find the toilet.	4.09	4.25
There are enough available toilets.	4.03	4.15
The hand sanitizer and tissue provided in the toilet are good.	3.93	4.17
The space of toilet is convenient for customers with luggage.	3.88	3.89
Well designed baby changing tables are included in the rest rooms	3.78	3.69

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that Chinese tourists are more than happy with most of factors included at Toilet in SIA. However, the design of baby changing tables should be improved to provide great convenience to parents.

7. The comparison of mean of Duty-Free Shops (See Table 44)

Table 44 The comparison of mean of Duty-Free Shops

Duty-Free Shops	Expectation	Perception
The types of goods are luxuriant.	3.95	3.86
The layout of all duty-free shops is good.	3.92	3.89
Welcoming services are provided by purchasing guiders.	3.90	3.79
The prices of the products are reasonable.	3.89	3.70
Correct shopping advice is provided by purchasing guiders.	3.83	3.71

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that the Duty-Free Shops in SIA fails to achieve Chinese tourists' expectations including the layout of the Duty-Free Shops, the types and prices of goods and the service and shopping service provided by purchasing guiders.

8. The comparison of mean of Internet (See Table 45)

Table 45 The comparison of mean of Internet

Internet	Expectation	Perception
Free of charge WIFI should be provided in SIA.	3.94	3.64
The network signal is strong.	3.67	3.39
There are adequate outlets for mobile phones and laptops	3.62	3.08
The charge of internet in SIA is acceptable.	3.59	3.30

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

Since most of the Chinese tourists do not use Internet service in SIA therefore the comparison of mean on Internet between pretest and posttest cannot pass judgment.

9. The comparison of mean of Signposts (See Table 46)

Table 46 The comparison of mean of Signposts

Signposts	Expectation	Perception
There are many clear signposts preventing passengers from getting lost.	3.94	4.00
The flight information display is provided accurately.	3.94	4.10
There are some signposts with Chinese languages.	3.72	3.62

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that Chinese tourists are more than happy with the clear signposts designed in SIA. However, they expect that SIA can provide more Chinese signposts to offer them with great convenience.

10. The comparison of mean of Luggage Service (See Table 47)

Table 47 The comparison of mean of Luggage Service

Luggage Service	Expectation	Perception
Baggage carts are available conveniently.	3.96	4.09
It takes passengers acceptable time to get their luggage.	3.86	3.79
Luggage can be transported with high efficiency.	3.77	3.79
The conveyance of luggage is safe.	3.77	3.66

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that the time spent on waiting for luggage exceeds the tolerance of Chinese tourists. Moreover, the safety of luggage also fails to achieve Chinese tourists’ expectations.

11. The comparison of mean of Staffs’ Service Quality (See Table 48)

Table 48 The comparison of mean of Staffs’ Service Quality

Staffs’ Service Quality	Expectation	Perception
They are dressed neatly.	4.01	4.23
They are well trained.	3.95	4.03
They provide services of high quality.	3.95	3.99
They show great enthusiasm to help passengers out.	3.92	3.97
They are good at speaking English.	3.91	3.83
The service provided by them makes customers feel warm.	3.91	3.95
They offer considerate service.	3.87	3.94
They are familiar with SIA enough to point the direction out for passengers when being asked.	3.87	4.03
Specific uniforms are applied to them to let passengers understand their functions clearly.	3.73	3.69
They can speak Chinese.	3.53	2.96

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that Chinese tourist are satisfied with the majority of factors concerned the Staffs’ Service Quality. However, there are some improvements expected by Chinese tourists. Specific uniforms should be used to that customers can distinguish different staff’s functions when customers are in the need of asking for help. Moreover, if that staff in SIA can get language training to get prepared to serve English speaking customers and Chinese speaking customers, customers are certainly get more considerate service.

12. The comparison of mean of Accommodation (See Table 49)

Table 49 The comparison of mean of Accommodation

Accommodation	Expectation	Perception
The hotels are conveniently and fast reachable.	3.70	3.54
Detailed information about local hotels is offered in SIA.	3.63	3.46
There are enough hotels around SIA.	3.58	3.36
The hotel price is reasonable.	3.51	3.25

Note: 1.00-1.80 = Strongly Disagree 1.81-2.61 = Disagree 2.62-3.42 = Neutral
 3.43-4.23 = Agree 4.24-5.00 = Strongly Agree

It would appear that Chinese tourists are not satisfied with the Accommodation near to SIA as expected. Most of them choose hotel with good location and reasonable prices that far away from the SIA.