

Abstract

Research Title : Don Meaung Airport Service Quality
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The purposes of this research are to analyze causal relations between airport service attributes with the airport service quality, to study the factors needed to be improved for the airport service quality, and to compare the degree of airport service attributes among three genders.

Aims no. 1. to analyze causal relations between airport service attributes with the airport service quality found that servicescapes is most related to airport service quality following by service personnel and services.

Aims no. 2 to study the factors needed to be improved for the airport service quality; the results shown that the attributes for servicescapes needs to be improved are; terminal cleanliness and expose to natural light, local art & culture represent inside terminal, and cleanliness of WC. Service personnel factor needs to be improved on personality & grooming of airport employees, courtesy & willing to help of airport employees, and readiness & sufficient airport staff to solve problems. Last, the service factor needs to be improved on the availability of travel, hotel, restaurant information for downloading via technology, the price of restaurants & shops are reasonable, enough and comfortable seats provided.

Aims no. 3 to compare the degree of airport service attributes among three genders; the result illustrated that there are no difference among genders.

Recommendation, the airport company should consider providing spacious and clean terminal for the feeling of passengers' comfort. As well as, the continuous development of its employees on knowledge, skills and attitude for customer services. Especially, the knowledge of local site touristic and products neighboring

the airport parameter. The modern technology should be implemented for providing information with a user friendly.