

Abstract

Research Title : Passenger's expectation and satisfaction on airlines
delivering services: A case study of full services airline in
Thailand
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This research aims to study passengers' expectation and satisfaction on full service airlines in Thailand, which are Thai Airways International and Bangkok Airways. The objectives of this research are to find the passengers' level of expectation and level of satisfaction toward the airlines services. As well as, to explore the preference factors that passengers use to evaluate on their carrier selection. The sample group selected 400 passengers travelling on Thai Airways International and Bangkok Airways domestic flights.

Most of the sample was female 64.65 percent; aged 21-30 years accounted 41.16 percent. The highest level of education attained in bachelor degree is 57.58 percent. The respondents work in private sector 22.73 percent with average income THB 10,001-20,000 equal to 25 percent. And their purpose of travel is visiting-family and friends (VFR).

The research result reveals that overall level of expectation and satisfaction are high for both ground services and onboard services. The factors affecting passenger's choice toward airline using assessed by the marketing mix elements, are included safety, variety of schedule, spacious seat, price, efficiency of baggage handling, ease of reservation, courtesy and professionalism of staff.

The suggestion for those who are interested in conducting this type of research should focus to the diversities of culture and different airline's business model.