

The passenger satisfaction of Bangkok Airways

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Abstract

At present, the selection of services in the airline has many factors that allow users to choose to use the service. Whether in terms of price, comfort and service are the main factors in choosing the services of consumers. Which each airline there is a distinct identity in the service depends on individual satisfaction.

Bangkok Airways, there are different services from other airlines, with the slogan "Asia's Boutique Airline" or "Impression of Asia". For example, there is a full service lounge for passengers with the same standard of business class as both snacks and beverage, internet and play corner. There is a unique airport. There are specially selected menus with fresh ingredients produced from organic agriculture projects, colorful aircrafts and outstanding in customer service. From the above information mentioned most passenger are satisfied with the use of airline services. Both in terms of food service, convenience and services received.

Keywords

“Bangkok Airways”, “Passenger”, “Service”, “Satisfied”

Introduction

This research is a study of the satisfaction of those who have used the Bangkok Airways and as an aid in decision making in using Bangkok Airways, with new users or returning to use the service again.

Bangkok Airways was established by Mr. Prasert Prasarttong-Osoth in 1986. The current fleet comprises of 9 Airbus 320s, 16 Airbus 319s, 4 ATR 72-500s and 11 ATR72-600s, each aircraft decorated in different liveries of various exotic destinations. Fly to destination: 12 domestic and 18 international. Bangkok Airways has been using the slogan “Asia’s Boutique Airline”. What distinguished Bangkok Airways from other airlines are its initiative to pioneer new routes linking cultural heritage sites and natural wonders in Thailand and the region, to operate its

own three airports are Samui International Airport, Sukhothai Airport, and Trat Airport. And to offer exclusive service to all passengers.

Research methodology

The purpose of this research objective to study the passenger satisfaction of Bangkok Airways those who used Bangkok Airways to be a guideline for judging new users or come back to use the service again.

Bangkok Airways with full service the matter of loading the baggage, lounge service with snacks, hot and cold beverage, internet service, while waiting to board. There is a serving of food on the aircraft and good service from cabin crew.

From research studies, using qualitative method to study the satisfaction of users of Bangkok Airways is divided into 3 main topics, namely

1. The airline service is divided into 4 sub-topics.

1.1. The service of staff in caring for passengers from check-in service personnel, the convenience of checking-in, passenger service in terms of facilitating passengers on the ground and including the services of the cabin crew on the aircraft.

“Left my luggage at Bangkok Airport and it was taken to lost property. Bangkok Airways retrieved it for me and sent it on the next available flight. Great service thank you”

Khanittha N. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/>

“Mandalay to Suvarnabhumi with Bangkok Airways. Easy check in, very friendly staff at Mandalay airport and boarding gate. The aircraft was clean and the crew were really nice and polite. Excellent customer service, food was really tasty and good value for the money.”

Marlene A. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/>

1.2. Food, in the food is mentioned in the food service on the aircraft.

“Lovely short flight from Ko Samui to Bangkok. Flight with well presented and nice food and no hassle at all. There are two lounges at USM, choose the Blue Ribon Lounge at gate 2, much bigger and better than the one at gate 1.”

Stenner V. (2018). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/>

“Very attentive and not rushed service, very good and well presented food (better than Thai domestic Biz class food).”

Stenner F. (2018). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/>

1.3. Punctuality in flight.

“Flight was delayed by 45 minutes which led to a tight connection, but staff were available to escort us through immigration and to the next flight.”

Morden D. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from [https://www.airlinequality.com/ai1.3 Time to travel Most passengers are satisfied with the travel time. There may be some flight delays.rline-reviews/bangkok-airways/](https://www.airlinequality.com/ai1.3%20Time%20to%20travel%20Most%20passengers%20are%20satisfied%20with%20the%20travel%20time.%20There%20may%20be%20some%20flight%20delays.rline-reviews/bangkok-airways/)

“Bangkok to Ko Samui. Biz class with a 2-2 classic recliner seats configuration. Brought by special mini bus to the airplane, boarding first. Flight departed on time and arrived a little early”

Stenner F. (2018). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/page/1/>

1.4 Value of the ticket price.

“Phuket to Koh Samui. Great flight that was absolutely worth the money. The check in airport was very fast and was very friendly.”

Berten SS. (2018). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/page/2/>

2. Aircraft, is divided into 2 sub-topics.

2.1. Aircraft cleanliness and operating conditions of the aircraft.

“Overall they use very old planes, we once had a plane abort take off at Phnom Penh. Mostly no business class, and generally the airline has become uncaring of its passengers recently.”

Baker A. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/>

“flight was dirty, tired and like being in a sardine tin. Our return flight experience from Koh Sumi to Bangkok was not good.”

Verdun A. (2018). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from <https://www.airlinequality.com/airline-reviews/bangkok-airways/page/2/>

2.2 Comfort of the seat on the aircraft.

“เช็คอินได้เร็ว ไม่ต้องไปต่อแถว มีห้องรับรองที่ทำให้รู้สึกดี และมีอาหารให้ทาน ระหว่างรอขึ้นเครื่อง บนเครื่องช่วงระหว่างแถวว่างทำให้นั่งสบายไม่ต้องหงุดหงิด”

somkiatji. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from https://th.tripadvisor.com/Airline_Review-d8729031-Reviews-Bangkok-Airways

3. Lounge including lounge service in food, beverage and sitting area in the lounge.

“A good airport lounge-decent F&B and great facilities We have used this lounge three times, once using Priority Pass, once Emirates and this time with Bangkok Airways”

Geoff B. (2018). Bangkok Airways Customer Reviews. Retrieved <https://www.airlinequality.com/lounge-reviews/bangkok-airways/>

“มีการบริการที่ดีตั้งแต่การเช็คอินได้อย่างรวดเร็วไม่เสียเวลามากเกินไป, ห้องรับรองมีอาหารว่างเพียงต่อการใช้บริการและมีความสะอาดเรียบร้อย และอาหารบนเครื่องเหมาะสมสำหรับการเดินทางในระยะสั้น ตลอดจนการตรงต่อเวลาในการเดินทาง”

ปิยะ วัตร. (2019). Bangkok Airways Customer Reviews. Retrieved February 28, 2019 from https://th.tripadvisor.com/Airline_Review-d8729031-Reviews-Bangkok-Airways

Conclusion

The conclusion of the research based on reviews of passengers who have used the Bangkok Airways, passengers are very satisfied and impressed with the service of the staff in ground service with easy and convenient to check-in. The seat on the aircraft is quite wide and comfortable, cabin crew they are polite and good service. The food served on the aircraft is fast and tastes good. In the lounge there are snacks hot and cold beverage sufficient to passengers and have comfortable resting seats. Worth the money for the ticket compared to what they received. Passengers are satisfied with the punctuality of the flight. There may be some flight delays. Slightly satisfied with the aircraft because the plane is quite old and not clean on some flights.

Discussion and Recommendation

From this research study made aware of the passenger satisfaction of Bangkok Airways those who used Bangkok Airways to be a guideline for judging new users or come back to use the service again. And airlines can use the results of research on passenger satisfaction as a guideline for solving problems that passengers are dissatisfied with to meet the needs of passengers and still maintain the passengers come back to use the service again.

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