

# **The image of Thai Lion Air**

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## **Abstract**

The image of Thai Lion. is a Thai low-cost airline, operating with Thai partners as an associate company of Lion Air Group, together with Lion Air, Wings Air, Batik Air, Lion Bizjet and Malindo Air. Therefore, Thai Lion Air as a low-cost airline the image is therefore very important to the airline because of the feelings that are in the mind of the individual. To one thing by the image that occurs caused by the experience of passengers using the airline service. For example, the image of Thai Lion Air is an airline that provides services to passengers like other airlines. but the emotional feelings of the passengers, the feeling is clearly different, so creating a good airline image will result in a good image of the airline. This research aims to study the image Thai Lion Air To study that the image of passengers using Thai Lion Air service in various areas and the image is one thing that passengers use to decide to use Thai Lion Air. The results showed that the image of passengers looking at Thai Lion Air Most of them are staff, ticket prices and physical characteristics.

*Keywords:* image, passenger, service, Thai lion air

## **Introduction**

Thai Lion Air started service at the end of 2013 as a low-cost airline, which is caused by a joint venture between Lion Air Airlines Indonesia and a group of Thai businessmen has come in started service in Thailand after being successful in Indonesia And Malaysia from the operation cheap strategy cheaper tickets than tour buses cheaper than other airlines a competitor which is considered the key of Thai Lion Air's success in entering the low-cost airline market in Thailand. The image of the airline is very important. because of the good image generated by the airline itself and the image passed through the feelings to passengers using the service causing passengers to feel imagine with the airline. Now, it must be accepted that the significant role of the airline is the image because the image affects the success of the airline. The image can tell the idea and the impression of the passengers knowing how people look at the airline and how do they think about the airline? If the airline has a good image, it would create the image of the airline in a good way, reliable, and trust.

## **Research Methodology**

The purpose of this research objective to study the image of Thai Lion Air in various aspects, to study that how passengers look at the airline. From reviews of passengers, passengers think that Thai Lion Air is low cost airline. Thai Lion Air has a new and clean aircraft, comfortable and spacious seats, free baggage loading service, and a free advance seat selection service. Passengers impress ground staff's service. The flight attendants are smiling and have good manners that is making an impression on the service and make passengers feel safe throughout the flight path. Although there is no food service on the plane, passengers are impressed because it is a short journey and the ticket price is cheap causing passengers not to worry about food. And want to return to use the airline service again. From research studies, the image of the airline can be divided into 4 images. 1)The image of staff is a willingness to provide polite service with good knowledge and understanding of airline products and services enthusiastic and caring for passengers helping very well when passengers are experiencing problems have a good personality because the airline business is a service business an important role in delivering services in every the process of airline is staff, whether a receptionist or employees in support which is a person who must meet and provide services to direct airline users And has contributed to various tasks To make the service complete.2)The image of the ticket is cheaper compared to other airlines. The ticket price is suitable for the distance traveled. The ticket price is suitable for the service received. There are details about the ticket price and other expenses appropriately. And the ticket price is stable and does not change frequently.3) The image of Physical, airline reputation and accepted the cabin and bathroom on the plane are clean. A seat on the plane is wide and comfortable. The staff's costumes are beautifully designed. Standardized aircraft service equipment There are signs clearly indicating the identity of the airline. And has a unique interior and exterior decoration because the physical environment is the first impression for passengers who use the service for the first time to make passengers feel comfortable and peace of mind whether in terms of location, service, and other tangible things that can see the concrete and help communicate with passengers.4) The image of Products and ease of booking/payment specifying seat selection as required punctuality in service travel safety All aircraft that provide service is new. 15 kilograms of free baggage allowance, convenience in purchasing tickets/booking tickets via the internet Convenient and fast booking of tickets /payment.

## **Conclusion**

The conclusion of the research is that the image is very important to passengers. Most people will decide to use the airline. In terms of ground staff and flight attendants, most passengers are impressed. The staff were cheerful, had good service and had good manners. In terms of ticket prices, tickets with cheap and cheap seats can tie 10 kilograms of free luggage. The new aircraft is clean and for the seat plane is comfortable. In terms of passengers using Thai Lion Air Service, most passengers are satisfied with the airline. Although the airline is a low-cost

airline but the airline has good service. Airline tickets should be updated about online check-in for passengers, greatly saving travel time. Therefore, it can be concluded that most passengers who use Thai Lion Air service are satisfied with the airline because the image that the airline sent to passengers is a good image and therefore passengers want to return to use the airline service again

### **Discussion and Recommendation**

From this research study Made aware of the image of Thai Lion Air, the side of the staff in the airline, product service and including physical aspects Airlines can use the results of the study as a guideline to increase the image of the airline to be better than ever before. And responding to the needs of passengers from the image because the image is the first thing that passengers look at the airline.

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