

THE INFLUENCE FACTORS AFFECTING CUSTOMER'S SATISFACTION WITH LOW COST AIRLINES SERVICES IN THAILAND

Ms. Phattharawadee Naknayom International College /

Suan Sunandha Rajabhat University, Thailand.

Kim.pattarawadee@gmail.com

AJ. Benjapol Worasuwanarak International College /

Suan Sunandha Rajabhat University, Thailand.

Benjapol.wo@ssru.ac.th

Abstract

Nowadays, air transportation is highly popular. Because it is a convenient transportation service Faster and safer than other forms of transportation, especially in the current situation in various countries With more communication, resulting in an increase in global air transportation In which the region with the highest air transport is Asia Pacific Therefore, air transportation is a type of utility business that is important for daily life, occupation of people and the economy of the country. Therefore, there is competition among various airline businesses. There are many different airlines and routes to meet the needs of the highest consumer. the low-cost airlines are also the popular for Thai domestic passenger and growing fast. and results of the study shown that the dimensions of service marketing mix influence Thai passengers' decision such as good reputation and image, cheap price ticket, no additional charges, new promotion, PR and advertising, data call center, cabin crew, new aircraft, and comfortable seat.

Keywords: Air transportation, Low-Cost Airline, Service marketing mix

Introduction

Currently, the tourism industry is very important to Thailand. Because it is an industry that brings money foreign countries entering the country very much due to the travel of foreign tourists traveling to travel. Increasingly resulting in better economic conditions of the country as well. Tourism and travel in Thailand are More convenience, more speed Which part Comes from the low cost airline business Boarded many airlines together The number of travel by low cost airlines Has increased every year.

Low cost airlines are airlines that offer fares at lower prices. Airlines that provide full service (Full service airline) very much by cutting out unnecessary things such as food served on the plane. Selling the passenger to Direct sale and the Secondary airports which each low cost airline Trying to offer the best service and quality for service users. To allow users to use the airline's services More self Which the most beneficiary is the service user From the amount.

The increasing airline business operators Affecting the competition of various airlines, including Also compete in the quality of service Which service quality Considered an important factor to Create different types of business in order to surpass competitors. Offer quality of services that respond to the needs of Users Is what each airline should improve In order to satisfy the users.

Research methodology

Objective

To identify the important factor contributing on service quality low cost airlines towards customer satisfaction.

To determine the relationship between service quality customer satisfaction and service environment, employee approaches, efficiency of the services and demographic factor.

The satisfaction of users has become an important criterion for providing services to respond to the needs of users. Actually, problems and obstacles can correct the effectiveness in The service is even higher.

In the service business, paying attention to customers or service recipients is at the heart of the service because the ultimate goal of the service is to create satisfaction for the customers so that customers are satisfied and attracted back to the service. Understanding the service satisfaction will make you realize the value of creating and maintaining the satisfaction of the person involved in the service. Both as a client and provider satisfaction affects several business management.

The airline industry is more capitalist, airline business operators must try to produce sufficient and efficient services to meet the needs of the airline market by using the most beneficial marketing ingredients that 4 elements (Marketing Mix) or 4P: equal to the product and has expanded to 7P; When used with service

Consists of tools as follows: 7Ps

1. Product are characterized by brand name, quality, design, size, attributes and features. For the airline business, product means the services provided by the companies.

2. Price the price that customers pay for a service or product at a price set by various factors such as material costs, market share, product identity, labor and overhead costs. It may change depending on market developments.

3. Place means where the service product going to be sold, distributed or be available for the customers. The company should pay attention to the place so that it can transfer or deliver the product or service at the right place and time.

4. Promotion it has become a critical factor in the service industry especially airlines business because it can generate the popularity of the product in the marketplace that reflects the ticket price of the airline

5. People they are the front line of the organization to transfer quality into a service. For the airline industry, the people are cabin crew, ground staff and customer service call center workers, etc. It is very significant in service companies because there are various variables relating to the performance of the customer contact employee.

6. Physical evidence refers to the environment where a service comes from or in which the services production is in. It is where an interaction between customers and a company's staff occurs.

7. Process the process is a significant factor within the whole service marketing mix. expertise of the service staff are obvious to the customer and it creates the core of satisfaction with the purchase such as online booking, online check-in, call center and staff handling skill.

The 7 Ps components are part of the service marketing mix that indicate the existence and success of each company. They can actually generate the purchasing needs, customer satisfaction and experience. As for the service providers, customer feedback and quality are always the most important criteria to serve their best to customers, retain user rates and develop the essential processes of their service.

Conclusion

The study has shown that effective factors on the service quality are service environment, employee approach, efficiency of services and consumer behavioral intention. All the hypothesis were significant. The results were analyzed by using correlation, coefficient and regression. Dependent variable and independent variable are related with each other with service environment which is the main factor that influencing service quality in low cost airlines. Low cost airlines should emphasis on service environment in order to attract more customers in future.

Discussion and Recommendation

The samples should be studied in international visitors. To understand The view from the passenger foreigners access to low-cost airlines. As well as to improve the quality of service to tourists from both countries together.

Subjects in the study should study the service airlines and low cost carrier airlines together to study the differences between the two groups. The satisfaction of the service airline.

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