

The factors of choosing Thai Airways for Thai

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Abstract

At Present most passengers choose to travel with selected airlines from many factors such as price, offers and promotion etc. There are interesting offers and promotions such as Special direct flights to Europe and has a passenger lounge that maintains Thai identity. In addition to service selection, other factors affecting consumer choice were price, product, atmosphere, cleanliness of the cabins, social activities, customer service, service channels and promotional campaigns, and food quality and travel. Gender, age, education, and career did not affect the choice of Thai Airways, but different income levels did have an effect. Results may be used by Thai Airways and other airlines to develop strategic planning, improve efficiency, and meet passenger needs. Thai Airways has the strength of service. By emphasizing the identity of being Thai Serving with humility and the attention which is considered to be a remarkable difference from other airlines.

Keywords:

“passenger “Lounge”” “service”

Introduction

The selection of Thai Airways currently has many factors, such as having attractive promotions for passengers of all ages. And Thai Airways has impressive services. Such as being humble, smiling, and having a good image as well, such as wearing a Thai dress, which Thai dress is a national dress and Processes and procedures for booking seats through the website or the internet is convenient and uncomplicated as an important factor in Decide to use the service. Appropriate fare prices affect the use of cost airlines. Low in the high level, in line with the marketing mix factors on the satisfaction of users of the line Thai Airways Flight.

Passenger lounges are also another option for Thai Airways. Because Thai Airways has maintained this Thai tradition Is beautiful and the services in that lounge are full of humility Beaming Is another impression for Thai Airways customers and the food that is guaranteed to passengers is also of good quality and taste. And the staff at the support room are only beautiful Thai silk dresses Is the most obvious indication of Thai and another ting is safety is also very important.

Another thing is service. Is most important to Thai Airways and Thailand. Processes and procedures for booking seats through the website or the internet is convenient and uncomplicated as an important factor in Decide to use the service Consistent with the study of marketing factors that influence the level of satisfaction in choosing to use the airline service Giving priority to accuracy and accuracy, including the reservation process and Issue tickets quickly and accurately. Fast and accurate service process of customer relations and the process of checking the ticket to be boarded correctly and quickly at a high-level Including education Marketing mix factors on the satisfaction of Thai Airways users. Users have very good opinions on the process. Steps to buy tickets and the speed of service on the plane is very good. The ability to respond to the needs of passengers, caring has an impact on satisfaction.

Leading to loyalty and the study of factors that Important to the decision-making process for purchasing services Airline cost In Thailand. Hospitable and friendly the flight attendants are very important for service users to decide to use the service.

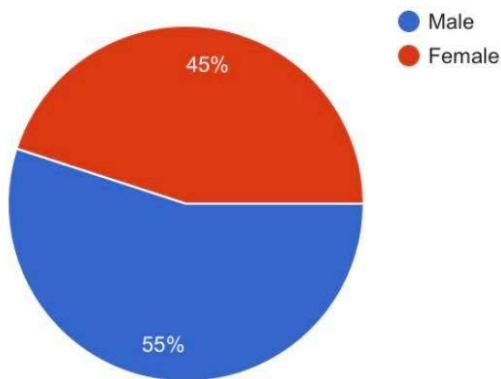
In addition, the study of marketing factors that influence the level of satisfaction in choosing a cable service Aviation in Thailand. Speaking and courtesy of the flight attendants Including uniforms for employees Welcome on the upper machine Is what passengers give Most important in accordance with the study of factors Marketing mix towards the satisfaction of Thai Airways' domestic service users Users have very good opinions on the process. By having courteous manners in service at the best level Followed by the willingness to provide services Personality and service of the flight attendants are very good.

Research methodology

From the survey, it can be found that Thai passengers trust in Thai Airways. And The key factor in deciding to use the Thai Airways main service from the graph is the age and service of Thai Airways. And for Thai services such as dress up, Thai silk, humility, smiling, good care, punctuality Resulting in more passengers are very satisfied with Thai Airways service. and turning to use Thai Airways services.

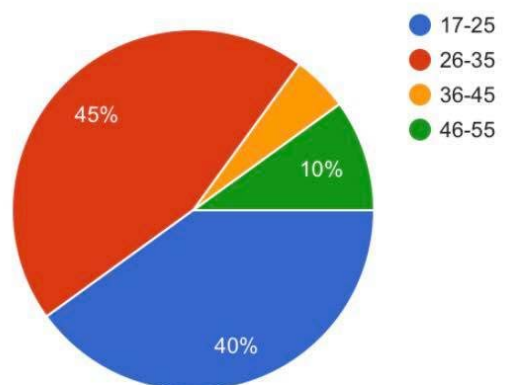
Sex

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Age

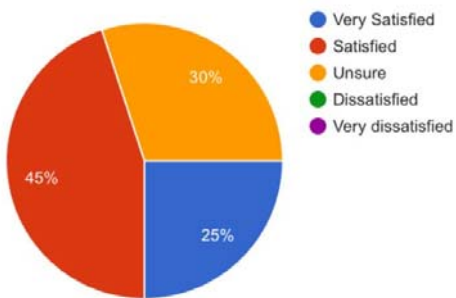
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Factors Affecting Consumer Choice of Thai Airways.

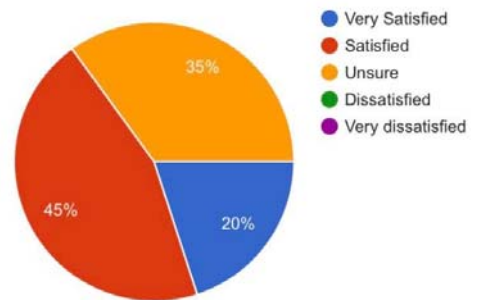
The airline has a group and has a good image.

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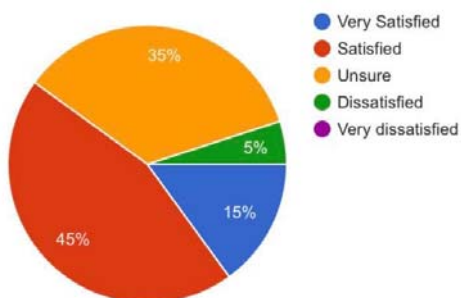
Punctuality both inbound and outbound.

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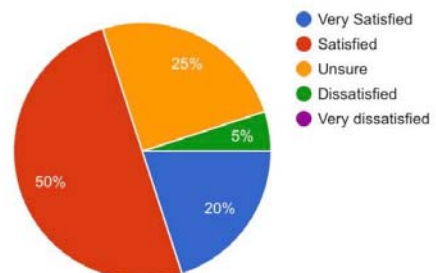
Have good food and drink
Clean service on the plane.

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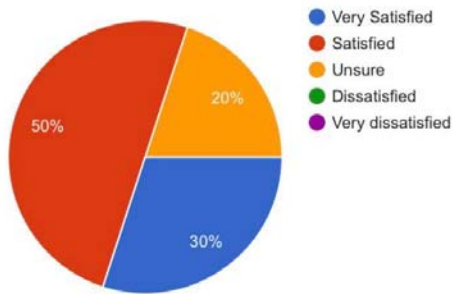
Fares are suitable for service quality.

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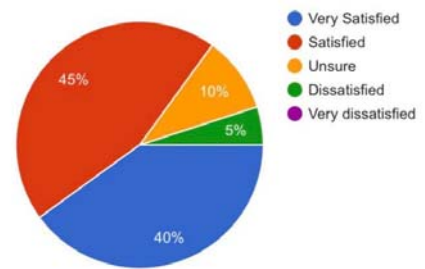
There are many options for buying tickets that are easy to find.

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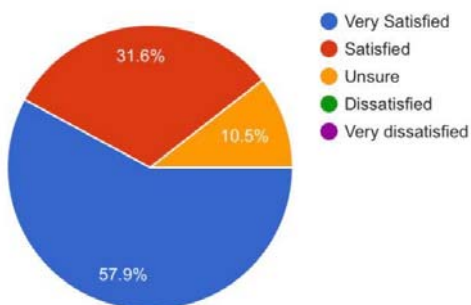
There are advertisements through various media. Continuously, such as television, newspapers and internet etc.

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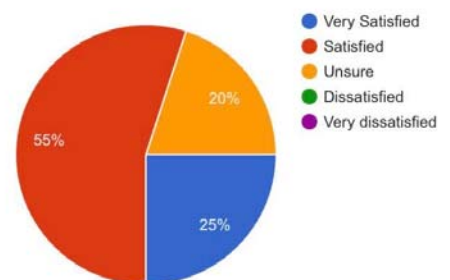
Employees are caring Good-natures With enthusiasm for service

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In deciding to use the service next time, you will Choose to use Thai Airways again?

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Conclusion

At present, the aviation industry of Thailand is growing rapidly, which can be seen from the expansion of the route network and increasing flights as well as the increasing demand for air travel. Thai Airways is the national airline of Thailand. Which the company currently Experiencing continuous losses due to risks from various domestic events including the cost of operations in the high proportion of operations, Thai Airways continues to have service strengths. By emphasizing the identity of being Thai Serving with humility and attention Which is an outstanding thing different from other airlines. The company has to adjust to the competitive situation. The aviation industry has changed And develop service improvements to meet the needs of most passengers Therefore, this research has a friend purpose. Used as information for Thai Airways to take Develop strategic planning Including improving the service to be more efficient and meet the actual needs of passengers as well as increasing passenger volume to continue to use Thai Airways services by applying various factors to be a conceptual framework for studying factors affecting the selection of Thai Airways services for domestic services.

Recommendation

If you have to use the airline service, I recommend you choose Thai Airways. Because Thai Airways has incorporated Thai as a service Various images, clothing sets, food shows the most clearly Thai. Beautifully recorded in Thai style And Thai Airways has many impressive services. Both caring for all passengers and delicious and quality food and having high security, if I would recommend an airline to one airline, I would like to choose Thai Airways for you.

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