

The service quality of low cost airline

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Abstract

At present, there are many low-cost airline companies that have strategies to attract customer such as offer hot promotion or special deal, the low-cost airline is serving routes not far away and most often takes no more than three to four hours

The advance booking system and ticket sales have been developed through mobile applications and on the website to save printing and paper cost, most of them are booking by E-ticketing or by call center.

I did this research in order to learn about the airline's services, why the customers were satisfied with the service of the airline. Both in terms of service, safety and food, why customers are satisfied and can return to use the airline's service again I want to know how to solve various problems in the airline. If there is a problem, how can you solve the problems in these areas? I made this diagnosis in order to be able to have knowledge of my future work and Can learn the theory or practice in solving problems I hope that my research will be useful and knowledgeable to those who have read this research. If there are any errors, please forgive me.

KEYWORDS : Service , Safety and Passenger

Introduction

AirAsia was established in 1993 and started procedures on 18 November 1996. It was primarily founded by a government-belongs to conglomerate, DRB-Hicom. On 2 December 2001 the very powerfully indebted airline was came by previous time Warner boss Tony Fernandes's business melody air Sdn Bhd for the token supplement of one ringgit with 40 million Malaysian Ringgit worth of debts. Fernandes's turned the business round making earnings in 2002 and commencing new path from its hub in Kuala Lumpur by cutting Malaysian Airlines with promotional fares as reduced as 1 RM. AirAsia is one of the award winning and largest budget airlines in the Asia increasing rapidly since in 2001, they have fleet of 72 aircrafts all airbus A320-200. AirAsia is recognized by its lowest fare, quality services and their tagline "Now Everyone Can Fly". AirAsia serves 51 national and international destinations with 108 routes and operates 400 flights daily from hubs in Malaysia, Thailand and Indonesia. Until now AirAsia has flown 51 million customers with their believes in the no frills without hassle low fare business concepts and feels that keeping cost. The vision and mission for AirAsia is:

Vision: To be the biggest reduced cost airline in Asia and assisting the 3 billion persons who are actually underserved with poor connectivity and high fares.

Mission: To be the best business to work for whereby workers are treated as part of a large-scale family, conceive a globally identified ASEAN emblem,

To attain the smallest cost in order that every individual can go by plane with AirAsia,
Maintain the largest value merchandise, adopting expertise to decrease cost and enhance service levels.

Providing quality services to passengers is very important for airlines as much as service. Security and management, if there is no standard for caring and caring for passengers

Will not be able to satisfy customers for survival and increase competitiveness, high quality services result in a competitive advantage by allowing passengers to return to service again, requiring a system Customer support In order to ensure that passengers are satisfied with the various services, must be desired by the passengers in the market and must also share profits and increase profits for the airline as well.

I find information from various sources. In order to find the best information on doing this research Why passengers are satisfied with the use of various airlines and this satisfaction Can make customers return to use our airline service again Making it a standard in good service.

Research Methodology

From the survey, it can be found that compare between three low cost airlines with different routes flight such as

1. Air Asia is a fast-growing airline. Until becoming a world-class brand connecting 22 countries and 193 routes flying across Southeast Asia, China, Hong Kong, Taiwan, Japan, Korea, India, Europe and Australia Although the airline was founded only 8 years ago, it was popular with making it easy and possible to travel with planes for everyone, according to the concept "Anyone can fly", especially for cheap service. Became a highlight That makes getting accepted quickly.

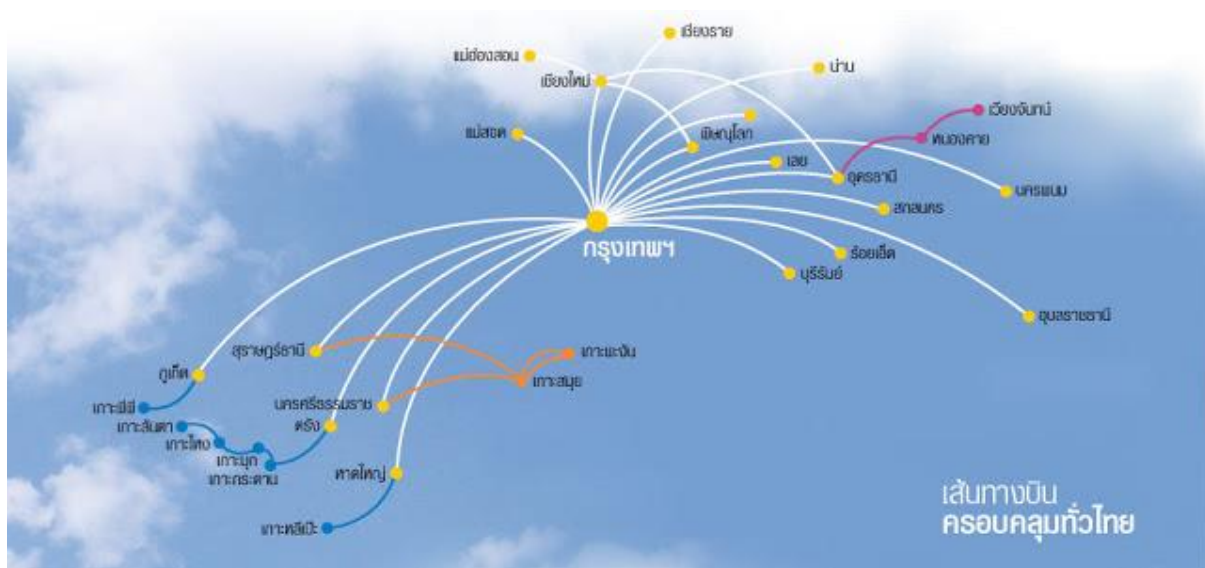


2. Nok Air

"Nok Air" is a simple name. And short to remember Is a name that represents friendliness and is a symbol of freedom of travel Especially as a name that truly emphasizes Thai identity. Which is like a bird Who are free to fly, can fly anywhere freely for the logo, Nok Air chose to use yellow as a color for Nok Air. By the yellow color Has shown the nature and meaning that means warmth and friendliness.

Nok Air Airlines Is the main airline that operates domestic routes The route outside the country

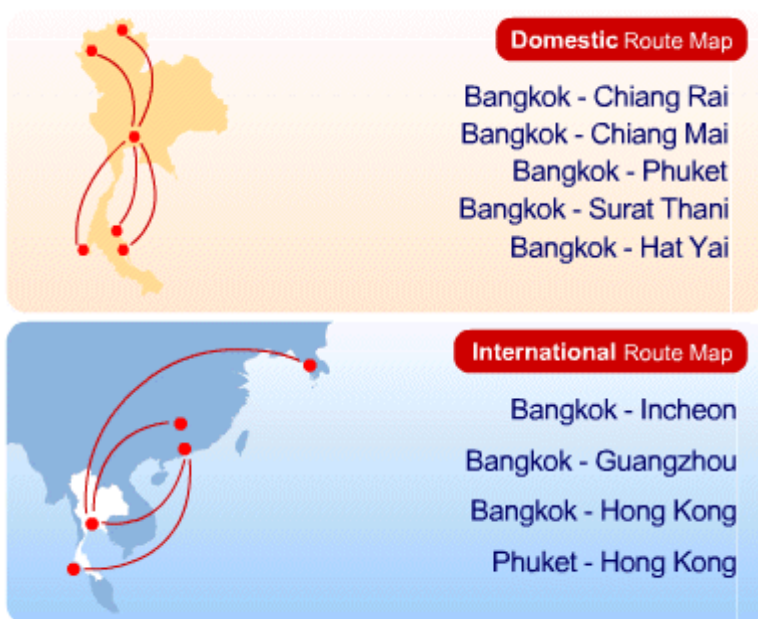
There are only routes from Udon Thani - Nong Khai - Wiang Chan and Trang - Langkawi, Malaysia only.



3. Orient Thai

Airlines Orient Airlines is Thailand's first low-cost carrier in Thailand. Opened on December 3, 2546, by opening domestic flights. Under the management of the airline Orient Airlines Thailand, the parent company. The open flight routes within the region.

Orient Thai Airlines is an airline that opens flights. Minimal compared with other airlines Air Asia and Nok Air. The routes are open all domestic routes only 5.



This is compare table of 3 low cost airlines

Types of service	Air Asia	Orient Thai	Nok Air
Snack and Drink in flight	Not service for snack and drink but can buy in flight if you want	There is Aunty Ann bread, service and 1 cup of water. Other food and drink can buy more in flight	There is Aunty Ann bread, service and 1 cup of water. Other food and drink can buy more in flight Have snack, nuts and drink service
Flight change Within the same path	Change to 48 hours before a fee of 500 Baht + 7% VAT.	Change at any time within 30 days without charge.	Change to 72 hours before departure for a fee of 500 Baht + 7% VAT.
Renaming passengers	Rename the passengers at any time for a fee of 500 Baht + 7% VAT.	Passengers cannot be renamed	Rename the passengers at least 4 hours prior to flight costs 500 Baht + 7% VAT.
The size and type of aircraft	The Boeing 737-300 148-seat aircraft safety standards.	Boeing 737/747/757 150/280/524 seat safety standards.	The Boeing 737-400 149-seat safety standards.
Seat selection	Passengers select their own seat on the plane before the other passengers to select seats. To charge 200 baht per trip.	Passenger Seat selection at check-in Before boarding	Seats can be booked immediately on completion, or choose a seat during check-in.
Price	Of course not, starting from low prices. And changing the price accordingly Passenger volume booked	Of course not, starting from low prices. And changing the price accordingly Passenger volume booked	Of course not, starting from low prices. And changing the price accordingly Passenger volume booked
Baggage requirements	Can hold up to 1 machine, not more than 7 kg. If more than 7 kilograms, it must be loaded under the machine instead If the checked baggage up to 15kg each, charged 215 baht or less than 15 kg if weight up to 15kg will cost 50 baht / kg + 7% VAT.	Unlimited baggage but holding up to 7 kg or more, if overloaded Checked baggage up to 20 kg, -25 if overweight will cost about 45 baht / kg, depending on the route.	Total luggage 2 Holds up to 1 up to 7 kg, if less than 7 kg must load the machine instead. 1 checked baggage up to 15kg if the weight exceeds 15 kg will cost 50 baht / kg + 7% VAT.
Other costs the increase of ticket prices	100 bath airport tax + 7% VAT	100 bath airport tax there is no VAT	50-100 bath airport tax + 7% VAT

Conclusion

At present, there are various airlines. Both low-cost airlines occur. Which airlines are AirAsia is an airline that is established in Malaysia. With the airport that Air Asia can register, there are more than 400 locations in 25 countries, but that is the terms of airline that is not cheap. Regarding the service from the flight attendant, it is no less important to make the passengers impressed. If anyone who has a cost airline service, know that the first thing you will find is the beautiful flight attendant in the red dress which is the symbol of Air Asia. A smile that is friendly and ready to serve you sit regularly, the next thing you will find is the service that is willing in every way. What every passenger needs, what is can be seen on every plane of AirAsia.

The story of the flight was like the look of the airline. Because it is the position that must be the passenger Therefore, this is another important position in every airline, which is AirAsia is interested in this airline flight attendant.

Recommendation.

Air Asia gives the empowerment to their employees because they take an active part to make decision this make the employee productive with their job and feel more satisfaction to their function. And the employee would feel more independence they perform their duties more satisfaction and without hesitation.

Reduce the overhead cost because labour is more effective. You give the less input it create the more output achieved and can saved the resources utilized in other areas and also introduce more training courses for the employee to increase the quality of the workforce could be increased.

Hire the expertise to improve the efficiency of their services to save the overhead cost.

Communicate with the employee friendlier and motivate them to encourage in the decision making.

They advertise more and more on TV, Billboards because advertisement gives the more customers to you.

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