

## **The Satisfaction review of Bangkok Airways Lounge.**

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### **Abstract**

The Satisfaction in usage lounge on matter in every thing part of Bangkok Airways lounge which in service part have to is perfection in every part of lounge. For research in this topic thing want to know is the passenger have a satisfaction in usage service in part of lounge of Bangkok Airways how many more or less. Expectation doing research want to know about usage of Bangkok Airways lounge and how many parts of service in lounge and what are the service in the lounge and what is identity of Bangkok Airways lounge also. Thing I want to know in research for this topic I will search information from website of person ever used lounge of Bangkok Airways written in a various of website for to be data for this research.

*Keywords: lounge, , part, research, Satisfaction.*

### **Introduction.**

Bangkok Airways since 1986, on January 20,1986, provided the first flight service by providing regular service in the early stages. Fly in the Bangkok to Nakhon Ratchasima, Bangkok to Surin and Bangkok to Krabi. And in the current have more destination either domestic route and international route than 30 destinations and Bangkok Airways have airport under the supervision of the company is Suvarnaphumi airport, Samui airport, Sukhothai airport, and Trad airport. Bangkok Airways is the Asia's boutique airlines there are 5 principles that define boutique. 1.BoutiqueLounge,2.BoutiqueAirport,3.AppitizingMenu,4.ColorfulAircrafts,5.Excu-siveService. Lounge of Bangkok Airways there is one of the boutique from five boutique of airline so while is most important. Lounge of Bangkok Airways so very important for make reputation offer with airline. (Bangkok Airways company limited [TH], 2019)

## Research methodology

### Objective

- To learn each part of service in boutique lounge.
- To review passenger satisfaction in lounge service.

Bangkok Airways since January 20,1986 Provided the first flight service. and later has the Slogan is ASIA's BOUTIQUE AIRLINE is impression of Asia since 2004 and one of boutique is passengers lounge that makes the reputation for the airline. (Bangkok Airways company limited [TH], 2019)

When the passengers come to the passenger lounge by show boarding pass before will use the passenger lounge of Bangkok Airways. Passengers lounge has two parts that get service. It is for economy class and for Business class.

#### Boutique lounge.

Lounge service for all passenger matter will be economy class passengers, Business class passengers or other passengers of Bangkok Airways such as the AIS Serenade card holder available the boutique lounge. In lounge service have designed lounge that gorgeously and modern and still have service snacks and drinks, internet zone, children playing zone to facilities for all passengers of Bangkok Airways. (Bangkok Airways company limited [TH], 2019)

Snacks and drinks zone of Boutique lounge. In this zone have snack such as khaotan rice cracker, popcorn, mushroom puff, sandwiches, coffee cake, rice porridge and drinks such as automatic coffee machine, hot tea, orange juice, lemon tea and ice coffee. And each corner in the lounge is an internet zone convenient for presently that use social network in everywhere, which is important to everyone and children have play corner. Passengers lounge that's convenient for all passengers and give comfort for all passengers of Bangkok Airways.

#### Blue Ribbon Club.

In this lounge that must be the business class passenger and AIS Serenade card (Gold, Platinum) then can be used in this zone. For a blue ribbon club that have the special more than boutique lounge because in the zone have diversity other service, room designed, foods, drinks, and in the room have shower room and a massage room to relax, small meeting room computer for offer the passenger use free. (Bangkok Airways company limited [TH], 2019)

Foods, drinks, dessert in part of foods and drinks will have special because before come to the lounge will have staff get the order and recommend menu in that day. Refreshment such as a hamburger, pork or chicken with peanut sauce, salad roll, dim sum, and other. dessert such as cake and Thai dessert, etc. and drinks have hot/ice coffee, tea (green tea, Thai milk tea, etc.) And in other that give more comfort for passengers. Either shower room, massage room, meeting room with facilities for business class passenger and AIS Serenade card.

## Review

"charming and friendly smiling staff"**Geoff Becque (United Kingdom) 28th January 2018 Trip Verified** | *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. All the major airlines use the lounge, The food offering is very good with hot and cold options and there is a full bar. Good free WiFi and immaculate toilets and showers. Work zone and private rooms for meetings. Great views of the tarmac and runway. Really charming and friendly smiling staff, so typical of Myanmar. <https://www.airlinequality.com/lounge-reviews/bangkok-airways/>*

"good lounge with lots of space"**Nuti Damrongphatr (Thailand) 23rd August 2016 Verified Review** | *Good lounge with lots of space, the lounge staff come to ensure you are comfortable regularly. There is a spotless shower room, a few hot food menu which are actually passable frozen food, other snacks are better and plentiful. There are a few wines at self service drink bar, Wifi is very quick. I found this lounge to be great, only downside is a constant announcement for flight information. There are only a few passenger in the lounge and I believe more personalized communication is possible. <https://www.airlinequality.com/lounge-reviews/bangkok-airways/>*

*Satisfactory It's really nice to have a lounge for economy passengers. Though that means it's always busy and there is quite a bit of trash left behind.*

*chriso • March 2017. <https://www.loungebuddy.com/BKK/bangkok-airways-boutique-lounge-domestic-concourse-a-FaPJn8zo0V>*

As my studies form many reviews and website it makes me know about with feeling of passenger as ever using the service of passenger lounge of Bangkok Airways more or less and either two zone have that different and can be makes a passenger impression in part of lounge service of Bangkok Airways.

## Conclusion

As I studies about Bangkok Airways lounge that have developed in lounge service makes me know about that the passenger lounge of Bangkok Airways have two parts is boutique lounge and blue ribbon club that have the different which has different service, either in part room, foods, drinks, etc. which makes to the satisfaction give the passenger matter economy class or business class, AIS Serenade card passengers. Each is either made to passengers impressed in service of airline after using service and give comfortable with passenger either have service shower room and massage room for respond needs of passengers in all group matter will be a traveler, businessman, which makes want to come back use as the lounge of Bangkok Airways again.

### **Discussion and Recommendation**

As my studies from review or website the passengers have greatly satisfied with the lounge of Bangkok Airways but some passenger is complaining about something such as add international newspaper and the announcement for flight information. There are only a few passengers in the lounge and personalized communication is possible.

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