

## **Passenger's satisfaction service quality with Thai Airways**

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### **Abstract**

Now a day, air transport being the most and the quickest mode of transport have being gaining popularity as same as the low cost airlines that are increasingly so much. But why Thai Airways (TG) are still be the full-fare airline that can successful.

The main objective of the study was to find out the passenger satisfaction with Thai airways in various objects like a price of tickets, high quality services, facilities, food and beverage, source of booking, Thailand unique, the warm hospitality, personal need and expectations of passenger also the responsibility of cabin crew. The data were gained from the passenger reviews base on Skytrax. And the scope of the study covered only flights flying international origin to destination. The reviews found that many of Thai airway with international flights, the results show that passenger 'were mostly satisfied with Thai airway in flight quality services also food and beverage as well.

**Objective : Satisfaction, Passenger, Quality services**

### **Introduction**

The entry of low cost airline in Thailand has rapidly increased in number. There are some reasons why the low cost airlines take this position. One of them is that the full-fare airlines have insufficient flights to cover all the destination and another is that the commercial promotional of low cost airlines are successful. But Thai Airways International (TG), the national airline of Thailand, is no exception even though it has been recognized as a provider of better service and more convenience to passenger.

Being a national airline, TG has increasing their service quality to enhance passengers' satisfaction level. In order to do that, TG need to understand the importance of how to make the passenger satisfied with high quality services. If passengers are satisfied with a product or service, they will buy more, and do so some often. TG has focused on service quality to increase passengers' satisfaction and they have clearly motto, "Service from the Heart" also they providing with Thai unique such as traditional, culture that you can feeling Touch of Thai and give some hospitality as well.

However, there are various factors affecting customer satisfaction with TG's service. Service provided can be tangible or intangible. The service-related equipment, brochures, magazines or even service operations' uniforms are considered tangible factors which can enhance passenger satisfaction with the company's service. On the contrary it's difficult to evaluate the quality of service when taking the intangible factors such as personal need and expectations are abstract. Expectation of a person differs from another one. Consumers' expectations can be influenced by word of mouth, past experience, etc.

## **Research Methodology**

### **Objective**

#### **1. To study about the strength of Thai airways**

The strength of Thai airways has many factor that enhance passenger satisfaction, one of them is about high quality service in term of how to make passenger satisfied by understanding what they need and want. It not just only service but TG they are providing with Thai unique to make passenger feel Touch of Thai also give warm hospitality to extend the global travellers. The second is TG has to reflect Thai's value to inspiring not only our outward appearance, but also the gracious hospitality, on the ground and in the air until flying to destination. The overall of TG are want to make the beyond experience with providing the best of service and give some Thai value to make passenger feeling world Class airline, High quality service, and Thai Touch

#### **2. To review about what are passenger's satisfaction with Thai Airways**

From the review who have been fly with Thai Airways found that there are many factor of passenger satisfaction about Thai Airways in term of service quality also food and beverage as well.

- 2.1 Service Quality : It mean that TG they care about passenger satisfaction in term of increasing the high quality service also they providing tangible or intangible service that can be affect to enhance passenger as well. And TG have clearly motto, “Service from the Heart” which make passenger satisfy and more convenience.
- 2.2 Touch of Thai : Thai Airway can providing which Thai unique such as culture and traditions, Thai uniform also they give the warm hospitality for passengers that can make benefit and satisfaction with them.
- 2.3 Understanding of passenger’s expectation : TG are understanding what customer want and need how to make they satisfied by research from review or even to fulfill our customers’ highest expectations in terms of comfort, service and well-being.
- 2.4 The cabin crew : They can make passengers flight as pleasant as possible and look after all of them as the best service. Also they came every now to make sure that passenger comfortable throughout the flight.
- 2.5 Food and Beverage : Most of all passenger they are satisfied about of Thai’s food which providing the tasty food that some passenger never taste it before like a spicy food also the dessert that TG have for passenger.

### **Conclusion**

Passenger satisfaction service arise when a company can provide customer with benefit that exceed passenger’ expectation and this is considered value-added. If passengers are satisfied with a product or service, they will buy more, and do so some often. TG has focused on service quality to increase passengers’ satisfaction also they providing Thai unique to make passenger feel Touch of Thai so that why TG they concern about service as much as possible.

Therefore, the best way to provide the best service is understand want customer need and want, how to know what they satisfied and what they expectation by research and development frequently carried out in a service organization to keep pace with how customers feel all the times.

## Discussion and Recommendation

From my opinion I think TG they are successful so much by make passenger recognize in high quality service and to show the value of Thai's that can reflect Thailand country. And the important thing that TG are still be the full-fare that can beat low-cost is they not have the marketing to reduce any ticket as well but by increasing their service that can provide as much as possible even the Thai unique, accommodation & facilities or the responsibility of cabin crew as well.

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