

## **The passenger satisfaction of Thai smile**

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### **Abstract**

Now aviation industry in Thailand. There is growing up. Both domestic and International. An effect to create many different airlines. Such as Thai Airways, Nok Air, AirAsia, Bangkok Airways, Lion Air, and Thai Smile. There is an airline will many competitors. Causing each airline to show the strengths of the airline. And Thai Smile is another airline to show strengths itself. By Thai Smile using a strategy hybrid is Full service Under the lowest cost And Thai Smile is also a light premium type of airline. And also earn miles for flights with Thai Smile, equivalent to Thai Airways And can take miles to join the Star Alliance. With the services of Thai Smile, with a passenger lounge with food and Beverage and comfortable. Which Thai Smile has 2 class of services, including Smile Plus Class and Smile Class, which provide the comfortable seat for the passenger Both class passengers will receive a weight of 30 kilograms and 20 kilograms of luggage, providing full comfort to the substance in order to attract more passengers to use the service with Thai Smile And provide the highest satisfaction to the passenger.

Keywords: Service, Passenger, Strength, Comfortable, Satisfaction

### **Introduction**

Thai Smile Airways, or THAI Smile, is one of the newest low-cost carriers of Thailand. Being a subsidiary of Thai Airways International, An airline type Light Premium Airlines. it is recognized as the most affordable, yet the trendiest and best-rated airline in Asia. THAI Smile mainly operates from Thailand's busy Suvarnabhumi Airport (BKK) and Bangkok's Don Muang International (DMK), where it serves flights to 28 destinations in eight countries across Asia. It offers Smile Plus (premium economy) and Smile (economy) classes with full services.

## Research methodology

### Objective

- To learn why Thai Smile to get satisfaction from passengers very seriously?
- To learn why passengers to vote for the airline Thai Smile has received awards from TripAdvisor Travelers Choice Awards for Airlines?

THAI Smile is one of the newest low-cost carriers of Thailand. Being a subsidiary of Thai Airways International, An airline type Light Premium Airlines. it is recognized as the most affordable, yet the trendiest and best-rated airline in Asia. Where it serves flights to 28 destinations in eight countries across Asia. It offers Smile Plus (premium economy) and Smile (economy) classes with full services.

THAI Smile is Thai Airways International's (THAI) new way to provide service with products and services which suits customers traveling short distances. which characterizes new generation lifestyle that is modern but places importance on selection of good products and services. There are two classes of service on THAI Smile flights: Smile Plus and Smile, operated with brand new Airbus A320-200 aircraft. Passengers flying in Smile Plus can experience more privacy than offered in Smile class, receive 30 kilograms in baggage allowance, and have lounge access.

In Smile class, passengers receive meal service and beverages, as well as 20 kilograms in baggage allowance. THAI Smile passengers can select their seat and accumulate mileage on Royal Orchid Plus, just the same as when they traveled with THAI.

The passengers felt satisfied with the use of Thai Smile service. By passengers buying tickets at economy prices. But receive premium service, can sit comfortably with a wide seat. And the service from the cabin crew that is friendly to the passengers every time with standards that have never changed from the service of the cabin crew. Because Thai Smile is a light premium service, so passengers do not have to worry about baggage. Because it can be loaded for free and get the mileage of Thai smile. Importantly, the price is not expensive when equivalent to the service received. Therefore causing Thai Smile to receive an award for excellent service from TripAdvisor sites worldwide with awards, TripAdvisor Travellers Choice Awards for Airlines including 3 awards.

- 1.) Best Airline in Thailand
- 2.) Best Regional Airline in the Asia Pacific
- 3.) World's Best Airline - Top 10 Is the result of reviews of passengers around the world for the year 2017

As I studied satisfaction of Thai Smile's passengers from reviews. They are said

Herzliya, Z. (n.d.). The passenger satisfaction of Thai smile [Review the passenger satisfaction of Thai smile *nice smiley staff, comfortable seats, nice and friendly air attendant, service*

*before and during flight was polite and efficient, food and beverage served nice and tasty. airplane was clean, comfortable seat.*]. Retrieved February 27, 2019, from [https://th.tripadvisor.com/Airline\\_Review-d8729212-Reviews-THAI-Smile-Airways#REVIEWS](https://th.tripadvisor.com/Airline_Review-d8729212-Reviews-THAI-Smile-Airways#REVIEWS).

M. (n.d.). The passenger satisfaction of Thai smile [Review The passenger satisfaction of Thai smile *Staff were very friendly and professional. Seats comfortable, Food good and included in price unlike Air Asia.*]. Retrieved February 27, 2019, from [https://th.tripadvisor.com/Airline\\_Review-d8729212-Reviews-THAI-Smile-Airways#REVIEWS](https://th.tripadvisor.com/Airline_Review-d8729212-Reviews-THAI-Smile-Airways#REVIEWS).

Pinkaholic, M. (n.d.). The passenger satisfaction of Thai smile [Review the passenger satisfaction of Thai smile *This was the first time we took Thai Smile. Previously it was Thai Airways and we sort of had no expectations about Thai Smile since we've never heard of it before. However this trip converted us 100%. Service was super duper friendly beyond expectations. This was a transit flight from Taipei to Phuket, and from Taipei to Bangkok we took the famous China Airlines and it didn't even meet halfway of Thai Smile's hospitality. China Airlines should feel ashamed of their stuck-up inflight attendants. Thai Smile on the other hand had 2 ladies serving meal on board and their smiles never once left their face. We observed all the way and each time they meet a new passenger they enquire what drink they would like with such genuine attitude. Speaking of which, for a domestic 1hr flight we weren't expecting food or drinks to be served at all. Not only did they give us a "lunch pack" with bottle of water, small sandwich, they also gave you an option of variety of drinks. This is definitely not the norm for all the other budget domestic airlines that we've taken previously. Thai Smile now ranks #1 in our hearts, good job & keep up the AWESOME work!!!*]. Retrieved February 27, 2019, from [https://th.tripadvisor.com/Airline\\_Review-d8729212-Reviews-or10-THAI-Smile-Airways#REVIEWS](https://th.tripadvisor.com/Airline_Review-d8729212-Reviews-or10-THAI-Smile-Airways#REVIEWS).

As I studied from many blogs and reviews, it was found that the Passengers are very satisfied with the services of Thai smile Because Thai Smile has good service Such as cabin crew friendly passengers and the food and beverage services that are worth the price that passengers receive services from Thai Smile.

## **Conclusion**

From I studied, information about Thai Smile I saw the efforts of this airline. Self-improvement all the time and Keep pace with the current situation. The operation of the cabin crew to take care of every detail. And also facilitate all passengers Making passengers impressed every time they use the service with Thai Smile. Therefore resulting in this airline receiving many awards And Thai Smile is also an airline that dares to be different from other airlines in Thailand. Therefore has been popular with passengers from all over the world and has been trusted by TripAdvisor Travellers Choice Awards for Airlines, continuously. Therefore is a guarantee that Thai Smile is truly a quality airline.

## **Discussion and Recommendation**

I think Thai Smile should improve the cabin crew. Some people may not have a good facial expression. And would like to improve the check-in that is delayed when there are many passengers I would like to add the check-in counters, more than ever. And want to organize promotions often because the price may be expensive for passengers some group and would like the airline to change the style of serving food on the plane by turning to use packaging from paper instead of plastic containers as much as possible.

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