



The customer satisfactions on Low-Cost Airlines in Thailand

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Abstract

The purpose of this article is to study and compare satisfaction. Passenger Satisfaction with Ground Services and Aircraft Services low-cost airline. Thai passengers traveling within the country used and used low-cost airlines by collecting data from 50 passengers the questionnaire. The statistics used for data analysis were percentage from making Likert Scale. To present the result of passenger's satisfaction and the inference hypothesis.

The results showed that most of the samples had the highest level of satisfactions, with a high level of satisfaction with the service. The mean score was 4.00 and when comparing the average score satisfaction of passengers. The average score is in the high score, which shows that the carrier is well managed. Based on passenger satisfaction and performance should be maintained.

Introduction

The aviation industry is considered an important economic sector and generates revenue as a top priority in the country, resulting in the expansion of the airline market share, especially in low cost airlines with the increasing number of flights, most airline businesses in this group therefore focus on marketing that is competitive in price, cheap ticket, a variety of promotions and new flight routes to create incentives for choosing to use the services of passengers.

From the behavior of the service needs and the intense competition in the low-cost airline market, it is found that the price is not the top factor in choosing to use the airline service,

especially in the low cost airline business. And perceived service quality of the user will vary according to the needs of users, satisfaction with the service is the result of comparing the level of the person's feelings with the product that is seen or understood with the expectation of Users to use the results to improve the service to be effective and to meet the expectations of users effectively.

Therefore is an important reason for research to study and compare the satisfaction of passengers receiving low-cost domestic airlines with tools to analyze the importance and performance that is used to show what the customer is important and the working efficiency of the service agency. That helps entrepreneurs or executives better understand and evaluate the services of the business and can cause the development of service quality that is more efficient.

Research methodology

1. Population and sample group

The researcher chose to study the sample group is a Thai passenger who traveling within the country of use and used to use the services of low cost domestic airlines, by using sampling method. Collecting 50 questionnaires from the sample group, this is derived from the calculation of sample group size.

2. Research tools

Research Really Working on Survey Research use in collecting information is the questionnaire. Satisfaction of passengers receiving airline services low cost in the country is a question that is used to evaluate satisfaction levels of passengers by using Like Scale to examine how strongly subjects agree or disagree with statement 5 point scale with anchors. And there are 6 questions.

Questionnaire building and research quality inspection Conducted by reviewing Theories and research related to the definition of variables to be studied the draft questionnaire is consistent with the definition of variables and research objectives. The message is measured according to the purpose and content which considered the question to be used in the creation of a questionnaire and then used to collect data with 50 passengers using low cost airlines.

Objectives

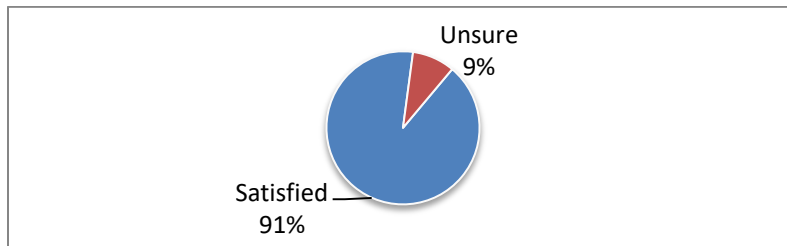
1. To study the satisfaction of passengers who are receiving services low cost airlines in Thailand.
2. To study that what is passengers satisfied and what is not satisfied? In receiving services of low cost airlines in Thailand.

Conclusion

The results of the satisfaction of passengers using low-cost airline services as a whole, separated into topics according to the question used in the survey questionnaire from passengers who have used service low-cost airlines within Thailand.

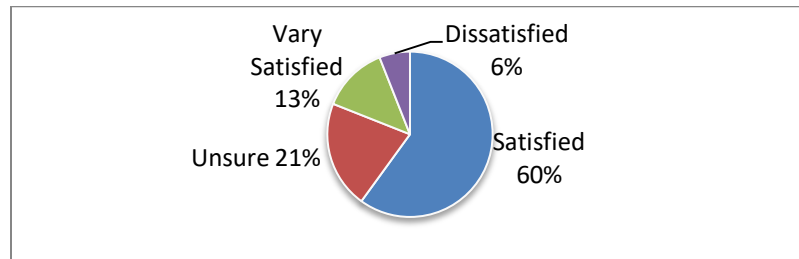
1. Is the fare suitable for the distance to fly

From question 1, passengers in the sample group, most passengers are satisfied at a satisfied level with an average of 91%, and minority is unsure level with an average of 9%.



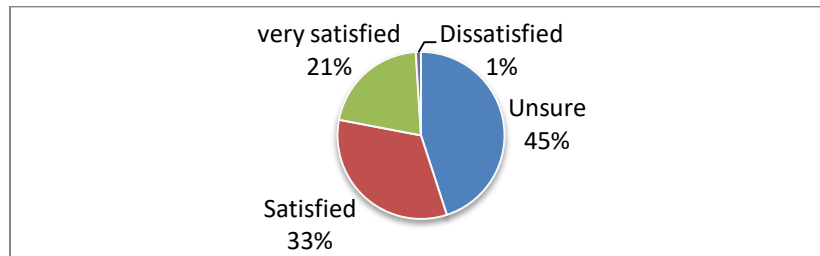
2. Safety during travel on flights

From question 2, passengers in the sample group, most passengers are satisfied at a satisfied level with an average of 60%, and minority is dissatisfied level with an average of 6%.



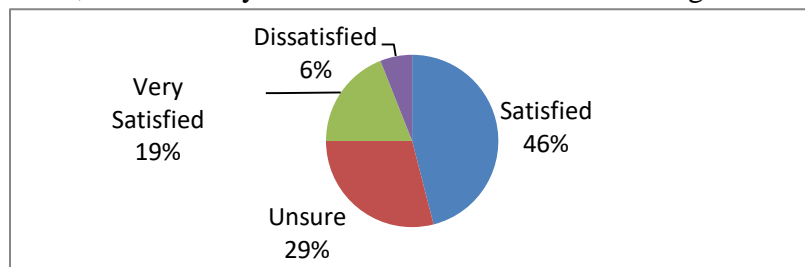
3. Providing fast service

From question 3, passengers in the sample group, most passengers are unsure level with an average of 45%, and minority is dissatisfied level with an average of 1%.



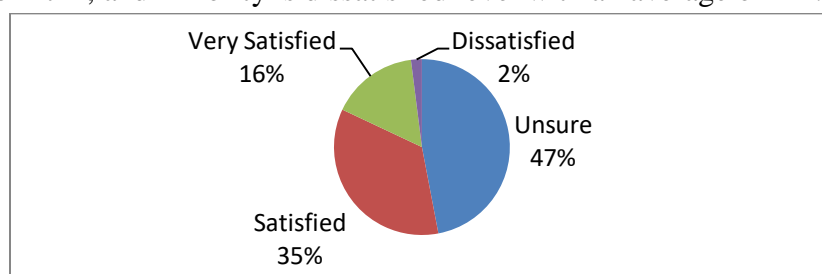
4. Ground Staff creates a good impression on passengers.

From question 4, passengers in the sample group, most passengers are satisfied level with an average of 46%, and minority is dissatisfied level with an average of 6%.



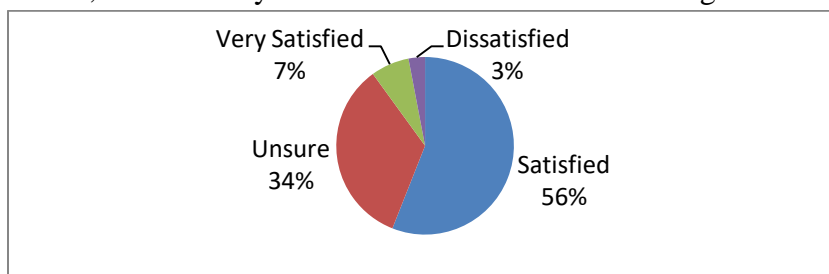
5. The flight attendants provide good hospitality and are polite in service

From question 5, passengers in the sample group, most passengers are unsure level with an average of 47%, and minority is dissatisfied level with an average of 2%.



6. The satisfaction that passengers will return to use the service and recommend others to use the service.

From question 6, passengers in the sample group, most passengers are satisfied level with an average of 46%, and minority is dissatisfied level with an average of 6%.



Discussion of research results

Passengers receiving services of low-cost airlines in the country. There is a satisfied level of satisfaction that the airline is able to meet the needs of passengers very well. Therefore, the airline should maintain a level of service on the ground and service on the device more and more continuously. As to exceed the expectations of passengers by analyzing the behavior of customers or users the airline itself must focus on "Professionalism in providing services" by focusing on services that will help achieve continued success in tandem with the increasingly competitive market situation. Consumer consumption behavior has changed rapidly from social and environmental conditions as mentioned above low-cost airline operators with many airlines currently needing to study, analyze and develop marketing strategies for personal business continuously for the profit and survival of the business in the future.

Suggestions for next research

1. This research method should be used for education in other areas, both domestic users and overseas travelers.
2. Should study samples of foreigners who use service low-cost airlines in country? In order to meet the needs of customers covering all groups.

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