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Abstract

Now a day airline industry rapid growth worldwide due to the fact the airline makes passenger comfortable and easy for travel. Similarly, most people interested in an aviation career because they expect to grow together with the company and they frequently start to apply from the Passenger Service Agent. Nevertheless, passenger service agent is a challenging job for many people because they need to work a lot in many tasks and help every passenger whenever passenger want including, the scheduled time of aviation career that different from other jobs in the world so, each month many people have a different reason for resigning from this position.

As a result, this research will show you how to do they work and What is the welfare that they get from this job including what is the factual reason why many people would like to work in this job but in contrast, they would like to resign too.

Keywords: “Aviation career”, “Passenger service agent”, “Passenger”, “Resign”, “People”

Introduction

Air transportation is comfortable and fast to travel to another place. Almost company will attach much importance to customer or passenger so, they choose the service to make the passenger feel impressive. A major source of air transportation is a human resource and one of the departments that important is a passenger service agent. Everyone knows about the duty of the passenger service agent as ground service in the airport for help passenger for many things before they on board which this position is the one interesting job for internship student find new experiences and learn how to solve the problem from professional in the company for use in the future when they graduated including someone who interested in a service job about the aviation industry they usually start work from the passenger service agent before any department of the aviation industry so, many people waiting to apply to this job even though this is uncommon because many people have a short time for work also in and out all the time

Research methodology

- (1) To explain the detail of Passenger Service Agent.
- (2) To fact-finding the reason for passenger service agent short career purpose.
- (3) To find the solution to resolve resignation problems.

Passenger service agents handle administrative procedures for passengers before and after a flight such as reserving tickets, releasing boarding passes, and accepting luggage. Because this role involves significant interaction with passengers, passenger service agents play a major part in an airline's customer service function, and they must be diplomatic and respectful in all situations, whether they're asking passengers to comply with airline rules or explaining flight information. They typically work inside airport terminals, staying at counters or gates and occasionally walking around to assist passengers. In line with airport operating hours, they may take day or night shifts, with the possibility of overtime during busy periods.

Passenger Service Agent Duties and Responsibilities :

While specific duties vary based on employer, there are several core tasks that all passenger service agents perform. Based on our analysis of job listings, these include:

Issue tickets

Passenger service agents issue airline tickets for clients, checking if their requested dates of flight are available and then reserving seats and preparing itineraries accordingly. It's also up to them to handle itinerary rebookings and cancellations.

Assist with check-in

An important responsibility of passenger service agents is assisting with airport check-ins. Before clients embark on a flight, they must go through the ticket counter first, where passenger service agents examine their ticket, passport, and other identifying documents, and confirm their flight details. Afterward, clients receive their printed boarding pass.

Process luggage

Toward the end of check-in, passenger service agents process luggage and ensure that it complies with the airline's restrictions. If luggage exceeds weight limits, service agents charge additional fees. The next step is attaching luggage tags and coordinating with ramp agents to place luggage on the correct flight.

Facilitate boarding

Passenger service agents facilitate passenger boarding onto flights. They use a public address system to announce when boarding may start, and they control entrance by accepting passengers based on seating arrangement and boarding pass verification.

Provide information

Passengers can approach passenger service agents for information about their flight and check-in procedures, to inquire about directions, or to request assistance with concerns such as lost luggage. Passenger service agents also announce changes to flight details and handle complaints.

Passenger Service Agent Skills and Qualifications :

Customer service

Passenger service agents spend the most time talking directly to customers. Ideally, they are mindful of customers' needs while maintaining a courteous, professional attitude in all situations.

Attention to detail

Since passenger service agents inspect boarding passes, passports, and other paperwork, they must be detail-oriented, looking for inconsistencies and double-checking for accuracy

Communication skills

Passenger service agents have good oral communication skills. They convey information such as seating arrangements and boarding schedules clearly, and they give thorough explanations in response to inquiries.

Cultural sensitivity

Many of the people that passenger service agents interact with in their work come from different countries or have varied cultural backgrounds, so cultural sensitivity is essential

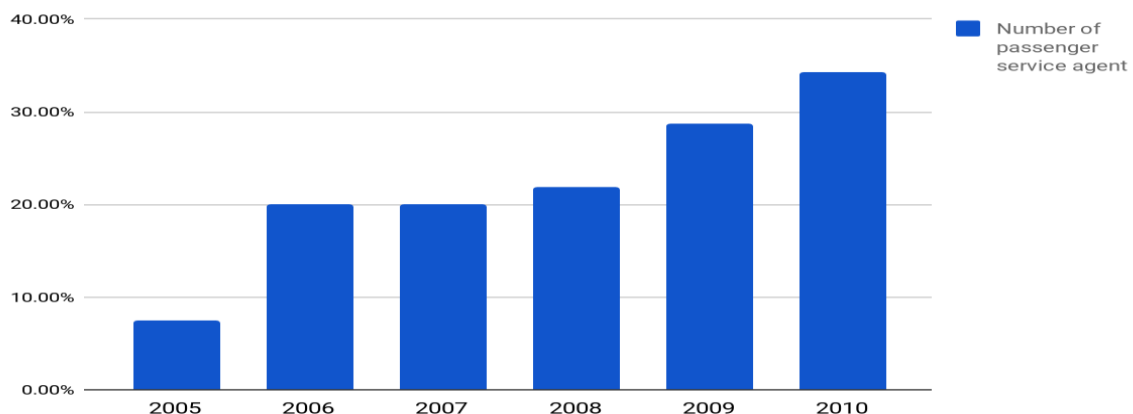
Data entry

Passenger service agents efficiently input passenger data into computer systems during ticket reservations and check-ins and retrieve these as necessary

Research from some ground service company show passenger service agent statistics resigned since 2005 - 2010 :

2005 = 7.50%	2006 = 20.00%
2007 = 20.00%	2008 = 21.82%
2009 = 28.75%	2010 = 34.29%

Passenger service agent statistics resigned since 2005 - 2010

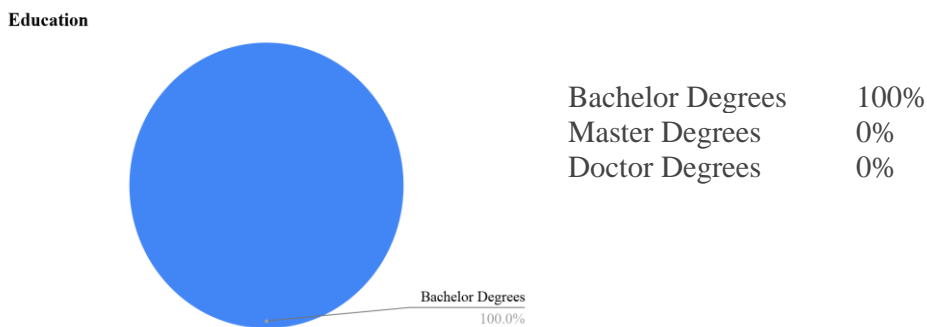
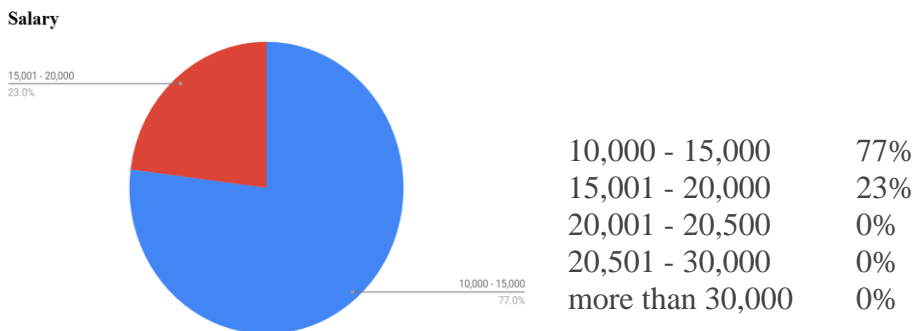
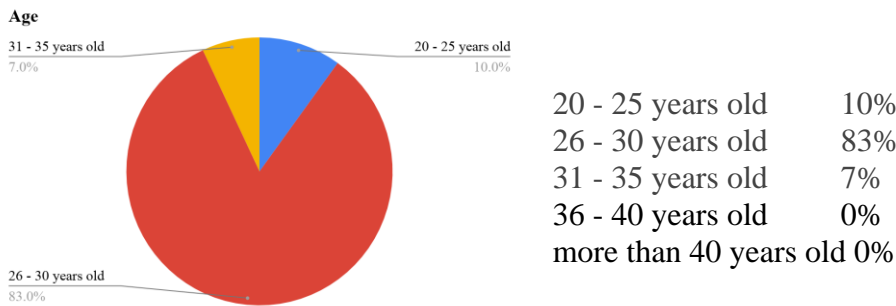
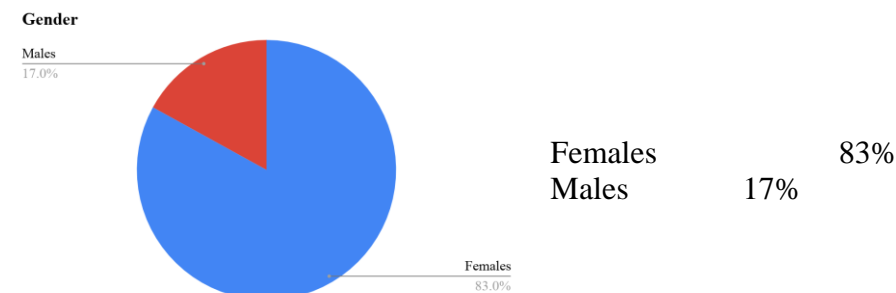


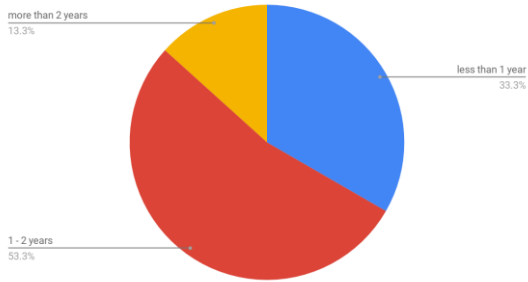
So, this is good for research to find the reason and solutions for this problem.

Studies have shown almost employees are new graduates from university and they do not have work experience in the aviation industry. Evolutions and career opportunities passenger service agent can progress professionally as Leader, Supervisor and finally Station manager but it's hard for this job because of it is challenge employees and they need to solve the problem all the time when they work which this the one thing that employees considering for job advancement and makes they feel disheartened.

Employees surveys for seek basic information :

which cover factors such as gender, age, education, salary, period of work from 30 employees



Period of work

less than 1 year 33.33%
 1 - 2 years 53.34%
 more than 2 years 13.33%

Personal factors that affect to decision making to resign from passenger service agent jobs :

Personal factors	Low	Moderate	More	Most
Work attitudes		✓		
Job satisfaction			✓	
Respectability		✓		
Work knowledge	✓			
Encouragement			✓	

This information show job satisfaction and encouragement are main factors to decision making to resign. The passenger service agent have to face with serious problem with passenger all the time that make they feel disheartened and finally resign.

Management factors of company that affect to decision making to resign from passenger service agent jobs :

Management factors	Low	Moderate	More	Most
Salary and Welfare			✓	
Career advancement opportunity				✓
Relationship with other employees			✓	

This information show career advancement opportunity is the main factors and Salary and welfare including relationship in the company are secondary factors to decision making to resign.

The way of solving problem :

Refer to Maslow's General Theory of Human & Motivation as the determining factor to account for and explain human wants and needs. In this case can divide to salary, welfare and career advancement opportunity.

1.Compensation is everything the company provides an employee in exchange for working. It includes base salary, bonuses, benefits, perks and on-site amenities.

2.Employee Welfare entails everything from services, facilities and benefits that are provided or done by an employer for the advantage or comfort of an employee.

3.Career advancement opportunity is more important. company should tell their employees how to get promoted

These are undertaken in order to motivate employees and make a good relationship within company.

Conclusion

The objective of the research was to study the problem of the resignation of employees and improve company management for employees retention. The finding in this research revealed the followings almost employees are women, 26 - 30 years old, bachelor degree, period of work is 1-2 years and 10,000-15,000 THB per month. The factors that influence employees intention to resign are career advancement opportunity and salary or benefit from the job. Since passenger service agent job always face with different problem so, they need to be a problem solver and able to work under pressure and flexible time for this reason, employees often feeling so discouraged.

Consequently, the company should encouraged and motivation their employees with good salary management and give their a higher position suitable for capability.

Discussion and Recommendation

The company should use employees surveys for expressing opinion and develop management not only save customer but also save their employees.

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