

The factors affecting to passengers on selecting Thai Airways

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Abstract

The objective of this research project is to study on the factors that affect the decision to choose the services by Thai Airway. Nowadays Thailand Aviation industry is growing rapidly which can be seen by expanding the airline and increasing flight routes as well as increasing demand for Air Transportation. Thai Airways International Public Company Limited is the national carrier of the Kingdom of Thailand. It operates domestic, regional and intercontinental flights radiating from its home base in Bangkok and one of the world leading airlines, this research to compare the opinion level on services affecting Passengers' selection to use service of Thai Airway in International Routes classified by Thai Airway Reviews by SkyTrax website. The data were collected from passengers who traveling by Thai airways in International routes. The convenience sampling method was used by Thai Airway Reviews by SkyTrax website. The data from passengers and affecting customer choice of Thai Airways such as Customer service, ground handling, aircraft maintenance and catering services etc.

Keywords: "Airline" "Passenger" "Thai Airways"

Introduction

Thai Airways International Public Company Limited (THAI), the national carrier of the Kingdom of Thailand, has earned a worldwide reputation for offering high standard products and customer services. The success of THAI is apparent through numerous customer surveys conducted by well-known institutions both within and outside Thailand. Furthermore, THAI has been entrusted by international carriers operating to and from Bangkok International Airport, to provide ground handling, aircraft maintenance and catering services. With a unique and charming Thai culture and tradition, coupled with the worldwide reputation of delicious Thai cuisine, THAI's catering services provide high quality meals on board and become one of the best airline caterers in the world. Thai airways Use an aircraft as a main tool to transport passengers and goods by invest to buy own aircraft and transport passengers through alliances' aircraft. Thai Airways have main maintenance service before delivery to raise confidence in service and keep the standard service level along with holistic service for pre-flight, in-flight and after-flight and a continuance, convenient and seamless service.

Research methodology

Objective

- **To learn why that factors affecting to passengers selecting Thai Airways**
- **To learn about explore the needs of passengers**

Nowadays, the growing number of airlines in the world makes the competition more and more intense in the market. In Southeast Asia, especially Thailand, several new airlines companies are focusing on proposing cheap prices that is to say less comfort, a less advanced service quality. This could directly rely on the customer satisfaction and on the judgment of customers to use the identical service again as well as the positive or negative word of mouth that they will communicate around themselves. In Thailand, airline companies such as Thai Airways have also been put in front of the energetic competition. Thai Airways International (THAI) is the largest airline in Thailand which manages domestic, regional and international flights radiating from its headquarter centered in Bangkok to core destinations around the world and within Thailand. In 1238, Thailand was released from the domination of other countries and transformed its name from Siam to Thailand (Thai means freedom, and Thailand raises for “Land of the freedom”). The name of the company involves the national carrier of the Kingdom of Thailand in both Thai and English. THAI’s logotype is related to an orchid and of high readability and graphic impact. It is a symbol conveying the spirit of Thailand; its soft, curving lines merged with a speed line propose an effortless flight; the color scheme indicates the culture of the country –gold (temple), magenta (silk) and purple (orchid). One of the most successful strategies to sustain customers is to improve word of mouth to the company and the brand. THAI is also a leader in other aspects of aviation activity. The airline’s massive flight kitchens in Bangkok, among the largest and most advanced in Asia, produce up to 80,000 meals daily for THAI’s own flights and those of some 50 other customer airlines. In the vital fields of safety and aircraft maintenance, THAI’s word of mouth is recognized worldwide, with full technical and engineering services carried out for its own fleet, and aircraft of many other international airlines. Today its route network extends to 32 countries and 63 destinations in international and domestic routes.

Literature review

Service convenience

Brown (1990) defined service convenience as an opinion of as easy as everything that enhances consumers ‘comfort after buying and consuming a service. Berry et al. (2002) explained service convenience as the consumers ‘opinion of the degree of time and endeavor associated with buying and consuming a service. Farquhar and Rowley (2009) explained that service convenience (i.e. time and attempt) must be comprehended within the setting of the activities that customers experience in the process of buying and consuming a service According to the consumer purchasing stages, Berry et al. (2002) and Colwell et al. (2008) recommended that service convenience is a multidimensional concept which is included of five components, namely decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience. In airlines service these five steps are evidently diverse from one another and being conducted by numerous service agents in airlines service. Therefore, based on Berry et al. (2002) and Colwell et al. (2008), this study

applied five components of service convenience, which are decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience.

Customer satisfaction

Oliver (1981) defined satisfaction as a person's sense of pleasure or disappointment resulting from comparing a product's perceived performance (or consequence) in relation to his or her expectations, while Hans mark and Albinos (2004) defined it as a total customer attitude
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Toward a service provider, or an emotional reaction to the diversity between what customers anticipate and what they receive based on the fulfillment of some requirements, goals or desire. Customer satisfaction is the key factor determining how successful the organization will be in customer relationships (Reich held, 1996); therefore, it is very important to measure it. If companies want to achieve customer satisfaction, they must measure it, because you are not able to manage what you cannot measure (Ho, 1995). Attractively, satisfaction issued as a common marketing benchmark of an organization's performance, practically the exclusion of other issues (Benet and Rundle, 2004)

Word of mouth

Westbrook (1987) described word of mouth as the informal communication which informs other consumers about the possession, utilization or qualities of certain goods and services and/or their sellers. Word of mouth can be negative, positive or neutral. For this study the researcher focused on positive word of mouth. The examples of positive word of mouth include relating vivid or novel experiences, pleasant and recommendations to others (Anderson, 1998). Service marketers have long argued for the importance of positive word of mouth as a factor influencing customer selection and use of services. This is mainly due to the nature of services, which are characterized by a high degree of experience and credence qualities (Data et al., 2005). Word of mouth has been recognized as an important force in the marketplace, influencing attitudes, preferences and purchase intentions and decision-making (Wangenheim, 2005). Scholars agree that word of mouth is especially critical for success of service providers (Berry and Parasuraman, 1991)

Thai Airways Customer Reviews

L, Marham., (United Kingdom). (2018, December 21) "typically gracious and attentive ", 1-481. [Review of Thai Airways Denpasar to Bangkok. I've flown with Thai between Bangkok and Bali in the past on a Boeing 787 and a Boeing 777-300 and both offered good service whether in economy or business class. Presently Thai have a Boeing 747-400 plying the route, so it's clearly a far from new aircraft. That manifests itself in pretty basic in-flight entertainment options where picture and sound quality is a bit iffy. However for a flight of 3 hours 45 minutes, not only is business class offered, but on the aircraft on which I flew, first-class seats were sold as business class. Oodles of space (fully flat bed if you wanted it), and typically gracious and attentive Thai cabin crew. Dinner included really tasty Thai options and the purser personally thanked passengers for choosing to fly with Thai. Plane at gate 20 minutes ahead of schedule. A very pleasant flight, and not expensive.]. [Retrieved December

21,2018, from <https://www.airlinequality.com/airline-reviews/thai-airways/?pagesize=10&filterby=cabin:economy>].

Miller, C., (Australia). (2019, February 6). "Service and catering excellent", 1-777.[Review of Thai Airways Bangkok to Perth. Flew on their recently refitted A330-300 and was excellent for a 6.5hr flight down to Perth. I had one of their 'throne' seats, with heaps of storage and seat was very comfortable. Service and catering were excellent. Only disappointment was after having flown economy with Thai the previous week, I found the range of movies was pretty much the same in business too. One of the best business classes in the world, but unfortunately I would still probably avoid Thai Airways only because of how horrible Bangkok Suvarnabhumi airport is. Wifi was available on the flight but I didn't use it [Retrieved February 6,2019, from <https://www.airlinequality.com/airline-reviews/thai-airways>].

Aiyaphol , Kemapuckpong., (Thailand). (2019, February 24). " such a poor bathroom", 1-832.[Review of Thai Airways This Royal Silk Domestic lounge has just been renovated and you could tell with the fancy automatic door that opens with a push. The first Thai Smile flight (they use the same lounge) flies out at 6:15am and the lounge opens at a reasonable 5am. I arrived at 4:50am and there was a janitor inside who told me to take a seat and wait for the receptionist. The receptionist turns up and she took my gold card and boarding pass, oddly returned to me after 20 minutes. I was the first person in the lounge so I presume she must've had to start her computer. She was courteous and apologized for the lack of hot food. The lounge essentially is one big room with a food corner and toilets at the end. All seating is identical and comfortable. There are power outlets at most seats and these are clearly labelled. The food corner consisted of dim sum, pastries, salad bar, sandwiches and some questionable eggs. I say this as I don't know if they were hard boiled then chopped or actually fried. They didn't look like they belonged in a lounge, to be fair. But I got a decent breakfast with the rest of the food. I was told after the main kitchen opens there is actually hot food eg fried noodles or soup. The one thing that absolutely threw this lounge into the pits is the condition of the toilets. I had used the bathroom stall and found leaking water and a disheveled lock. How can a lounge that was recently renovated have such a poor bathroom? The bathroom on the plane was still better. In conclusion, it's a good space to wait for your flight and get a cappuccino and a sandwich, but definitely not good if you need to use the bathroom!].

[Retrieved February 24,2019,from <https://www.airlinequality.com/lounge-reviews/thai-airways/>].

As I studied from many blogs and reviews, it was found that Thai Airways are good service and catering were excellent and The Most passengers like customer service and food and attentive Thai cabin crew that All are factors in choosing to use the airline.

Conclusion

For the information it's can make me to learn that factors to selecting and making a decision for use the airline. Thai airways are famous about reputation of delicious Thai cuisine, THAI's catering services provide high quality meals on board and become one of the best airline caterers in the world and a lot of awards and make passengers impressed Thai airways has good management and operations to take care of passengers and employees. Thai airways has many facilities, new technology to support every passenger. Thai airways are different from another Airline Because Thai Airways has its own identity all factors make it a decision to use this airline.

Discussion and Recommendation

As I studied, most of the passengers like Thai airways but passengers very disappointed. The one point is old the aircraft So, I would like to recommend that the aircraft I think it should be update system or update technology in the aircraft compartment for passengers and it's can make passenger impress and comfortable for passengers who want to travelling.

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