



The passenger review of Suvarnabhumi airport

**IAL 3407 Customer Relationship Management and
Passenger Satisfaction Survey
B.A Degree in Airline Business**

Submitted by

Mr. Jirawat Fakyeam

59123442072

**International College,
Suan sunandha Rajabhat University
Bangkok, Thailand**

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Mr.JiraWat Famyeam,
International college Suan Sunandha Rajabhat University. Thailand
Jirawat.fa@gmail.com
T.Benjapol Worasuwanarak
International college Suan Sunandha Rajabhat University, Thailand
Benjapol.wo@ssru.ac.th

Abstract

The purpose of this study is to contribute to the development of a conceptual model of perceived service quality in airports and review of passengers at Suvarnabhumi airport, i would like to know about review of passengers at Suvarnabhumi airport, how did they feel about used the airport or the facility sufficient to the needs of passenger such as toilet, pray room for muslim, and also information counter for contact how to go to the gate or the first experience that they come to the airport and the most important thing about service of airport for passenger including to how much population is using Suvarnabhumi airport. Last sentence of this topic, information that i presented here is my own scepticism because when i was a kid never got on the aircraft and the building in front of the plane is what ? it's like a dream of my idea and this airport is completely different from other airports because Suvarnabhumi airport is the Thai national airport.

Keywords: information, passenger, airport, aircraft, because, conceptual, reviews

Introduction

The airport industry is changing rapidly. Today's air travelers have meaningful choices among airports. There is an increasing urgency among airport marketers to differentiate themselves by meeting the needs of customers better than the competition, Airports are one of crucial elements of the transportation system, the basic airport infrastructure and facilities consist of runways, taxiways, apron space, passenger terminals, cargo warehouses and ground transport interchanges. Airport brings together a wide range of facilities and services in order to be able to fulfill their function within the air transportation industry. Airport infrastructure is the first and last point of tourists' contact in their holiday destination; thus, it constitutes the mobility axe of tourists including, their baggage and freights can be successfully transferred between aircraft and terminal, and processed within the terminal. Airports also offer a large variety of commercial facilities ranging from shops, restaurants, business center, hotels, conference services, and Duty free shops including to have a new knowledge about Suvarnabhimi airport and And what is indispensable for this work is the opinions of each passenger.

Research and Methodology

The purpose of this quantitative study was to design, implement and test an objective approach to measuring passengers' perception and satisfaction of airport service quality at Suvarnabhumi International Airport, Thailand and This chapter provided a discussion on the research methodology used to conduct the study

The following four objectives are addressed in this study:

- To examine the passengers' perception of airport service quality or passengers review
- To determine which attributes of airport service quality and passengers' satisfaction at Suvarnabhumi International Airport.
- To know the opinions about Suvarnabhumi airport of passengers

Conclusion

Based on the results of the research, it clearly states that the independent variables influenced the airport service quality at Suvarnabhumi International Airport. The purpose of this study was to know about The passenger reviews of Suvarnabhumi airport and This study was developed to provide insights into the process of service quality measurement at Suvarnabhumi International Airport and to contribute to the knowledge base in airport service quality theory and practice, This research explores existing practitioner and academic perspectives on airport service quality; develops and proposes review of passengers' perceptions of airport service quality.

Discussion and Recommendation

In my opinion, the most important thing for this job is the opinions of my friends who have used the airport, The researcher collected data from 20 passengers who had travel by departure, arrival, or transit and review of passengers at Suvarnabhumi International Airport, or the independent-samples t test analysis indicated that the satisfaction of airport service quality of foreigner passengers had a higher means than Thai passengers.

References

<https://www.airlinequality.com/airport-reviews/bangkok-suvarnabhumi-airport/>

https://docs.google.com/forms/d/1Mke6cc_GBOYUaDGgl7i6CKUa1T_mRG0QEbdidH_ex7L4/edit

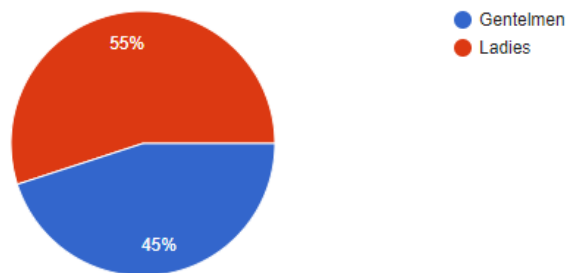
Appendix A

English Questionnaire

-Demographic Profile

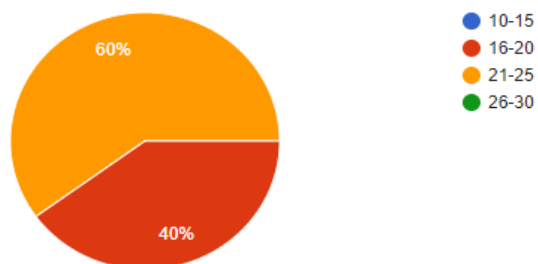
Gender

คำตอบ 20 ข้อ



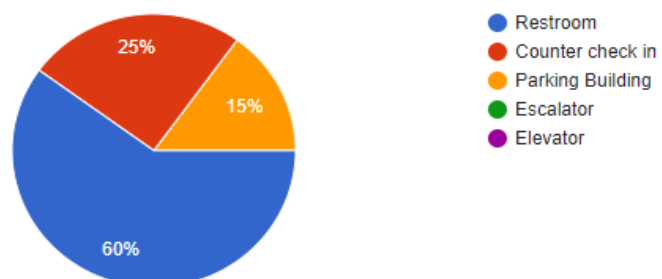
Age

คำตอบ 20 ข้อ



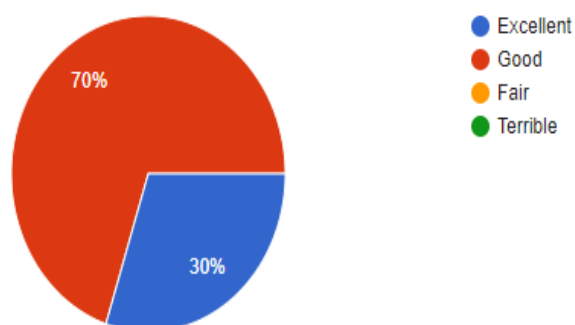
What kind of facilities do you think should be repaired.?

คำตอบ 20 ข้อ



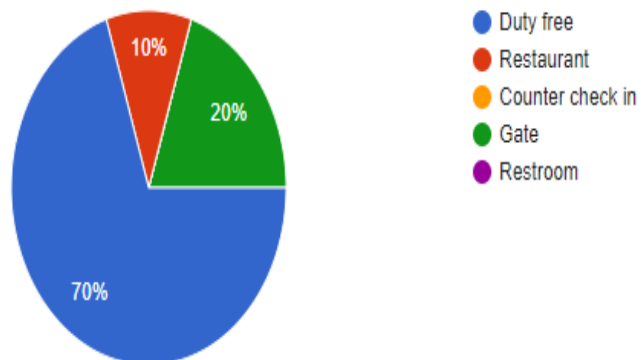
What do you think of the service of the staff.?

คำตอบ 20 ข้อ



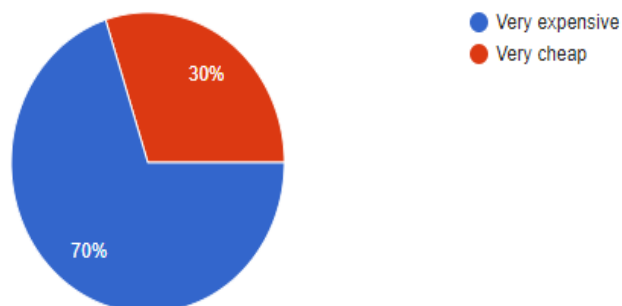
The place you like the most in the airport.?

คำตอบ 20 ข้อ



What do you think about the product price in Duty free.?

คำตอบ 20 ข้อ



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Cleanliness of the terminal.?

คำตอบ 20 ข้อ

