

The Passenger Satisfaction of Nok air

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Abstract

The Satisfaction mean a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do. People are living with airline industry and become a part of their daily life. There are many airline in aviation industry. It's become the important part of aviation industry because it comfortable and spend less time to travel. Nok Air is a low-cost airline in Thailand operating mostly domestic services out of Bangkok's Don Mueang International Airport. Nok air are 3 stars airline of the Skytrax. Therefore, this research will show that how the passenger feel to this airline. When we choose the airline we will think about the price, convenience or service.

Keywords

“Aviation” “Feeling” “Passenger” “Service” “Satisfaction”

Introduction

This research is the study of the ratification to who used and the reason why they choose to fly with Nok air. Nok Air is a low-cost airline in Thailand. It's officially operate in 10 February 2004 under the Sky Asia LTD and on 16 January 2006 change the nome of the company to Nok Airlines Co., LTD and again change the name to Nok Airlines Public Company Limited. They operates 31 destination and 27 aircrafts. The satisfaction in airline industry is the most come from service and safety from the airline staff. People can be satisfaction and dissatisfaction with Nok air service but most of the people will focus with the dissatisfaction for example Nok air is a famous in flight - delays.

When we choose the airline we will think about the price, convenience or service. Therefore we want to know how passenger feel to this airline

Research Methodology

Objective

The purpose of this research objective to study the passenger satisfaction who ever used Nok air to make the decision to become a new passenger or use Nok air service again.

Nok air is a low - cost airline. It was establish in 2004 and have some new developed. The satisfaction of passenger can measured from the service, safety, comfortable, price, worthiness, punctually and etc. The airline service is starting from the staff who taking care of the check-in service, the convenience of check-in, welcoming the passenger on-board all of this are the main thing to make the passenger feeling impress.

From research studies, using qualitative method to study the satisfaction of users of Nok air is divided into 2 main topics, namely

1. The airline service quality is divided into 3 sub-topics.

1.1 Airline service

“ When checking in (24 hours in advance), check-in via the app.(Enter the booking number). That the booking confirmation number was not found (Probably means not finding the 8-digit reservation number). I checked and looked at the airline that sent me to confirm that we typed the booking number correctly and that I never changed my life. Finally, have to go back to check-in in Computer.” Shining in the rain.(2019).Nok Air Passenger Review. Retrieved February 27, 2019 from <https://pantip.com/topic/37241779>.

“ Bangkok to Yangon. The check in was very easy and quick, the plane was clean, all the staff were really friendly and helpful, the flight was on time. I would definitely fly again with Nok Air.” Marlene Arruda.(2018). Nok Air Passenger Review. Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>.

1.2 Punctuality in Flight (Delay / On time)

“ After make the reservation. There is an SMS requesting to postpone the time to 20:45 . Today, before traveling, there is an SMS to inform the postponement for another 21:40. I’m having a job that Bangkok must return time. Make a call to call center for request a refund still have to wait for approval. Then they will call back. Wait until 6 o'clock, just call can make a refund but another flight is full. So I wait until three o'clock, as it was postponed. After three o'clock until the announcement came, postpone the time to 22.30.” Tora139.(2019). Nok Air Passenger Review. Retrieved February 27, 2019 from <https://pantip.com/topic/36642750>.

“ Yangon to Bangkok. Perfect, on time, clean, and kind. First time on Nok air and could not be happier. Extra bag checked but prepaid, so I avoided unnecessary problems at the counter. Totally recommended low cost.” G Stoykovich.(2019).Nok Air Passenger Review. Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>.

1.3 Worthiness with the price

“ Hanoi to Yangon via Bangkok. Nok Air, best of the LCC's. I've flown many low cost carriers from Turkey to Vietnam, and Nok Air really impressed me a great deal. I bought this ticket because of a promo rate, and I have no regrets. I had heard a rumour that Nok flew old beat up planes, but in reality I flew on near-new Boeing 737-800's (4 flights total). Nok does not nickel and dime the passenger as so many LCC's do - I had a free seat reservation, free 30kg baggage allowance and even a free small snack! Friendly staff, clean planes and on time performance, excellent.” John Wagner. (2017). Nok Air Passenger Review. Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>.

2. Aircraft quality, is divided into 2 sub-topics.

2.1 Aircraft condition

“ Bangkok to Ubon Ratchathani. Though with more than three hours to spare, we were already allowed to drop off our bags on one of their counters. Our flight was operated by an aircraft that was barely just over a year old and was in a very good shape. The legroom offered for a so-called LCC carrier was very generous and you did not need to fight for any space in the overhead bins. The flight departed on time and complimentary water was provided to you shortly after take off before the Buy on Board service would start. The flight took only 40 minutes and the landing performed by the pilots was excellent. After boarding of the plane took only a minute or two and our luggage was already on belt before arriving to it's designated belt. The walk from jet bridge to drop off doesn't even take more than two minutes. Good job!” Thomas van Woerkom. Nok Air Passenger Review.(2018). Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>

“ I booked with Nok Air online for my business trip from Bangkok (DMK) to Chumphon (CJM). Tax certificate can be easily requested online and delivered to my office even before my journey. Their website is user friendly, and I selected my preferred seat well in advance. On departure, I was informed that flight would be 50 minutes delayed with no further explanation. The aircraft was a 3 years old Dash 8 Q400, lovely livery but the sign of poor maintenance and improper cleaning are all over interior. Tray table cannot be used, worn out seat, dirty windows. A small bottle of water is served free of charge by a nice cabin crew. I bought a pack of snack which is nice. The return flight on ATR72 which is an even older aircraft. I had to move to a few vacant seats before finally finding one that can be kept upright. All in all, the experience is fair but I would prefer to fly other airlines if possible.” Nuti Damrongphatr. Nok Air Passenger Review.(2018).Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>

“ On recommendation chanced my arm with a stand-by seat for the onward flight to Chiang Mai. With three planes departing within 10 minutes of one another, Nok Air secured my business for no other reason than it had the shortest queue at the ticket counter. Straightforward to purchase, the price (1500 Baht) little different to that available for an advance booking - providing you stick to the 15kg baggage limit. Rapid check-in but few minutes late departing and arriving. By chance sat in an emergency exit premium seat [no extra cost] so ample room and offered drinks during the flight. Smart, nearly brand new plane. Bags delivered as I arrived at the carousel after short walk from airbridge, walking directly out of the airport.” H Simpson.(2019).Nok Air Passenger Review. Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>

2.2 Seat comfortable on the aircraft.

“ Recently I flew from Udon Thani to Chiang Mai on Nok Air's the plane was quite new and clean inside, haven't seen anything broken. This time my seat (which I chose online in advance) was closer to the back of a cabin, and the noise levels were comparable to a jet aircraft, certainly quieter than ATR72 despite the higher speed. The seats are reasonably comfortable (for a regional flight) and with enough legroom. There were no meals (it's LCC anyway), however they provide small bottles of water for free, which is nice. The flight to Chiang Mai took exactly 1 hour and arrived 10 minutes ahead of schedule - no longer than a jet could take, but more eco-friendly. And the price I've paid (promo + 15 kg baggage, booked 12 days in advance) was not much more than for a bus, which would take 12 hours. Definitely will fly again, especially as Nok Air covers more destinations than any other Thai airline, including some small airports no one else flies to. Still have to try their jet service, however.” Dmitry Baranov.(2019).Nok Air Passenger Review. Retrieved February 27, 2019 from <https://www.airlinequality.com/airline-reviews/nok-air/>

Conclusion

The conclusion of the research based on reviews of passengers who have used service of Nok air. Most of the passenger are satisfy and impress with the service of the staff on both ground and on-board. The aircraft also clean, new, comfortable and plus with polite and good service of the cabin crew. It worth the money if compare with they received .But the main problem of Nok air is delay. At this point make most of the passenger are disappoint and dissatisfy. It wasted a lot of time and still not make an improvement. This are the main reason why most of the Nok air passenger won't come back and used their service again.

Discussion and Recommendation

From the research doesn't show only the bad point for guiding not to use their service. Most of the review are the personal opinion. May be sometime you should try with yourself if it make you feel unacceptable just think that you got the new experience. Nok air should make a solution for decrease an delay flight to make the passenger feel satisfy and impress and doesn't waste their time. May be the airline should provide more aircraft to operate or any supporting tool or machine to make the faster operation.

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