

## **The passenger satisfaction of Thai Airasia**

*\*First Author: Watcharapom Chaojeen, International College Suan Sunandha*

*Rajabhat University, Thailand*

*E-Mail: pp\_zaza2500@hotmail.com*

*\*\*Second Author: Benjapol Worasuwanarak, International College Suan Sunandha*

*Rajabhat University, Thailand*

*E-Mail: benjapol.wo@ssru.ac.th*

### **Abstract**

The emerging of new budget airline such as Malindo Airway and Firefly has made the budget airline market competitive. In order to compete with other market, Air Asia needs to be excellence in some aspect in order to become the market leader. The purpose of this research is to find out the customer satisfaction level towards the services provided by Air Asia. I made this research to learn about the passenger satisfaction of Airasia. Personally, My first impression Is important And even more about service, people tend to want good service So I wanted to do this research. To be a guideline for many people to choose to use Airasia.

This research to be knowledge in the future work and practice skills in research Problem-solving skills from doing this research Sincerely hope that my research will be useful and a good knowledge to those who have read If there is any mistake or error, please forgive me.

Keywords: customer satisfaction, service quality, Air Asia

### **Introduction**

AirAsia is a joint venture of Malaysian low-fare airline AirAsia and Thailand's Asia Aviation. It serves AirAsia's regularly scheduled domestic and international flights from Bangkok and other cities in Thailand

Thai AirAsia was the only low-cost airline operating both domestic and international flights from Suvarnabhumi Airport. Thai AirAsia launched operations on February 2004. The first flight of Thai AirAsia from Bangkok-Don Mueang to Hat Yai. On 15 February 2006 it was announced that Asia Aviation PLC (AAV), a registered Thai company, had taken Shin Corp's 50 percent stake in Thai AirAsia.

The 'Best Low-Cost Airline' category was created in 2012 and AirAsia was the first low-cost airline to be awarded this title. The airline has continued to dominate by being awarded in the same category in 2013 as well as this year; reinforcing AirAsia's growing force as the region's best low-cost airline.

As of December 2018, the Thai AirAsia fleet consists of the following aircraft.

<b>Aircraft</b>	<b>In service</b>	<b>Passengers</b>	<b>Notes</b>
<a href="#"><u>Airbus A320-200</u></a>	51	180	[1]
<a href="#"><u>Airbus A320neo</u></a>	11	186	
<a href="#"><u>Airbus A321neo</u></a>	—	236	[2]
<b>Total</b>	<b>62</b>		

### **Strengths in the SWOT analysis of Air Asia**

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Air Asia :

- **Steady and Consistent positioning:** Air Asia has been positioned as a low-cost airline. The airline has been successful in ensuring that they consistently keep their operating costs as low as possible and this means that the benefits of this trickle into the pricing.
- **Weekly flights:** Through customer research, Air Asia realized that many customers travel from Trichy to Chennai and then onward to Kuala Lumpur, Singapore, and Bangkok which was proving to be expensive. This made the airlines start weekly flights to Kuala Lumpur priced as low as Rs 12000 as return fare in comparison to Rs 21,000 of other airlines.
- **Extensive coverage in India:** Air Asia was quick to realize the huge prospect that India offered and thus moved into the region. The airline operates around 120 flights to India connecting various key destinations and ensuring that economic travel option is offered to customers.
- **Innovation in service:** Air Asia has been using cutting-edge technologies for innovation. Some of their service innovation include online ticket reservation printing and even e-check-in. The airline has also been streamlining costs by replacing human effort with technology through online services.
- **Successful cost-cutting:** Air Asia is a low-cost airline and they have taken all possible measures to cut down on costs. One strategy that has been followed by the airline is to transfer the onus of service to the customer making most of the work as self-service.

## **Objective**

This research is conducted with the following objectives:

- Learn and find the satisfaction of customers who use Air Asia.
- Find problems and customer dissatisfaction with AirAsia.

## **Research methodology**

The researcher has chosen five factors in studying the customer satisfaction.

The five factors include online purchasing flight ticket, check-in counter service, flight attendant, aircraft condition and food service. This is because these are the five main parts in determining the customer satisfaction.

Today, many people will just online to purchase the flight ticket. So, here will show the quality of the Air Asia too. If the system is very lag and the procedure for buying flight ticket is very slow, this will decrease the customer satisfaction. Besides, it will also give customer an imagination that during the flight time, the service that Air Asia gives is also not up to standard.

Check in counter is the place that passenger can check in the luggage and taking the boarding pass. Actually, this is the first place where the customer will in contact with Air Asia employees, so the first impression is very important. Therefore, employees should show polite, friendly and enthusiasm in helping customer. If customer has any question, employees should help them to solve out.

After the passenger check-in and settle the entire thing, they will go to seat on the aeroplane. Here, is the turn for the flight attendant to take care the passenger for the whole journey. So, flight attendant must responsible to the passenger. If the flight attendants give best service quality, customer satisfaction level will increase. This will lead to the good reputation image and customer loyalty in future.

Then, the researcher will examine the aircraft condition towards the customer satisfaction. Aircraft condition includes the comfortable of the Air Asia seat, toilet cleanliness, pathway of the aircraft and so on. It also includes safety and security of airplane. Aircraft condition will give the passenger enjoy and relax well when taking the long journey to other place.

Lastly, the researcher will look into the food service. Food service includes the variety of meal and beverages that served to the passenger. In addition, food service also includes the menu, the attitude of the crew when

## **Research Instrument**

In this research, the questionnaire was designed into three sections in order to achieve the objective of study.

Section A contains the demographic details of respondent including gender, age, and race, purpose of taking flight, marital status, income level and frequency of using Air Asia flight in a year. The purpose of this section is to help in determine the difference in gender whether will influence the customer satisfaction.

Section B of the questionnaire was asking the respondent about the level of perception to 5 dimensions of the services provided by Air Asia. These five dimensions included online purchasing flight ticket, check-in counter, flight attendant, aircraft condition and food service. Each dimension consisted of 3 questions. This section was the important part in answering objective 1.

Lastly, section C contained questions that ask satisfaction of respondents to the services provided by Air Asia. This part was used to determine the most dominance factor of customer satisfaction. Before the respondent proceed to answer the questionnaire, the respondent were identify whether have took Air Asia flight in the past six months. The reason is the questionnaire only given to respondent who had took Air Asia's flight in the past six months

Demographic	Category	Frequency	Percentage (%)
Gender	Male	56	46.7
	Female	64	53.3
Age (years old)	15-20	12	10.0
	21-30	36	30.0
	31-40	41	34.2
	41-50	27	22.5
	51 and above	4	3.3
Race	Malay	68	56.7
	Chinese	23	19.2
	Indian	20	16.7
	Others	9	7.5
Purpose of Taking Flight	Working/Business	31	25.8
	Travel	57	47.5
	Study	23	19.2
Marital Status	Others	9	7.5
	Single	59	49.2
	Married	59	49.2
Income Level (RM)	Divorce	2	1.7
	Below 1000	28	23.3
	1001 - 3000	39	32.5
	3001 - 5000	44	36.7
	5001 - 7000	6	5.0
Flying with Air Asia in a year (times)	7001 and above	3	2.5
	1-3	61	50.8
	4-6	46	38.3
	7-9	9	7.5
	>10	4	3.3

## **Conclusion**

Customer often has the opinion of the quality of product or service on the basis of a variety of informational cues that they associate with the product or service. Therefore when customers want to book the flight ticket, they will check whether the platform for transaction safety or not before they proceed. Food service has obtained the lowest positive perception. Hence, marketer needs to put more effort and focus on this factor to raise the customer positive perception.

Food service has lowest mean is because respondents think that the menu provided have limited choice and food and drink provided are not tasty. Therefore Air Asia can think to provide more variety on menu for customer to choose and pre-booking when they purchasing flight ticket. Therefore win-win situation can be achieved as passenger can choose their favourite meal and Air Asia will not worried about the food prepared will be wasted. Air Asia also needs to check their quality and tasty of the food provided so that passenger will have higher positive level in this factor.

## **Discussion and Recommendation**

Aircraft condition is the most dominance factor for customer satisfaction. Marketer Air Asia should focus more on aircraft condition as this factor will boom up the level of customer satisfaction. As illustrated in the analysis, respondents have lower mean in item 'seating place is comfortable' and 'toilet in the flight is clean'. Therefore, Air Asia should do something to enhance the stated item in order to raise the level of customer satisfaction.

## References

**Air Asia leading low-cost airline. Business Times. Retrieved December 2, 2013,**

**from [http://www.btimes.com.my/Current\\_News/BTIMES/articles/AIRBST/Article/index.html](http://www.btimes.com.my/Current_News/BTIMES/articles/AIRBST/Article/index.html)**

**Air Asia named Skytrax's World Best Low Cost Airline. New Straits Times. Retrieved June 13, 2013,**

**from <http://www.nst.com.my>**

**AirAsia - Wikipedia**

**from <https://en.wikipedia.org/wiki/AirAsia>**

**Strengths in the SWOT analysis of Air Asia**

**from <https://www.marketing91.com/swot-analysis-of-air-asia/>**

**Research methodology**

**from**

**[https://www.researchgate.net/publication/277359007\\_Customer\\_Satisfaction\\_Level\\_Provided\\_by\\_Air\\_Asia](https://www.researchgate.net/publication/277359007_Customer_Satisfaction_Level_Provided_by_Air_Asia)**