

Factors affecting decision on the usage of AirAsia

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Abstract

In this moment, traveling by air is more popular and comfortable than before. There are many different airlines in airline aviation. The passenger like to choose airline according to their need or their satisfaction such as price of the ticket, some people like a cheap price of the ticket or some of the passengers are willing to pay a high price for more convenience. AirAsia become to be one of the most popular low cost airline choice for many passengers and what is the reasons or factors that make the passengers choose AirAsia more than other airlines. Gender has no effect on the decision for choose this airline but age, education, career can be effect of choosing this airline by the money for pay the ticket and the convenience on board. From the surveys the most factors that people choose for travel with AirAsia is the price, promotions and service.

Keywords : Low Cost Airline, AirAsia

Introduction

Now a day, if people have to travel or visit another province, country or the place that is too far for driving a car to the destination. Many people will choose to pay the ticket from the airline and travel by the aircraft than a car. Because traveling by the aircraft is more comfortable and can save a lot of travel time but the expense is actually high than a car.

At the present, there are many airlines that provide travel services with Full Service Airlines and Low Cost Airlines. Both of airlines type tend to have a similar route pattern but the different point is the price of the full service airline is more expensive but must including with the full service like the name such as loading baggage under the machine or the food on board , etc. Full service airlines often have these services that provided along with the purchase of tickets without additional costs unlike the low cost airlines.

Although both airline services have different service characteristics but it did not make all of the passenger select only full service airlines. Because of low cost airlines there are always have the interesting promotion offer to the passengers all the time, which will help attract more attention. In case of domestic flight, some passengers switch from full service airlines to low cost airlines because it takes quite a bit of travel time and no need to buy addition food or services. Which will help save costs and reduce fatigue from travel, etc.

AirAsia is the World's Best Low-Cost Airlines for the 10th year in a row, received the accolade at the 2018 Skytrax. And if we talk about the low cost airline that is quite popular for the Thai population is will be AirAsia group such as Thai AirAsia and Thai AirAsia X. And because AirAsia's route are various if compared to other low cost airlines. Including having cheap tickets, as well as on going sales promotions that can help the passengers consider to use the services of AirAsia.

And because there are many airlines or low cost airlines, what is the factors that can affecting decision on the usage of AirAsia?

Objective

To find the factors that can affecting decision on the usage of AirAsia.

To find the first reason that make passengers consider to choose AirAsia.

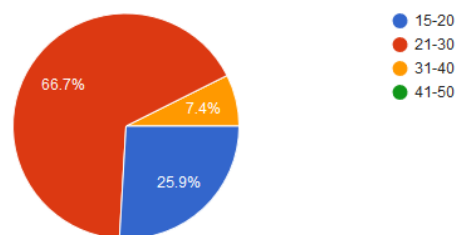
To find what is the first thing in the passengers mind when they think about AirAsia.

Research methodology

There are 27 people that did the survey, most gender is female but it doesn't important for the information and the people that did the survey are in 15-30 years old can show that most people are not too old and some are a student that still study.

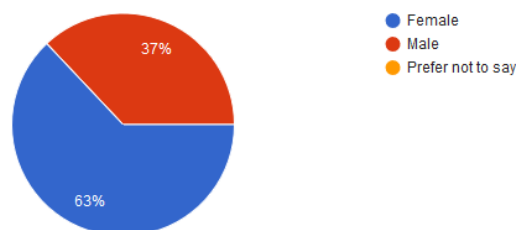
Age

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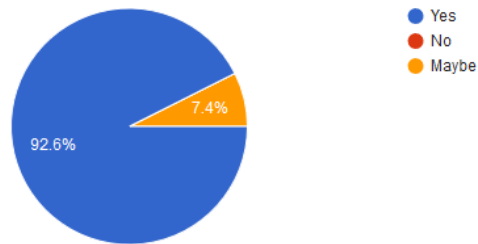
Sex

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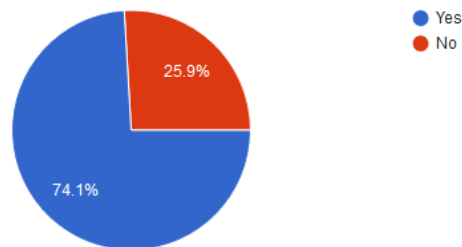
Have you know AirAsia airline before?

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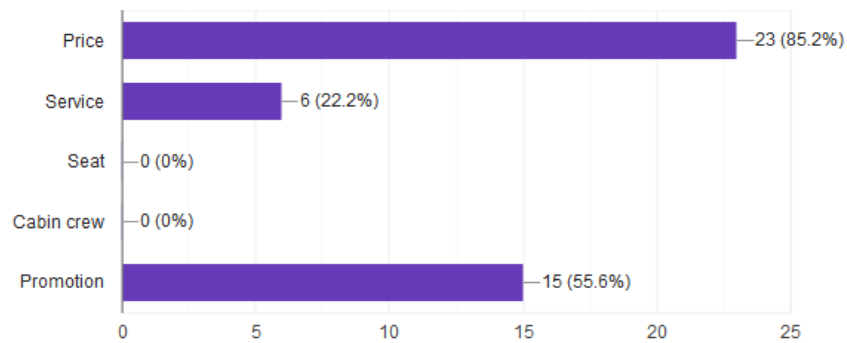
Have you ever fly with AirAsia?

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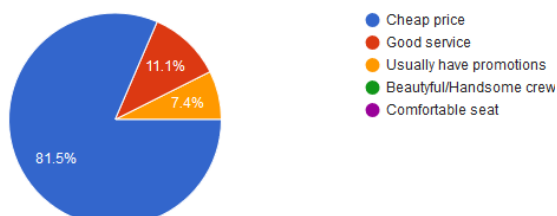
The factors that can make you choose this airline?

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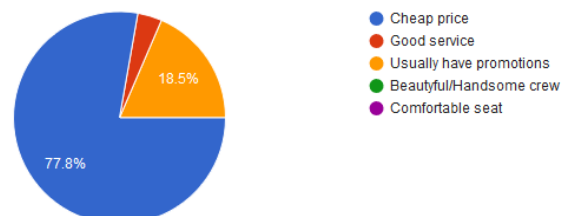
What is the first reason that make you choose AirAsia?

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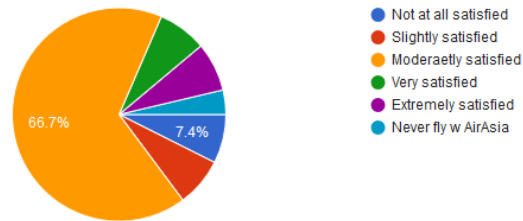
When you think about AirAsia, what is the first thing in your mind ?

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Are you satisfied with using the AirAsia service?

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From the survey the factors that can affecting decision on the usage of AirAsia are price promotion and service. The first reason that make passengers consider to choose AirAsia and the first thing in the passengers mind when they think about AirAsia is cheap price. most people already know about AirAsia, even if some are have never fly with AirAsia before. Price is the most factor that people choose, next is promotion and service. And can conclude that most passengers do not even feel comfortable using this airline service Such as space between seats but they still willing to exchange the convenience to the cheap ticket price.

Conclusion

Because traveling by plane today is another way of traveling that people in Thailand prefer to use, especially traveling abroad or traveling within the country. At present, there are various airlines that provide travel services with full flight models (full service airlines) and low cost airlines (Low cost airlines) and very competitive in offering the cheapest flight routes and prices to compete for market share. When referring to low-cost airlines that are providing services in Thailand and there will be a group of AirAsia. The factors that have an effect to the decision of the customers are price, promotion and service. Price is the number one factor that have an effect to the customers by the cheap price of AirAsia ticket. Next is promotion because AirAsia always has promotions for offer the customers to pay their tickets and some of people care about the good service of this airline. And the first thing that people will think about AirAsia and the reason that make they pay the ticket is cheap price of the ticket.

Recommendation

Based on the research of factors affecting decision on the usage of AirAsia. Found that there are many factors that influence the decision to use the AirAsia service. Which the research results, can be used for commercial data analysis in strategy formulation or development planning products or services to generate profits for the organization. The researcher would like to summarize the recommendations for entrepreneurs based on factors that influence the decision to use AirAsia service.

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