

# **The image factor of Singapore Airlines**

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## **Abstract**

Singapore Airlines is an airline that has one strategy that leads to success. Singapore has built a reputation for Singapore Airlines very much. By the dress, the famous designer has created a unique identity for The Singapore Girl, which has become a very successful business strategy. In addition, quality training is provided to ensure quality in accordance with standards. As for the airline's economy class Also received the # 1 rating on cleanliness, entertainment and service quality Singapore Airlines has a base in Singapore Changi Airport. Which is one of the best facilities in the world and also certified by Skytrax as the world's best airport for the fourth consecutive year and has the best airline award in Asia And Singapore Airlines has received the Skytrax World Airline Award, making Singapore Airlines have a good image.

*Keywords: Singapore Girls, Service, Airlines, Skytrax, Image*

## **Introduction**

Singapore Airlines is the flag carrier for Singapore, and one of the world's largest airlines. They were the first airline to try out the Airbus A380, which is currently the world's largest passenger airplane. Singapore Airlines have a fleet of more than 110 aircraft and fly to 64 destinations across five continents. They have five service classes, ranging from basic economy up to ultra-luxurious in-flight suites. They're the world's most awarded airline, and in 2016 won a huge array of titles.

Singapore Airlines Limited is the flag carrier airline of Singapore with its hub at Singapore Changi Airport. The airline uses the Singapore Girl as its central figure in corporate branding. It is ranked as the world's best airline since 2018 while winning the top spot in three other categories in the same year including "best first class", "best first-class airline seat", and "first airline in Asia"

## **Research Methodology**

### **Objectives**

1. To study factors affecting the image of Singapore Airlines.
2. To analyze the progress and success of the organization to the number one airline in the world.

Singapore Girl is a consistent visual advertising slogan applied to depictions of flight attendants of Singapore Airlines (SIA) dressed in the distinctive sarong kebaya SIA uniform, in use since 1972, and remains a prominent element of SIA's marketing.

Singapore Airlines' hospitality and cabin service have been widely recognized with awards from magazines, travel and tourism industries, including the 'World's Best Cabin Crew Service' by the Business Traveler Asia-Pacific Awards for 23 consecutive years. Since its inception, the long-running campaign emphasizes these service aspects, featuring bona fide SIA flight attendants.

The images and branding of the Singapore Girl were first established in 1972 when Singapore Airlines took over as a successor of its predecessor Malaysia-Singapore Airlines (MSA), joint Malaysia and Singapore airline set up to develop and expand an intercontinental network. An earlier traditional version of the "Sarong Kebaya" uniform was first introduced by MSA and worn by the flight attendants since 1968. Subsequently, political acrimony between Singapore and Malaysia led to the split of Malaysia-Singapore Airlines. MSA ceased operations on 1 October 1972 and Singapore Airlines took over as its successor in Singapore.

Initially, when Singapore Airlines was created, its advertising and branding were handled by the start-up Bated Inc, of Ian bated. Singapore Girl was coined in 1972 when Pierre Balmain, a French haute couture designer, was hired to construct and update the "Sarong Kebaya" as part of the cabin crew's uniform. Since then, the uniform has gained worldwide recognition as part of Singapore Airline's recognizable signature branding.

Since 1972, the image of the Singapore Girl has appeared in advertisements in almost all media forms and promotions across the world. The theme music for the television advertising campaign was composed by Kevin Peek.

As part of efforts to build the image of the "Singapore Girl", the airline runs a rigorous training program for cabin and flight crew. The airline's repute and the resulting prestige of the job has allowed it to be highly selective during its recruitment process as it receives numerous applications locally and from around the region. Singapore Airlines used to recruit only Singaporeans and Malaysians as cabin crew, but since 1995, in line with its global expansion, recruitment extended to other countries such as China, India, Indonesia, Japan, Korea and Taiwan to minimize language barriers between cabin crew and travelers.

According to a Harvard business review case study, the secret sauce is the successful balance between being a premium service provider and a cost leader. For 2001 to 2009, its cost per seat-kilometer was about five cents. That is about fifty per cent of average full service European and American carriers and rivals that of most budget carriers across the globe.

It consistently spends more than its rivals in using the latest aircraft, to maintain the youngest fleet in the industry training of cabin crews, especially at recognizing the subtleties of cross-cultural communications number of crew members per passenger innovations, both long term and incremental However, the higher spending is more than recovered in areas like

maintenance and fuel, because of the young fleet lower salary (more compensation in the form of profitability and equity) the leanest middle management among the global full-service carrier single hub strategy facilitated by geography. But, even after all these, the central motto of Singapore Airlines is exactly the same as the great businessman called Sam Walton. There is only one boss, and that is the customer. Driven by this motto, in 2008 (the worst year in aviation in a decade) it kept labor cost

A formula for success is always easy to pin down, in a Quora answer or an academic paper, of course. What is difficult is actually replicate it on the ground. But while respecting the wide differences in a sector, business condition, local cultural influence etc., the distinguishing factors for Singapore airlines are almost the same as what Amazon, Apple etc. have in common.

attract only the best and the brightest to work for you and make them the best they can be keep it lean and small, cull positions when necessary value the customer, above all else. Now, honestly speaking it somewhat pisses me off when I look for fares out of Singapore on travel websites and see Singapore airlines is consistently the right at the top. I seek alternative airliners. (Actually, since SQ has no domestic network unlike United etc. it can never shy away from competition.) However, it makes me happy as an investor. And also, because of its brand positioning, it has no lack of local business/first class frequent flyers who just do not look at the fare, unlike me.

According to an anecdote from a friend, he was flying to Los Angeles I think when an attendant spilt some drink on his leg. He was compensated with a business class upgrade on his 15-hour return flight. That's what it means to value the customer.

## **Conclusion**

Singapore Airlines Is one of the most highly regarded travel brands worldwide Is one of the youngest teams in the world Traveling to destinations covering a network covering all six continents. Singapore Girl is an internationally recognized icon that provides high standards of care and service that customers expect from Singapore Airlines with service improvement and development Singapore Airlines has returned to become a leader in airline services again. Which is a worthwhile effort. In addition, the airline has received three more awards, the first in the world, the best airline in Asia and the Best Air Line Seat and Singapore Airlines has a good image, allowing passengers to choose the services of airlines and airlines to receive prizes. I think Singapore Airlines is an airline that has a good image and have feedback from passengers Causing this airline to receive awards in 5 consecutive times. The image of the airline is very important. Causing many people to choose to use the Singapore Airlines service such as good service.

## **Discussion and Recommendation**

I think the airline is a good airline and has a good image. What should be improved is that some employees have expressions of dissatisfaction or unwilling services. Airlines with a good image Should have a good image overall Service until reaching the airline's safety and service with a smile is the first impression that will make customers or passengers receive as the first step.

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^ Lee, Julian (2007-09-06). "Epitome of the modern woman keeps starring role". *The Sydney Morning Herald*. Retrieved 2007-11-21. Singapore Airlines stewardesses dressed in sarong kebaya uniform pose at Changi International Airport in Singapore. Singapore Airlines have said the iconic Singapore Girl, a symbol of the carrier's renowned in-flight service standards, will remain. Dale Woodhouse, Singapore Airlines' manager of passenger marketing, said that she would still be "front and centre of the campaign", which began last week in the lead-up to the inaugural flight on October 26. "As usual she will be a central part of the branding and the image of Singapore Airlines," Mr Woodhouse confirmed after reports earlier this year had her permanently grounded for being too old fashioned and sexist. When asked if she had been updated, Mr Woodhouse replied: "What's there to update? She's eternal, she's the epitome of the modern image [of a woman] and the traditional style of Singapore Airlines. Why would you want to get rid of that?"

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