

# **The Cabin Crew Service Quality Of Thai Airways**

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## **Abstract**

This research paper aim to identify determinant of airline service quality on passenger repeat purchase of service. The population of this study was Thai passengers flying domestic flight with Thai Airways. Perceive service quality for tangible elements, reliability, responsiveness, assurance and empathy had determined repeat purchase of flight service of the passenger at the high level. Moreover reliability and responsiveness factor could predict the passenger repeat purchase of flight service. Thai Airways may consider a development of route network and fleet strategy as well as an establishment of aircraft and seat qualification to meet passenger need and requirement. Passenger level of satisfaction could also maximize by offer service value thought various kinds of special deal and program, where value add price strategy should be consider in order to different from and beat other leading airline company.

Keyword : Airline, Cabin Crew, Thai Airways, Satisfaction, Service Quality

## **Introduction**

Thai Airways transport is one of the popular airlines due to it air standard of service quality. Service quality. Service quality is a job that require the ability to speak English, good personality, and good physical proportion. Many research have argue that customer loyalty include both behaviour and attitude dimension. In term of behaviour dimension, tourist must frequently visit the particular tourist destination and in term of the attitude and are will to say positive thing about their experience to other customer. Nowadays many airline and bring foreign currency to Thailand. Therefore customer satisfaction is important not only for airline success but also for the Thai economy.

Current rapid development and expansion of domestic transportation and information and communication technology has shape the way tourism business operate. Consequently related business in the transport segment are force to continuous develop themselves in order to respond to customer need and progress with economic growth. Nowadays various domestic transportation mode are offer for convenient travel by water, land and air. Air transport has been increase popular airlines due to its time saving and safety

factor. This demand is reflect by high competition among domestic air transport entrepreneurs.

## **Research Methodology**

To know passenger satisfaction cabin crew made passenger use service again and To know cabin crew service of Thai Airways.

### **1. Service receive reliable cabin crew.**

It important to highlight soft skill that can give passenger an idea of how quickly cabin crew can adapt and solve problems.

### **2. Service receive is in timely cabin crew.**

Provide support to passenger is opportune cabin crew. Responding to passenger requests on time. Some mistake timely passenger service to mean only fast service but it also effective passenger service.

### **3. Service receive is provided by competent cabin crew.**

Service from cabin crew more experience they will help passenger more quickly.

### **4. Service receive by neat and clean cabin crew.**

Wearing a clean and neatly pressed uniform will inspire customer confidence. Uniform make cabin crew and company seem more reliable and trustworthy.

### **5. Service receive provided by cabin crew.**

Make good first impression on coworker and passenger. A polite attitude acts as signal to other that cabin crew care about the, Which may make them more likely to care about cabin crew.

### **6. Service receive empathy by cabin crew.**

Empathy is the act showing concern and care toward passenger personal matter a real sincere attitude and attention in solve their problem. This dimension consist of all the characteristics such as thorough understand, attentive toward passenger want and need.

## **Cabin crew service factor of Thai Airway**

Cabin crew service is rather much important factor since staff interacts directly with passenger or also represents the image of airline

Thai Airways is full cost airline so the price is indeed more expensive than most low cost Airline. Therefore for passenger high price service need to excel at various things. This make it become a factor that significantly affect passenger satisfaction. Improve this factor could help improve their passenger satisfaction directly. In addition cabin crew service factor had the strongest impact on perceived service quality as well as directly on passenger satisfaction.

To improve it, Thai Airways could training to help their cabin crew both on board to more attentive and friendly since there has been many complaint for improve cabin crew. Also, Thai Airways staff should pay more attention to passenger's specific need to create good impression of passenger for their next flight.

## **Conclusion**

Service quality in the dimension of reliability and responsiveness could predict a passenger intention in making a repeat purchase of flight service. These find emphasize the importance of the image factor. The image of Thai Airways cabin crew include politeness in the Thai style, hospitality and prompt responsiveness.

## **Discussion and Recommend**

When target a market group for creating a promotion campaign. Thai Airways should consider development of service and route network by increasing frequency and capacity of revenue generating route as well as establish aircraft and seat qualification to meet passenger need and requirement. Passenger level of satisfaction could be maximize by offer service value though add more service. Value add price strategy should be consider in order to different from and beat other leading airline company.

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