



**THAI AIRWAYS ,THE UNFAVORITE OF THAIS**

**IAL 3407 CUSTOMER RELATIONSHIP MANAGEMENT  
AND PASSENGET SATISFACTION SURVEY**

**SUBMITTED BY**

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## **Abstract**

Thai airways facing the problem about Thais unlike national airline and they are loss the profit is 10 billion baht after this situation everyone trying to find a mistake from Thai airways and sharing so that makes the situation is worse. Causing many people to the questions what strengths in the airline why Thai airways is only 4 stars but they're sell the expensive tickets more than airlines that are 5 stars and if comparing of service with low cost airline it quite not difference. Some people used to Thai airways think the airlines discriminate against passenger and may include some various equipment defective and aircraft that are old or even bringing the organization to policy, Losses the profit that the government has come out frequently to talk about the problem .Then why Thai airway subsist until now and still is the main airline

Keywords : Airline , Thai Airways , problem

## **Introduction**

Nowadays, aeroplane is no longer the transport that gives people an opinion only the rich guy can travel with it. With the existence of aeroplane, it helps to shorter the distance from one place to another. Before this, who ever want travel to for example takes around 12 hours by car. Now, with the aeroplane, it takes around 2 hour and to reach the destination. This industry has brought a lot of convenient to everyone especially the business people. For them, one minute can earn thousand or even more, so they are very conscious with time. Besides, it also gives the chance for people to travel to other places which far from their location

Thai Airways public company limited is a state enterprise under the ministry of transport .And is a public company listed on the Stock Exchange of Thailand since 1991 with the Ministry of Finance being the major shareholder holding more than 50 percent .Therefore undoubtedly why people don't like because most of the problem are from organization such started from political involvement , support expression or against policy or even The Union internal matter the company demanding with various media and they're have a lot of competitor and service is worse than another airline and sell expensive ticket

When an airline offer the product with the lowest price but the service quality is not up-to-standard, customer will just take the flight once. In marketing, brand loyalty is a focal point of interest for marketing researchers and practitioners. Past research suggested that loyal customer spend more than non-loyal customer, act as advocates for a brand by engaging in positive word of mouth, and arc therefore "at the heart of a company's most valuable customer group" (Ganesh et al., 2000, p. 65; Zeithaml et al., 1996; cited in Russell-Bennett, 2007). As a servicing sector, airline will do continue business with customer and perhaps build long term relationship in order to maximize profit. Therefore, service quality plays an important part in customer satisfaction if the organization or government resolves the problem may help increase credibility and Thai people may return to use more service

## **Purpose**

Based on to bring the truth of why people do not like Thai Airways

## **Objective**

- 1.To study why the airline is facing with the loss the profit
- 2.To acknowledge how people have opinions about Thai Airways
- 3.To find a relationship between customer and airline

## **Literature Review**

The literature review includes explanation for independent variable and dependent variable used in the research. Besides, some previous study also included in this section.

### **2.1 Customer Satisfaction**

According to Kotler, P. J., & Armstrong, G. M. (2010), customer satisfaction is related to the product's perceived performance relative to a buyer's expectations. Besides, customer satisfaction is a key for a company to building profitable relationships with consumers so that they will loyalty to their brand. This is because satisfied customer will repurchase the product again, have a positive word-of-mouth to others. In addition, satisfied customer will pay less attention to competing brands and advertising

Based on Olsen, S. (2002), customer satisfaction consists of both expectations and perceptions. Thus, if the company can meet or exceed the expectation and achieve high customer satisfaction, this may increase the customer loyalty and buying the same product again in the future. Sweeney, J. (2001) had the same opinion with previous researcher, Olsen, S. (2002), stated that foundation of loyalty is in sustained customer satisfaction. In order to increase customer loyalty, a company should increase each customer's level of satisfaction and remain that level of satisfaction over time.

### **2.2 Service Quality**

According to Alexandris, K. (2002), service quality gives a meaning of global judgement or attitude relating to the superiority of a service. Besides, service quality is determined by the differences between customer's expectations of services provider's performance and their evaluation of the services they received. Therefore, service quality is often conceptualised as the comparison of service expectations with actual performance perceptions.

Based on Chang, Y. W. (2012), service quality is defined as the ability of the organization to meet or exceed customer expectations. Service quality can be measured in terms of the extent to which performance as perceived by the customer meets or exceeds agree level of services. Service quality is very important in satisfying a customer and positive word-of-mouth, so that the satisfy customer can help to promote to others about a company.

### **2.3 The Relationship between Service Quality and Customer Satisfaction**

According to Brady and Robertson (2001), they believe service quality is antecedent to satisfaction argues that since service quality is a cognitive evaluation, a positive service quality perception can lead to satisfaction which may in turn lead to favourable behavioural intensions. Service quality and customer satisfaction are inarguably the two concepts that are at the crux of the marketing theory and

practice. In today's competitive world, delivery in high quality service plays a very important role in order to increase customer satisfaction.

There are studies and publications which shows that the relationship between customer satisfaction and retention not to be this straight forward. Refer to Johnston, R. (2001) has proven that the relationship between customer satisfaction and retention is very weak. But, a research done by Sureshchandar et al. (2002) indicated that it is closed related between service quality and customer satisfaction.

## **Research methodology**

The objective of this research is to study the factors that affect the decision to use Thai Airways and also the potential negative thoughts of people to Thai airways . The researcher has collected data for processing and statistical analysis. The opinion of people on internet

Most trend of is selling tickets that are expensive than airlines and the crew's service dissatisfaction. Which discriminates against foreigners better than Thai people . In addition, there are problems with

If comparing the airlines of the same level, the service of other airlines may be better than Thai Airways . And that is quite often heard in the online world is politics

Because The organization is involved in politics . Such (Expressing, Supporting or acting against politics ) .Loss the profit that makes the government has to come out frequently to talk about the problem solving it is a bad image in the eyes of the general public and the price is expensive than another airline and the organization use the tax for instead

wouldn't deny the main factor that makes Thai Airways suffered heavy losses is the expenses that is too high and with the aviation business coming to a high competition , very competitive pair Whether it is a of low cost airlines or even a larger airline but also Thai Airways there are flights around the world even Asia, Europe, Australia therefore do aviation business therefore necessary see cost .Just a cost Increase a little business can turn into a loss.

To offer domestic and international air travel and related services that are safe, convenient, and of quality to ensure customer satisfaction and trust. To be committed to international standards of management efficiency, transparency, and integrity, and to achieve satisfactory operating results in order to maximize benefits for our shareholders. To create a suitable working environment and offer appropriate salaries and wages as an incentive for staff to learn and work to the fullest of their potential and to take pride in their contribution to the company's success.

After reading the review on online of most people to Thai Airways is why they are sell the expensive ticket this is for all Full-Service Airlines when buying a national flight ticket a starting point from the country of origin of that country The price is high.

Because they are added the Host Hospitality fee

## **Conclusion**

As air transport recovers from the global economic crisis it faces major challenges. It needs to reduce emissions substantially and it needs to make much more efficient use of scarce resources, these include not only oil but also air space and airport capacity. However, the Thai Airways faces more challenges to overcome its internal and external problems. Furthermore, it has to make changes to the structure of management, change the strategies, purchase new aircrafts, and implement technical efficiency and to change the government influence on the airlines management for its long term survival and profit ability.

The results have shown that online purchasing flight ticket will lead to higher positive level of perception of customer but when using multiple regressions analyse out, the most dominance factor goes to aircraft condition. Therefore, aircraft condition is the most important factor that will influence customer a lot in level of satisfaction. Although online purchasing flight ticket is no longer the most dominance factor, but it is also one of the influential factors, hence, Thai Airways should do something to improve and maintain these two factors. For the factor aircraft condition, Thai Airways can provide more comfortable chair with comfortable position of spacing to passenger. While online purchasing flight ticket, Thai Airways needs to provide fast and secure platform for customer to do transaction.

## **Reference**

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