

Passenger's Satisfaction Toward Service Quality on Low Cost Airline for Domestic Flight

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Abstract

The purpose of this research is to study about the satisfaction and the factor relate demography with revolve around the passenger behavior and satisfaction on the quality of low cost domestic services, data collection based on 50 people mostly single female between the age of 20 – 30 years old, however the finding found positive outcome on the relevant factors such as mixed marketing service, physical characteristic and communication based on the price, products place and individual. The main reason of selecting low cost domestic services base on the lower price and easily to find such information and booking service through the internet, the differences of age, gender, career and income have no satisfaction difference compared to older passenger.

Keywords

“Passenger”, “Low-cost airlines”, “Satisfaction”

Introduction

At present, domestic transportation has a rapid expansion. Whether for communication Business or tourism Causing various aspects of communication to be developed continuously for Consistent with the economic growth and To meet the needs of today's consumers There are many ways of transportation in the country, whether Will be land by water and by air for consumers Have the opportunity to choose to travel in a convenient way and Fast that current air transportation is considered Gained more popularity due to convenience Fast and safe Transportation business Domestic air transportation is highly competitive. Low-cost airlines, domestic airlines are gaining in popularity from travelers, whether Thai or foreigners due to lower ticket prices than general airlines.

Research Methodology

Objective

- To study the factors that affect the satisfaction of passengers using domestic low-cost airline services.
- To study passenger satisfaction on service quality of low-cost airlines.

This low-cost airline is from Western airlines that have analyzed and considered the utility that customers need from airlines. The most important thing is to have a convenient, fast and secure travel service. Some low-cost airlines have improved performance because passengers turn to use more services. Therefore, low-cost airlines should develop a variety of services. To review and find ways to create satisfaction for Thai and foreign customers. To compete with rival airlines in the future, low-cost airlines may develop potential to be comparable to normal airlines. In the low-cost airline market, there is a lot of competition in each airline, Therefore the goal is to create and improve services which are factors that support the decision of passengers. Therefore, interested in studying passenger satisfaction on the quality of low-cost airline services to be used as a guideline for developing service strategies to meet the needs of passengers as much as possible and allowing passengers to use the service repeatedly as regular customers and recommend For passengers who have never used Come to use the service again From studies from various sources Found that passenger satisfaction on service quality of domestic low-cost airlines consists of 7 main factors in the service marketing mix, namely products, price objections, locations, communication, physical personnel Expectations and real perceptions of low-quality airline services, domestic flights, As I studied, found that the level of customer expectations for quality, low-cost airline services, domestic flights had very high expectations in Terms of view, confidence, perspective trust, and access. Customers have studied about overall satisfaction, loyalty, and behavior towards domestic flights, products, prices, distribution, marketing promotion, physical personnel, operations and production and quality at a good level. Overall satisfaction in using low-cost airline services.

Product

Shows that the credibility of the airline and the recognition of the brand and the service has an effect on the selection of airline services to travel passengers' domestic routes Which consists of a route that meets the requirements Is safe for travel of life and property Including other factors that will help passengers to be satisfied and choose to use the service or service standards are good, must be consistently safe and create value in the quality of service. Found that passengers are born, loyalty, repeat service behavior and result in the introduction of other people to use the service.

Price

The price is the first factor that makes customers decide to use the service with low cost airlines.

Place

The location of having a place to sell or a channel ticket sales and proper payment are an important part that facilitates passengers with different geographic conditions.

Promotion

Factors that can boost sales, including communication between airlines and passengers by choosing to use the correct communication channel needs the recognition of passengers. Making effective communication will make Passengers receive regular, complete and accurate information. Including new communication channels such as Social Network.

Personal

Personnel who meet the passengers directly The etiquette and the dress code of the staff are the parts that directly impress the passengers. Because the staff acted closely with the passengers in order to provide convenience and solve problems for passengers

Physical characteristic

Which consists of seats, cabin and other supplementary factors That contributes to the differentiation of each airline as well as the airline's selling point, such as free boarding services Baggage loading without spending or serving food and beverages on flights without charge, each of the above mentioned services, each airline provides different customer services, depending on the policy of Airlines.

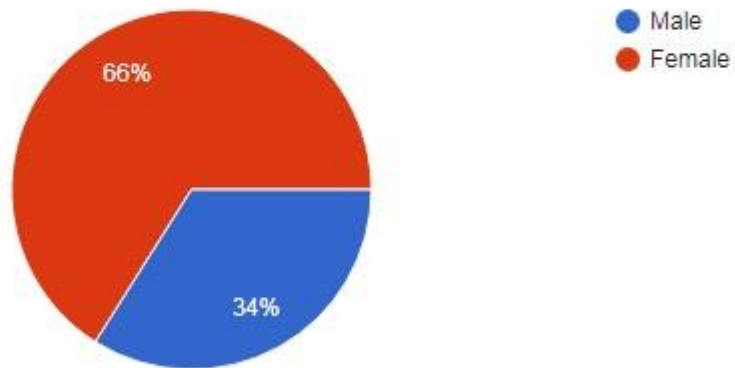
Process

The service provided by the passengers directly to the passengers shows that the passengers pay attention to the service process and the convenience that passengers will receive, starting from the reservation process, issuing cards by the service lines within the airport and On-flight service.

All 7 items mentioned above are all important in different order. Airlines therefore have to understand the competitive conditions of the airline business. Passenger ticket buying behavior and factors affecting the decision of passengers.

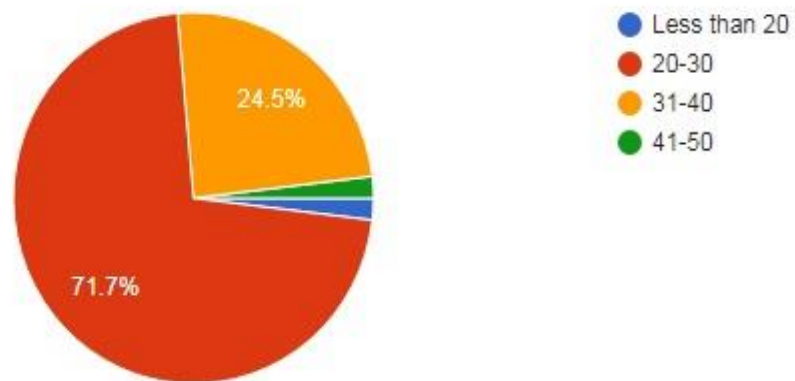
Gender

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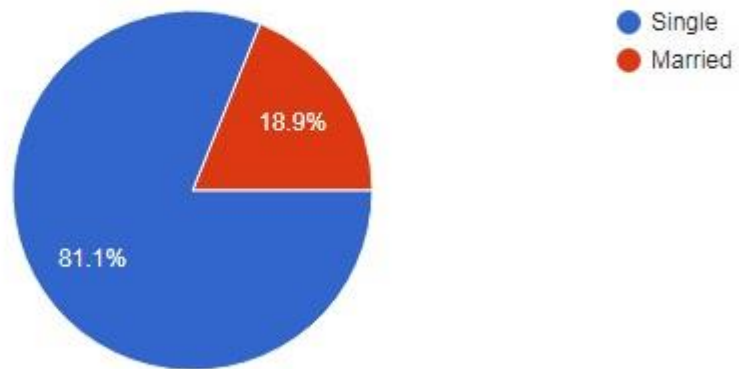
Age

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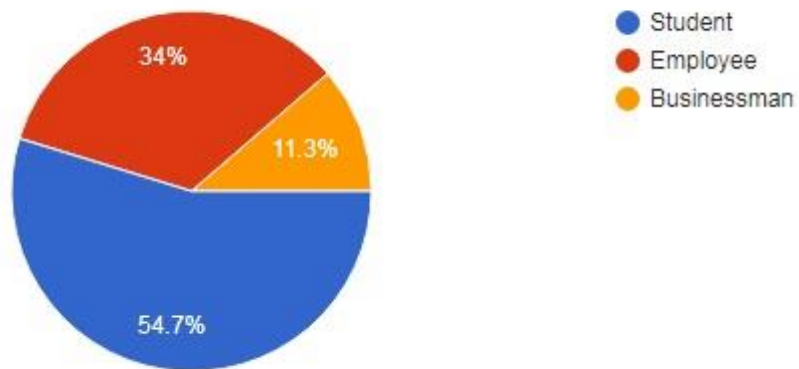
status

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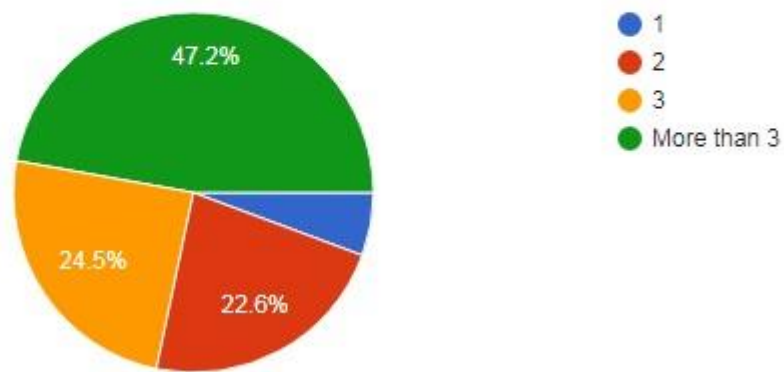
Occupation

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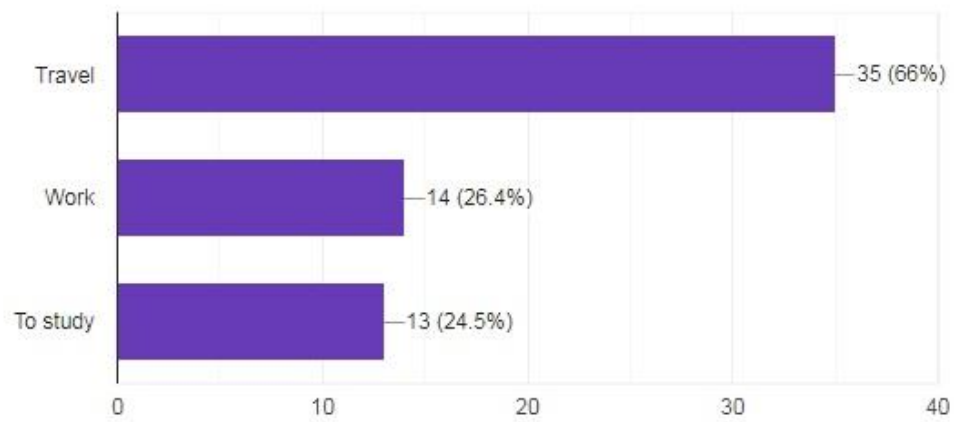
Please specify the number of times you fly per year.

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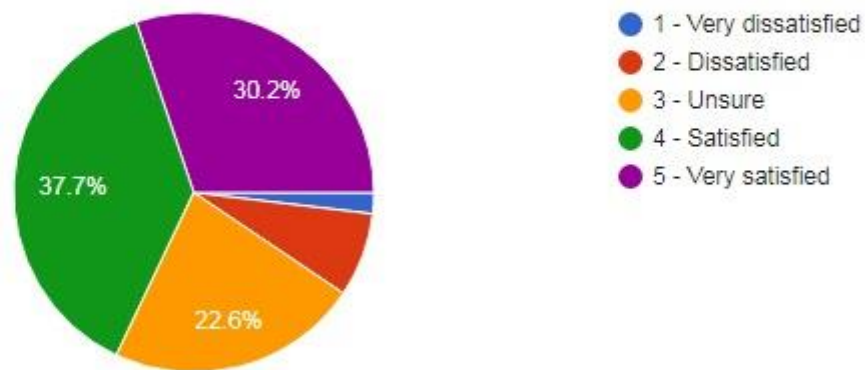
Please specify your travel purpose. (Choose more than 1 answer)

คำตอบ 53 ข้อ



Satisfied with the quality of service .

ค่าตอบ 53 ข้อ



Conclusion

The aviation business is still highly competitive. Both in terms of passenger ticket prices and the style or nature of the service, so that each airline has a distinct advantage from competing airlines in order to attract passengers to create interest and cause ticket purchase decisions Passengers for domestic flight routes. Passengers using domestic low-cost airlines are more female than male. Most of them are 21-30 years old. The average income per month is 10, 000-20, 000 baht. Student occupation due to female sex is more convenient than male. Most students have a single status. More than any other occupation and the average monthly income is not very high, so want to travel with low-cost airlines. Customers with different sexes are satisfied with the quality of service of low cost airlines.

Discussion and Recommendation

Entrepreneurs should be aware of and taking into account the increasingly fierce market competition, both in terms of increasing number of operators and the adjustment of the needs of passengers that are constantly changing Therefore should focus on conducting research on behavioral behavior of passengers and 7 Ps service marketing mix factors that affect the decision to choose to use the service airline.

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Appendix

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คำอธิบายแบบฟอร์ม

Gender

Male

Female

Age

Less than 20

20-30

31-40

41-50

status

Single

Married

Occupation

- Student
- Employee
- Businessman

Please specify the number of times you fly per year.

- 1
- 2
- 3
- More than 3

Please specify your travel purpose. (Choose more than 1 answer)

- Travel
- Work
- To study

Satisfied with the quality of service .

- 1 - Very dissatisfied
- 2 - Dissatisfied
- 3 - Unsure
- 4 - Satisfied
- 5 - Very satisfied