Airport of Thailand Employees’ Perception in Human-Organizational and Technological Primary BPR Factors and Their Causal Relationships Towards Airport Operational Performance

Shompunutt Na Ayudhya, P.

Abstract

In this research, the author explores the dimensions of Business Process Re-engineering (or BPR) in the context of airport management at Don Mueang and Suvarnabhumi airports; AOT’s bangkok-based airports. The data collection is done via the select set of questionnaires given to the airport employees (200 PAX) of key departments, within the 2 main concerns under BPR umbrella; A) “BPR Acceptance,” within it resides the set of variables relating to a.1) Human-related factors, a.2) Organization-related factors and a.3) Emotional responses; and B) “BPR Methods & Tools” which consist of b.1) Technological of facilitation and b.2) Perception of Airport Service Quality or ASQ. The research was conducted while there was a realization of BPR which are carried out by the airport IT-based application re-design (database migration from Oracle to SAP) which was aimed to assist the staffs in carrying out their daily tasks, and perception of ASQ in which it concerns the methods and tools; such as airport facilities the employees use to facilitate passengers. This ultimately resulting in higher job performance and assist them in accepting the concept of BPR; and intern boosting the service level for passengers who use the various airport services.