



PASSENGERS' SATISFACTION FOR NOK AIR SERVICES

by

KORNSIRI BOONTHAM

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

Examination Committee :

1. Dr.Charnchai Athichitskul (Advisor)

Charnchai A
.....

2. Dr.Adarsh Batra (Member)

ABatra
.....

3. Asst.Prof.Dr.Jutamas Wisansing (Member)

J. Wisansing
.....

4. Dr.Apichart Intravisit (Member)

Apichart I
.....

5. Assoc.Prof.Wirat Sanguanwongwan (MOE Representative)

W. Sanguanwongwan
.....

Examined on : Wednesday May 16, 2007

ABSTRACT

This research is to study on *“Passengers’ Satisfaction for Various Aspects of Nok Air Services”*. The number of passengers flying Nok Air in year 2005 was 1,104,221 so a sample size of 384 was selected at 5% tolerable error, using non-random convenient sampling method, by distributing questionnaires to economy class passengers flying Nok Air from Chiangmai, Udon Thani, Hat Yai, Phuket and Nakhon Si Thummarat to Bangkok. Descriptive statistics were used to analyze demographic profile and satisfaction for various aspects of Nok Air services. Inferential statistics in the forms of T-Test and ANOVA were used to test hypotheses set in this study.

Findings regarding passengers’ satisfaction for various aspects of Nok Air services were “Satisfied” for ticket reservations, ground services, and in-flight services; and were “Neutral” for after-flight services.

For hypothesis testing, findings revealed that there were no differences among Nok Air’s passengers regarding their satisfaction for ticket reservation when classified by gender, age and education level; ground services when classified by gender; in-flight services when classified by occupation; after-flight services when classified by gender.

However, there were differences among Nok Air’s passengers regarding their satisfaction for ticket reservation when classified by occupation, and income level; ground services when classified by age, education level, occupation, and income level; in-flight services when classified by gender, age, education level and income level; after-flight services when classified by age, education level, occupation and income level.

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Kornsiri Boontham

Assumption University

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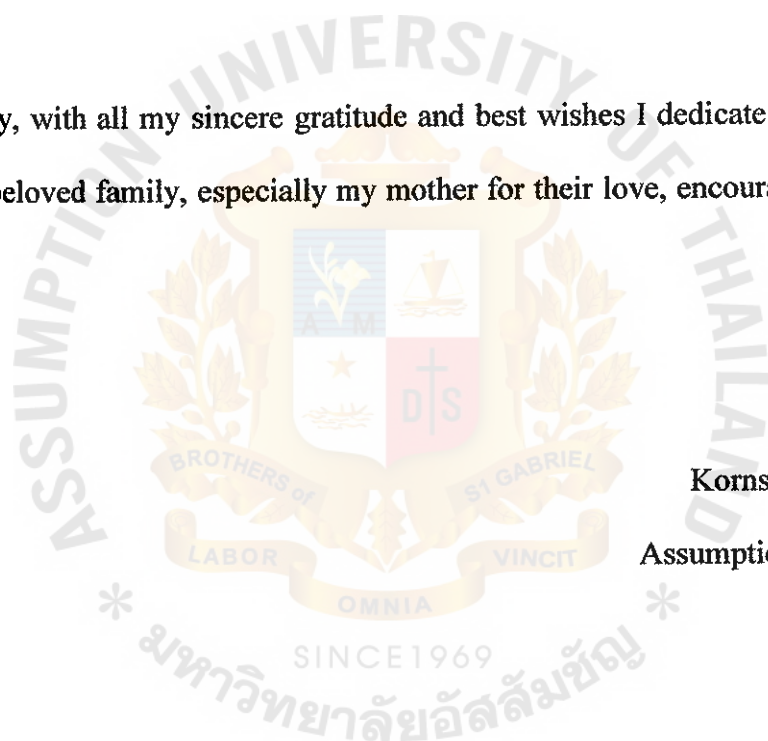


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CHAPTER 1

GENERALITIES OF THE STUDIES

1.1 Introduction of the Study

1.1.1 Relevance of Airlines and Tourism

Page (2003) stated that the role of surface transport highlighted the fundamental link between tourism and transport in a number of different contexts. From this point, transport is considered to be a part of tourism. There are many different kinds of transport in the world such as, cars, cruises, trains, and aircrafts. For this study, the researcher focused on air transport, because it is a key element in the 'world's largest industry', travel and tourism, which accounts for approximately ten percent of world GDP, takes almost eleven percent of consumer spending, and employs roughly one in every nine people in the global labor force (Hanlon, 1999).

From this statement, we understand that the airlines industry has more influence on tourism in the world because it can generate economic movements in the world. In recent years, there have been a number of changes in global airlines industry, which have had profound effects on the development of this very explosive sector of the economy in most countries of the world (Page, 2003).

The airline industry has had its share of changes in its short life span, but the one change that dramatically affected all air travel in the United States was government deregulation. In 1978, President Jimmy Carter signed the Airline Deregulation Act, which virtually pushed the industry into the free market. It opened up the industry to new carriers, new fare and new management styles (Nickerson, 1996).

Hood and Coates (1994) stated that airline deregulation had these goals:

- To allow airlines to set fares themselves, thus stimulating competition and lowering fares. Airlines are competing fiercely for passengers, and this competition has seen fares decrease dramatically. Airlines now offer many categories of budget air fares with numerous travel restrictions. While passengers benefit from reduced prices.
- To allow airlines to expand flight options available to passengers. As predicted, deregulation has led to the expansion of services on many routes.
- To stimulate growth within the airline industry by allowing for the establishment of new airlines.

It can say that the Deregulation Act of 1978 has met its goals. Many airlines have emerged and also there are many routes which have increased to serve travelers. Airline travel is now a common mode of transportation. In the mid 1960s, only about 25 percent of the population had ever taken a trip by air; now more than 78 percent of the population has flown in a commercial jetliner (Nickerson, 1996). The growing number of airline travelers can be attributed to a service that is safe, comfortable, convenient and economical.

1.1.2 History of Low-Cost Airlines

Low-cost airline or low-cost air travel, often termed no-frills or budget airline travel (Page, 2003) is a relatively new phenomenon in the world since deregulation on airline (Opened Sky) the cost of air travel in US and Europe has fallen and the size of the airline industry has grown rapidly. Borenstein (1989) finds that high levels of route and hub concentration correlated with higher airfares. Thus, the low-cost airline

has become the new choice for travelers since 1990s in the USA and has become more favored in UK and Europe in early 2000.

The history of low-cost airlines in the world started in the United States, which is Southwest Airlines. It is the first successful low-cost airlines which pioneered the concept which began service in 1971. With the advent of aviation deregulation the low-cost airline model spread to Europe as well, the most notable successes being Ireland's Ryanair, which began low-fares operations in 1991, and EasyJet, formed in 1995. Low-cost airlines pose a serious threat to traditional "full service" airlines, since the high cost structure of full-service airlines prevents them from competing effectively on price -- the most important factor among most consumers when selecting an airline. The innovation in low-cost flying has been translated into the low-cost revolution that has now affected the UK and mainland Europe, whilst other companies in Australasia and Asia are following this pattern (Page, 2003).

From the year 2001 to 2003, when the aviation industry was rocked by terrorism, war and SARS, the large majority of traditional airlines suffered heavy losses while low-cost airlines generally stayed profitable. Many airlines selected to launch their own no-frills airlines, such as KLM's Buzz, British Airways' Go Fly, and United's Ted.

In Canada, Air Canada has found it difficult to compete with new low-cost rivals such as Westjet, Canjet, and Jetsgo despite its previously dominant position in the market. Air Canada entered a period of bankruptcy in 2003, but emerged from protection in September 2004. Air Canada operated two low-fare subsidiaries, Tango and Zip.

In Australasia, Australia's Qantas airline has recently launched two low cost airlines which are JetStar services. The Australian domestic market in competition

with Virgin Blue, while Australian Airlines operates internationally to Asian destinations. In New Zealand, Air New Zealand chose to buy their low-fare competitor, Freedom Air, instead of competing against them (Kua and Baum, 2004).

With the advent of airline deregulation in the world, the low-cost airline model spread to Asia as well. In the year 2004, low-cost airlines are now edging into many countries in Asia, led by operators such as Malaysia's Air Asia, Singapore's Tiger Airways, Thailand's Thai Air Asia and so on.

As the number of low-cost airlines has grown around the world, these airlines have begun to compete with one another in addition to the traditional carriers. In the US, airlines have responded by introducing variations to the model. America's West Airlines offers a first class product, for example, while JetBlue Airways advertises satellite television. In Europe, the emphasis has remained on reducing costs and no-frills service. In 2004, Ryanair announced proposals to eliminate reclining seats, window blinds, seat headrest covers, and seat pockets from its aircraft.

Low-cost airlines, otherwise known as budget carriers or no-frills airlines can be seen as one of the most dynamic developments within recent travel history in the United States and Europe (Kua and Baum, 2004). Since the advent of Southwest Airlines, Ryanair and EasyJet, other operators have entered the market, in order to obtain a share of this growing market. These airlines have enabled travelers to fly for lower prices with only slight inconvenience, thus putting them in competition not only with full-service airlines, but also with alternative forms of transportation, including rail, ferry and car (Pender and Baum, 2000).

1.1.3 Low-Cost Airlines in Thailand

Airline industry in Thailand has rapidly grown due to economic expansion. Previously, airline industry in Thailand had only one airline operated by the government (monopoly) as the national flag ship carrier that is generally known as Thai Airways. Nowadays, Thailand has a more open-sky policy, an airline can fly to any destination as long as it has the aviation rights and it is possible that there will be new airlines emerging. The liberalization in aviation is that all airlines would have an equal opportunity to compete by using all their skills as many airlines have been seeking for quite some time. The operators of airline business would have not been afraid of such competition as they would have to use the quality of services, but during the past many regulations are unfair to the private sector and many businesses were in the hands of Thai Airways only. Therefore, there has been an emergence of other airlines in Thailand such as Bangkok Airways, Phuket Air, PB Air, Orient Thai Airlines, Thai Air Asia, and Nok Air. This is a critical changing point of expansion in terms of travel and tourism in Thailand.

As stated earlier, the airline industry in Thailand previously had a small number of airlines. Therefore people did not have any choice to travel by plane since it would be quite expensive and sometimes flights would not be sufficient. These factors may generate low-cost airlines in Thailand, offering lower prices to serve an increasing number of travelers by using pricing strategy.

Low-cost airlines is a new experience in Thailand since the year 2004 with the advent of Thai AirAsia, a joint-venture between Thai's Shincorp and Malaysia's AirAsia, which is the first low-cost airlines in Thailand which started operations on February 3, 2004 with the slogan of "*Now everyone can fly*". After that One-Two-Go by Orient Thai Airlines entered to share the low-cost airlines market on February 12,

2004 under the slogan of *"The easiest way to fly cheap: every seat every flight one price only"*. (Daily News, 2004, April 14: pp.7 and M.I.C.E Magazine, 2004, February 14: pp.19)

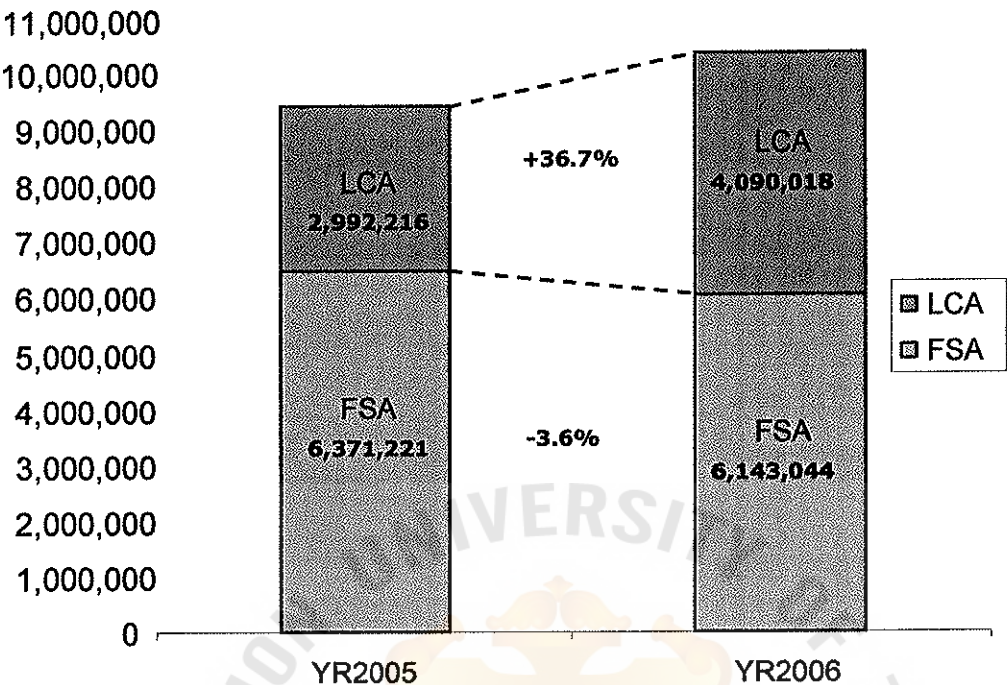
The advent of these low-cost airlines has had the most influence on the travelers' decision and also on full service airlines (full-fare airlines) in Thailand. Mr. Kanok Aphiradee, President of Thai Airways International at that time, decided to operate low-cost airline subsidiary named "Nok Air" in order to compete with the low-cost airlines market in Thailand and increase more choices for domestic travelers.

Target market of Nok Air will be different from Thai Airways by focusing on travelers who have never traveled by plane before (travelers who have traveled by bus, train, and car) and also focused on seeking new targets which are students, and businessmen in small and medium enterprises.

In addition, the flight schedule of Nok Air also differs from Thai Airways in order to increase more choice to serve different markets (TG UPDATE, 2004, February; Issue No.264). The slogan of Nok Air is *"We'll look after you"*. Nok Air intends to promote their safety standards that use the same standard as Thai Airways, a major joint-venture of Nok Air (Nok Air, 2005).

According to statistics of AOT (Airports of Thailand Public Company Limited), from January to December in the year 2005 and 2006 (see Figure 1.1), indicated that total domestic air travel in Thailand grew 9.3% compared to the same period last year (analyzed from total number of domestic passengers during the year 2005 to 2006). The growth of low-cost airlines (LCA) in Thailand is approximately 36.7% from the previous year while full service airlines (FSA) decreased by 3.6%.

Figure 1.1: Domestic Airlines Industry in Thailand (PAX)



Source: AOT (YTD Jan – Dec, 2005 VS YTD Jan – Dec, 2006)

Low-cost Airlines stimulate market growth and capture most of the growth themselves. Growth of low-cost airlines in Thailand is estimated to continue dramatically year by year as low-cost airline operators, such Thai AirAsia, One-to-Go and Nok Air, plan to expand their fleets and launch new destinations continuously.

1.1.4 Background of Nok Air

Nok Air is a new low-cost airline which started on July 22, 2004 and registered under Nok Airlines Company Limited, a joint venture between public and private investors. Mr. Patee Sarasin, CEO of Nok Air said that the name “Nok”, Thai for “bird”, is a short, simple and easy to remember name that all Thais can relate to. Nok Air vision is ‘air travel will no longer be difficult’. Nok Air will make easier for Thais and foreigners to be able to explore the beauty of Thailand, making business trips more convenient, and visiting friends and relatives as easy as picking up the

phone. Nok Air goal is that aim to touch all passenger with friendly Nok Culture. Nok Air will be flying to all parts of Thailand, with Chiangmai, Udon Thani, Hat Yai, Phuket and Nakhon Si Thummarat. The price of the air tickets will be competitive to the other low-cost airlines in the market. With this strategy Nok Air hopes to be able to give those that have never flown before a convenient and desirable means of transportation, while offering a chance to those that already are enthusiastic travelers the opportunity to travel even more often (TG UPDATE, 2004, February; Issue No.264 and Nok Air, 2005).

1.2 Statement of Problem

Since Thailand opened skies or deregulation on airlines, there are a lot of competitors in the airline market and there are a lot of competitors in low-cost airline business. The research related to customer satisfaction in the airline industry has been growing in interest because the delivery of high service quality is essential for airlines' survival and competitiveness. However, most previous airline service studies mainly focused on finding customer satisfaction on full service airlines or major airlines such as Thai Airways International, Singapore Airlines. Therefore, the researcher is interested to study about customer satisfaction for low-cost airlines.

Nok Air is the newest low-cost airline in Thailand that is a subsidiary of Thai Airways International, the famous airlines in Thailand in term of service quality. Therefore, the researcher decided to choose Nok Air in order to study about the passengers' satisfaction toward low-cost airline services. It is necessary to find out the perception of this particular segment of passengers who use low-cost airline like Nok Air. Therefore the researcher set the following statement of problem: *What are the satisfaction levels of passengers for Nok Air services?* The results of this research

can be conducted to evaluate the satisfaction level of passengers toward Nok Air service and also contributed to the improvement of Nok Air's service.

1.3 Objectives of the Study

The objectives of the study are as follows:

- 1.3.1 To evaluate the passenger's satisfaction regarding various aspects of Nok Air services.
- 1.3.2 To analyze whether there are differences among Nok Air's passengers in their satisfaction for various services when classified by various demographic characteristics (gender, age, education level, occupation and income level).

1.4 Scope of the Study

The study is to find out the satisfaction level of passengers for Nok Air services in terms of ticket reservations, ground services, in-flight services, and after-flight services. In addition, the study is to focus on how demographic factors relate to their satisfaction toward Nok Air services.

This research is limited to the study of Nok Air's passengers in the economy class only, who travel on domestic routes that are offered by Nok Air, including Chiangmai, Udon Thani, Hat Yai, Phuket and Nakhon Si Thummarat. These routes have severe competition.

The survey will be conducted on passengers who have arrived at the domestic terminal of Bangkok Airport. Therefore, the satisfaction of these groups of passengers may represent the whole market.

1.5 Limitations of the Study

- 1.5.1 This research has focused on finding the satisfaction level of passengers for Nok Air service dimensions, which are ticket reservations, ground services, in-flight services, and after-flight services. Therefore, the results may not be identical to other studies with more factors which may also influence the passengers' satisfaction.
- 1.5.2 This research is limited to the study of Nok Air's passengers in the economy class only.
- 1.5.3 This survey is conducted on passengers traveling on routes that offered by Nok Air which are Chiangmai, Udon Thani, Hat Yai, Phuket and Nakhon Si Thammarat.
- 1.5.4 This research focuses on passengers' satisfaction for Nok Air services around Bangkok Airport only.
- 1.5.5 This research focuses on passengers' satisfaction toward Nok Air's services in a specific time frame which all data were collected in year 2005-2006. Therefore, the findings would not cover all the time frames.

1.6 Significance of the Study

Nowadays, low-cost airlines are already changing the shape of travel and tourism in Asia. They are driving new airport developments and opportunities, and forcing change on existing airlines. It is not just that low-cost airlines use lower costs to offer lower fares than their full service counterparts. They are also proving to be far more efficient in the way they run their business. Their adoption of new technology and innovative management practices is now being imitated by established airlines wanting to reduce their own costs. In order to measure the services offered by the new

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airlines in Thailand, it was felt that Nok Air is the newest low-cost airline that would be more applicable for this research. It is expected that the findings from this research would reveal the new trend in consumer behavior in using the services of low-cost airlines, and would contribute to the improvement of the low-cost airlines' operation.

1.7 Definition of Technical Terms

Airline customer services: are all transactions that every passenger receives from the time they make their booking until they reach their destination. Therefore, the total transactional airline customer service system consists of pre-flight customer services, airport ground customer services, in-flight customer services, and post-flight services (Yun, Yong, and Loh, 1996).

Airport ground customer services: consist of check-in service, baggage handling, delay handling, and boarding (Yun, Yong, and Loh, 1996).

Customer Satisfaction: A consumer's post-purchase evaluation of the overall service experience (process and outcome). It is an affective (emotion) state or feeling reaction in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceed (Lovelock, Patterson, and Walker, 1998).

In-flight customer services: consist of seat auditing, safety demonstration and other mandatory announcements, in-flight amenities, food and beverages, shopping, and pre-landing services (Yun, Yong, and Loh, 1996). In-flight services can be defined as services provided during a flight (Fleming, 2005).

Low-cost airlines: Low-cost airlines, otherwise known as budget carriers or no-frills airlines (Kua and Baum, 2004). Low-fare air travel is often termed no-frill or budget airline travel (Page, 2003). A low-cost carrier or low-cost airline (also known as a no-frills or discount carrier) is an airline that offers low fares but eliminates most traditional passenger services (http://en.wikipedia.org/wiki/Low-cost_carrier).

Post-flight customer services: consists of arrival handling, services for transfer passengers, meet and assist services, and airtropolis services (Yun, Yong, and Loh, 1996).

Pre-flight customer services: consist of telephone service, reservations, reconfirmations and cancellations, ticketing and flight information (Yun, Yong, and Loh, 1996).

Satisfaction: is a person's feeling of pleasure or disappointment resulting from comparing products or services perceived performance (or outcome) in relation to his or her expectations (Kotler, 1997).

CHAPTER 2

REVIEW OF RELATED LITERATURES AND STUDIES

The purpose of this research is to find out the satisfaction level of passengers for various aspects of Nok Air services and explore the demographic characteristics of Nok Air passengers. Therefore this chapter will provide literature review on the definition and characteristic of low-cost airline, an overview of low-cost airlines in Thailand, airlines customer services, Nok Air services, customer satisfaction, definition of demographic factors that are related to this research and empirical studies.

2.1 Definition and Characteristic of Low-Cost Airline

Page (2003) defined low-cost airline as low-cost air travel, often termed no-frills or budget airline travel. Page (2003) also indicated the key characteristic of low-cost airlines that make them more competitive than other airlines as follows:

- No complimentary in-flight service (no-frill), which often reduces operating costs by 6-7 per cent
- Ticketless travel
- One-class cabins (in most cases)
- Some low-cost airlines have introduced single/one-way fares not requiring stopovers or Saturday night stays to get advanced purchase prices
- High-frequency routes to compete with other airlines on popular destinations, and up to three flights a day on low-density routes
- No pre-assigned seating (in most cases)

- Short turnarounds (often less than half an hour) with higher aircraft rotation (i.e. the level of utilization is higher than other airlines) and less time changed on the airport apron and runway
- The use of secondary airports where feasible (including the provision of public transport where none exists)
- Lower staffing costs, with fewer cabin crew because there is no complimentary in-flight service, which also reduces turnaround times due to the lack of cleaning caused by food service.
- Flexibility in staff rostering, a lack of overnight stays for staff at non-base locations, and streamlined operations (e.g. on some airlines toilets on domestic flights are only emptied on cabin crew requests rather than at each turnaround to reduce costs)
- Many of the aircraft are leased, reducing the level of depreciation and standardizing costs.
- Many airline functions are outsourced, such as ground staff and check-in, minimizing overheads and reducing costs by 11-15 per cent.
- Standardized aircraft types (e.g. Boeing 737s) to reduce maintenance costs and the range of spare parts that need to held for repairs
- Limited office space at the airports.
- Heavy emphasis on advertising, especially billboards, to offset the declining use of travel agents as the main source of bookings.
- Heavy dependence upon the Internet and telephone for bookings.
- Small administrative staff, with many sales-related staff on commission to improve performance (as well as pilots in some cases)

Buathong (2004) defined low-cost airline characteristics consist of as follows:

- Ticket price is lower than economy class ticket of full service airlines about 40-50%.
- Single economy class.
- Short flight (not more than 3-4 hours).
- No complimentary in-flight service (no-frill), but replaced by optional paid-for in-flight food and drink.
- In most cases using secondary airports instead of major airports (reducing cost of landing fees).
- Single aircraft type (to reduce maintenance cost and cockpit crew/ cabin crew training cost).
- Heavy emphasis of booking via Internet and telephone (call center).
- No complimentary airport ground services such as VIP lounge, baggage transferring service.

A low-cost airline or low-cost carrier (also known as a no-frills or discount carrier) is an airline that offers low fares but eliminates most traditional passenger services (http://en.wikipedia.org/wiki/Low-cost_carrier).

According to the source that researcher found from wikipedia.com (2005) indicated that the typical low-cost carrier business model practices include:

- A single passenger class
- A single type of airplane, commonly the Airbus A320 or BOEING 737 (reducing training and servicing costs)
- Unreserved seating (encouraging passengers to board early and quickly)

- Flying to cheaper, less congested secondary airports (avoiding air traffic delays and taking advantage of lower landing fees)
- Short flights and fast turnaround times (allowing maximum utilization of planes)
- Simplified routes, emphasizing point-to-point transit instead of transfers at hubs (again enhancing aircraft utilization)
- Emphasis on direct sales of tickets, especially over the Internet (avoiding fees and commissions paid to travel agents and corporate booking systems)
- A simple fare scheme (typically fares increase as the plane fills up, which rewards early reservations, known as “yield management”)

Yield Management is an airline’s policy that determines how many seats to sell at what price and under what conditions (Jeanne, 2001).

- Employees working in multiple roles, for instance flight attendants also cleaning the aircraft or working as gate agents (limiting personnel costs).
- “Free” in-flight catering and other “complimentary” services are eliminated, and replaced by optional paid-for in-flight food and drink.

The key characteristic of Nok Air that makes them more competitive than other low-cost airlines can be explored as follows: (TG UPDATE, No.264 February, 2004 and Nok Air, 2005)

- The use of new technologies for booking and payment (Cabin Crew “Route” Magazine, No.18 November, 2005: pp.7)
 - Many options to make reservations e.g. on the Nok Air website (www.nokair.com) providing travelers with the opportunity to choose their

own seat, via Nok Air call center (1318), at airport ticket counters, or on mobile phone via mPAY services (for AIS mobile users)

- Payments can be made online or via the call center with a credit card, or at any 7-Eleven outlets nationwide featuring Counter Service Plus, at Siam Commercial Bank ATMs (for SCB account holders), Krung Thai Bank ATMs (for Krung Thai account holders), at any Nok Air airport ticket counter, or on mobile phone via mPAY services (for AIS mobile users)

(Cabin Crew "Route" Magazine, No.18 November, 2005: pp.7)

- In addition, travelers can check flight information and airfares on mobile phone via SMS by typing the word 'Nok' and send it to number 4863999 and they will get the user instructions right away or simply follow the instructions below:

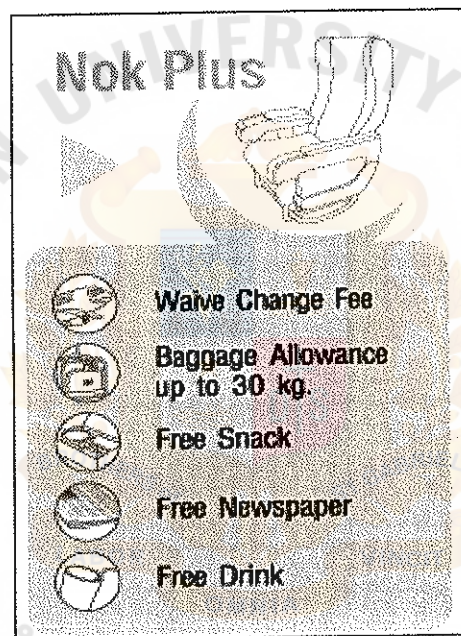
1. Key in your point of origin and leave a space.
2. Then key in your destination and leave a space.
3. Then key the date of travel.
4. Send the message to 4863999

Travelers will get a reply message with all the details of their desired flight and airfare. (AOT Newsletter, Issue No.7 April, 2005)

- Pre-assigned seating (most low-cost airlines no have pre-assigned seating)
- Two-class of seats which are Nok Plus (business class) and economy class (most low-cost airlines have just only one class offering, but Nok Air has two classes of seats to give their customers a choice)
- Nok Plus, also called Business Class is seats on an aircraft somewhere between first class and economy class in terms of comfort and level of services (Jeanne, 2001). At Nok Air, Nok Plus passengers will get more

services than economy class passengers with a large seat, an opportunity to change a travel date for free (most low-cost airlines have charged for changing), free snack and soft drink, newspaper, and baggage allowance up to 30 kg (while economy class receives 15 kg). The airfare of Nok Plus is more than economy class approximately 500 Baht but lower than business class of full service airlines (Nok Air, 2005).

Figure 2.1: Nok Plus or Business Class of Nok Air



Source: www.nokair.com (2005)

- The aircrafts are leased from Thai Airways International (to reduce the level of maintenance costs because Thai Airways will take care of all Nok Air aircrafts and to use the safety standard of Thai Airways International)
- The use of secondary airports on some routes such as Udon Thani Airport and Chiangmai International Airport (from Udon Thani to Chiangmai and vice versa), the secondary airports are less congested (avoiding air traffic delays and taking advantage of lower landing fees).

- Short flights (less than 2 hours) and short turnaround times (25-30 minutes) to allow maximum utilization of airplanes.
- Many airline functions are outsourced, such as ground staff and cockpit crews (to reduce cost of training, benefit and welfare).
- The use of a few numbers of cabin crew (4 persons per flight) in order to reduce staffing cost and employees working in multiple roles, for instance cabin crews also cleaning the aircraft (limiting personnel costs).
- Many marketing campaigns with outside partners to attract travelers flying with Nok Air. Nok Air is the first low-cost airlines in Thailand that has products' advertising in the airplane. For example, using headrests to advertise products by painting logo of products on headrests such as HSBC, Siemens mobile phone, TOT or Painting product's logo on the airplane (such as TOT). Nok Air gets more benefits from advertising fees and also gets some products from partners to give passengers who fly with Nok Air such as mobile phones from Siemens, AIS jacket, etc. (Nok Air, 2005).
- High-frequency routes to compete with many other airlines and operate flight schedules starting from early morning to late at night.

2.2 Low-Cost Airlines in Thailand Overview

In recent years, there are three major low-cost airlines operating in Thailand which are Thai AirAsia, One-Two-Go, and Nok Air. The characteristics or business models of these low-cost airlines are differences by comparing services, destinations, aircraft types used and positioning as the following table:

Table 2.1: Low-Cost Airlines in Thailand Overview

Criteria	Thai AirAsia	One-to-Go	Nok Air
Services	<ul style="list-style-type: none">- Real “No-Frills Offering”- Dynamic pricing	<ul style="list-style-type: none">- High frills (Free Snack&Soft drink)- Seat Assignment- Fixed ticket price	<ul style="list-style-type: none">- Seat Assignment- Two-class product (Nok Plus)- Dynamic Pricing
Destinations	- Domestic & International	- Domestic & International	- Domestic
Aircraft Types Used	- Boeing 737-300 (capacity 148 seats)	- Boeing 747-400, 757-300 (capacity 480, 259 seats)	- Boeing 737-400 (capacity 150 seats)
Positioning	- Aggressive low fare Positioning	- Unclear position with LCA and FSA	- Premium LCA

Remark: LCA means Low-Cost Airlines; FSA means Full Service Airlines

Source: Marketeer Magazine (October, 2004), Thai Air Asia (2005), One-Two-Go (2005), and Nok Air (2005)

Table 2.1, indicated that there are many different kinds of characteristics or business model of low-cost airlines in Thailand depending on the operation of each low-cost airline operator.

Thai AirAsia is considered to be the truly low-cost airlines according to the characteristic of low-cost airline that was stated earlier by page (2003) and Buathong (2004). Thai AirAsia has no complimentary in-flight service (no-frill or not serving some snacks and drinks during flight but replaced by optional paid-for in-flight snack and drink), no pre-assigned seating (come first, select seat first), use only one aircraft type which is Boeing 737-300, dynamic pricing (generally speaking “The earlier you book, the cheaper the fare will be”) and also offer both domestic and international traveling.

One-Two-Go is positioned to be unclear position between low-cost airlines and full service airlines because it offers high frills (complimentary in-flight service

such as free snack and soft drink), seat assignment, where a specific seat is reserved for an airline passenger, consisting of a row number and a seat letter (Jeanne, 2001), while fixed ticket price (one price only for every seat and every flight), and also offers both domestic and international traveling. In addition, One-Two-Go uses various types of aircraft (Boeing 747-400 and 757-300) to serve many numbers of passengers per flight (capacity 480 and 259 seats / flight).

Nok Air is considered to be a premium low-cost airline by offering two classes of seat (Nok Plus or business class and economy class), seat assignment, dynamic pricing, and offers only domestic traveling.

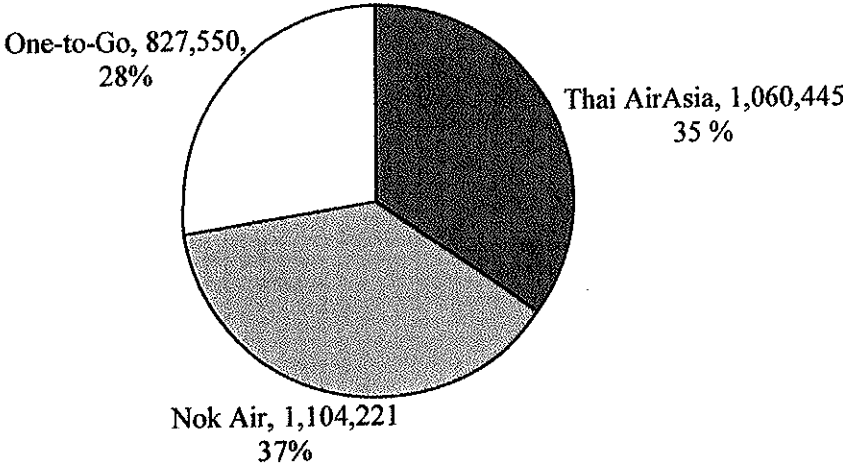
According to the sources that researcher found from Marketeer Magazine on October, 2004 indicated that low-cost airlines' characteristic can be divided into three types depending on the aspects of airfare structure as follows:

1. Price Only: is focused on promotion of lowest airfare (if travelers have booking at least 3-4 weeks before departure) and increasing of price structure as dynamic pricing (if travelers have a booking after 3-4 weeks later until the day of departure). So, generally speaking, "the earlier you book, the cheaper the fare will be" such as Thai Air Asia, Tiger Airways.

2. One Price Only: is focused on offering fixed ticket price in every flight and every seat. So, generally speaking, "every seat, every flight, one price only and no reservation". This section is suitable for low-cost airlines that use the large aircraft types such as Boeing 747-400 (capacity 480 seats). One-Two-Go is positioned in this section.

3. Combination: is focused on both '*price only*' and '*one price only*' in some destinations such as Nok Air.

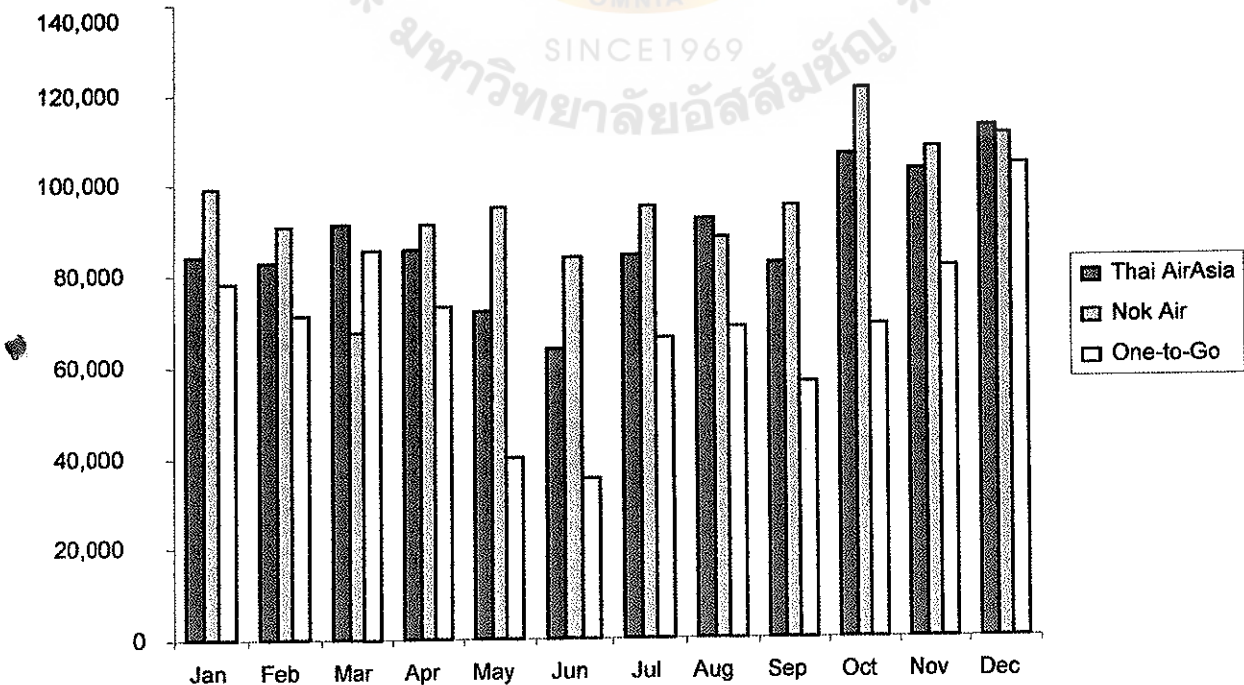
Figure 2.2: Low-Cost Airlines Market Share in Thailand (Domestic PAX)



Source: AOT (YTD January – December, 2005)

According to the pie chart presented above, it indicates the number of domestic passengers of major low-cost airlines in Thailand from January to December in the year 2005. It shows that the large market share of low-cost airlines in Thailand was Nok Air followed by Thai Air Asia and One-Two-Go, 37%, 35%, and 28%, respectively (AOT, 2005).

Figure 2.3: Domestic Passenger of Each Low-Cost Airline in Thailand



Source: AOT (YTD January – December, 2005)

Figure 2.3 indicated that, the total number of domestic passengers of each low-cost airline in Thailand which consist of Thai AirAsia, Nok Air, and One-Two-Go from January to December in year 2005, shows that Nok Air was heading Thai Air Asia and One-to-Go by 4.13% and 33.43% respectively. It can be considered that Nok Air is currently the market leader of low-cost airlines in Thailand.

The low-cost airline in Thailand market will continue to grow, but with declining average airfare structure. Low-cost airline market growth drivers will be state of economy, market stimulation from low-cost airline operators, price cuts and increasing customer acceptance for flying. Average airfare is estimated to decline due to competition among low-cost airlines and surplus capacity.

Table 2.2: Low-Cost Airline Market Share by Destinations (Nok Air's Routes)

Destinations	Thai AirAsia	Nok Air	One-to-Go
Chiang Mai (CNX)	21.5%	37.7%	40.7%
Phuket (HKT)	45.1%	29.6%	25.3%
Hat Yai (HDY)	37.4%	41.2%	21.3%
Udon Thani (UTH)	27.8%	72.2%	-
Total (4)	32.9%	45.2%	29.1%

Source: AOT (YTD January – December, 2005)

According to the Table 2.2, focusing only Nok Air's routes, Nok Air remains a market leader occupying 45.2% in low-cost airline market. The Table 2.2 also shows that, Nok Air has a very strong market position on Udon Thani and Hat Yai routes.

2.3 Airline Customer Services

Yun, Yong, and Loh (1996) stated that, business is accomplished through the process of negotiation and settlement, that is, a transaction between the suppliers and the customers. In this process, a supplier can generally provide three types of customer services which are:

- 1) The pre-transaction services;
- 2) The transaction services; and
- 3) The post-transaction services

Pre-transaction services refer to the systems, structures and operational environment an organization established before the sale takes place. Transaction services are those which the customer experiences during the sales process and the post-transaction refers to the after sales services. Thus, for the airline business, customer services can be classified as preflight, in-flight and post-flight customer services. It is the principle on airline customer service that every passenger receives outstanding service from the time they make their booking until they reach their destination. To stick to this principle, every effort has to be made by the ground staff and the cabin crew to uphold and to further upgrade the service quality in every stage of its total business transactions.

As stated earlier, the pre-transaction customer services are more or less in the form of a service system design in which an organization indicates its commitment to providing quality customer services by setting up a service pledge, service organization structure, and proper service systems with high levels of accessibility and flexibility, etc. The following sections will deal with the transactional customer services provided by an airline. Transactional customer services take place where business transactions are conducted with customers interacting with staff or service

equipment to obtain their services. Pre-flight services, airport services, and in-flight services are all transactional airline customer services. The post-flight services belong to the post-transaction customer services. Therefore, the total transactional airline customer service system consists of four subsystems as follow:

1) Pre-flight customer services:

- Telephone service
- Reservations
- Reconfirmations and cancellations
- Ticketing and flight information

2) Airport ground customer services:

- Check-in service
- Baggage handling
- Delay handling
- Boarding

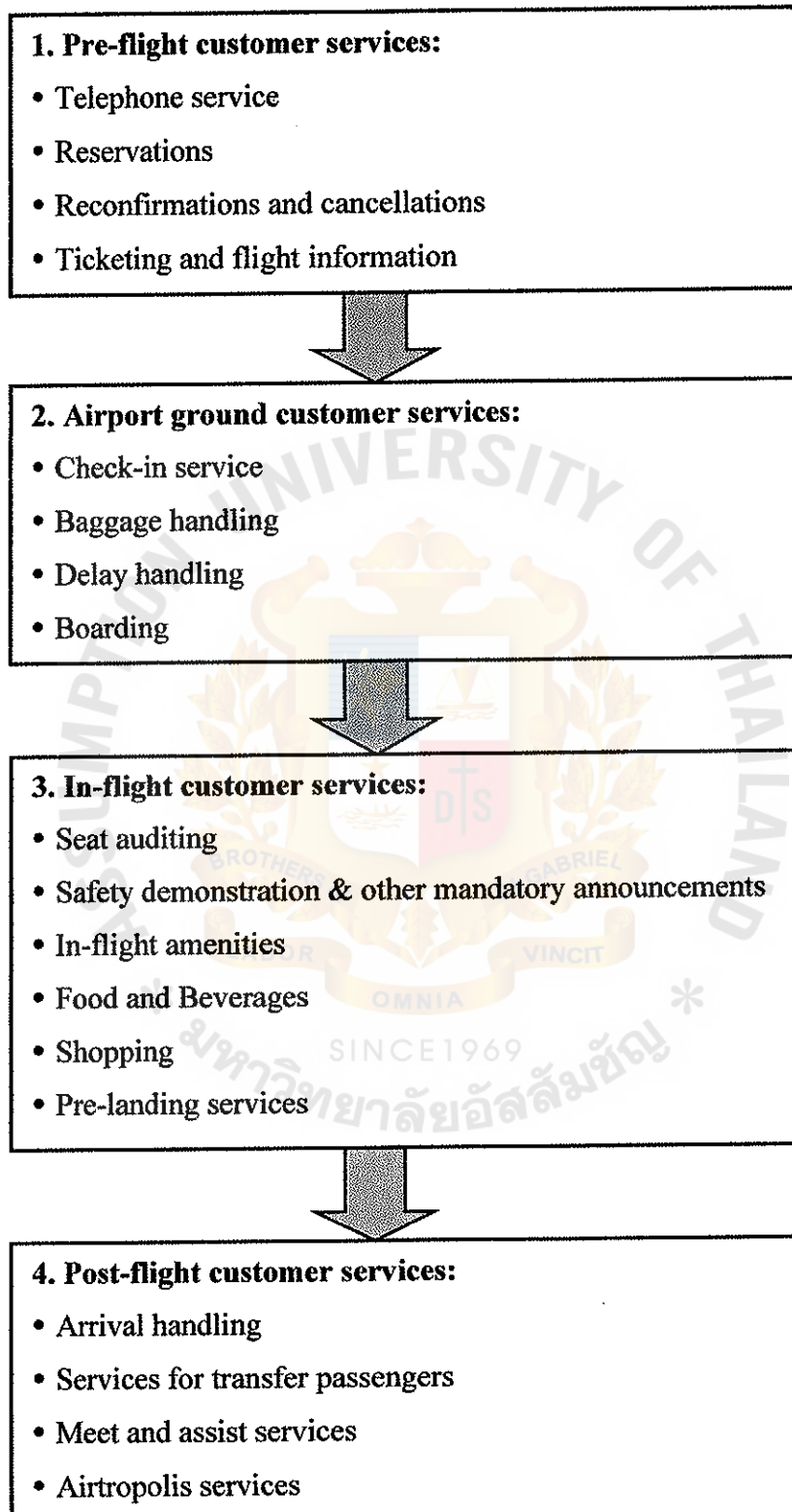
3) In-flight customer services:

- Seat auditing
- Safety demonstration and other mandatory announcements
- In-flight amenities
- Food and Beverages
- Shopping
- Pre-landing services

4) Post-flight customer services:

- Arrival handling
- Services for transfer passengers
- Meet and assist services
- Airtropolis services

Figure 2.4: Airline Customer Services (Yun, Yong, and Loh, 1996)



2.4 Nok Air Services

Nok Air is a low-cost airline that serves the domestic air transport needs of the country. In July 2004, Nok Air operated three routes which are Chiangmai, Udon Thani, and Hat Yai. After that on October 2004, Nok Air has launched two routes, which are Phitsanulok and Phuket, with a total of three aircrafts. (Phitsanulok route was discontinued on July, 2005). In addition, In November, 2005 Nok Air has launched new routes which are Bangkok-Nakhon Si Thummarat (v.v.) and Chiangmai-Udon Thani (v.v.). Therefore, recently there are six destinations that Nok Air offers to travelers.

Airline customer services are all transactions that every passenger receives outstanding service from the time they make their booking until they reach their destination. Therefore, the total transactional airline customer service system consists of pre-flight services, airport ground services, in-flight services, and post-flight services (Yun, Yong, and Loh, 1996).

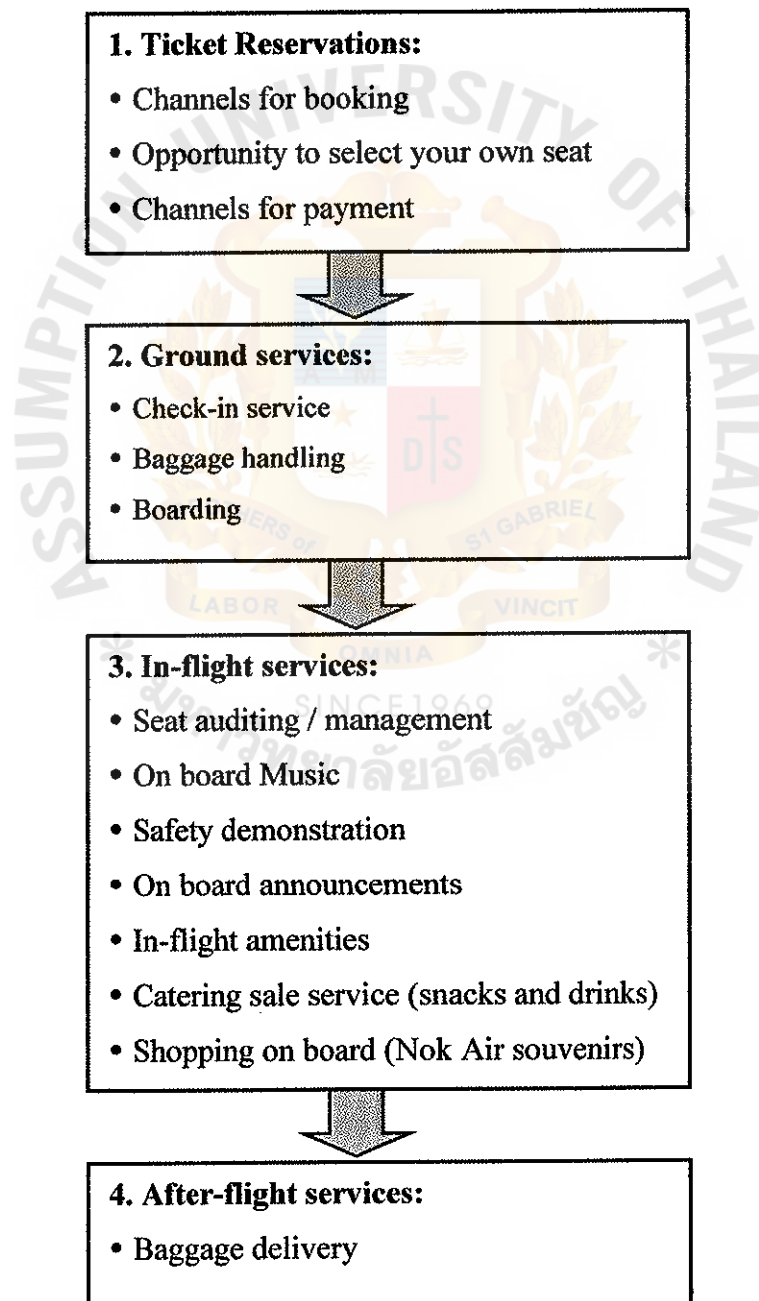
According to this statement, Nok Air services can be defined as all services provided by Nok Air to serve passengers from the time passengers make their booking until they reach their destination. In this study, the researcher has applied the airline customer services of Yun, Yong, and Loh (1996), in order to explain the services of Nok Air that can be divided into four major service dimensions which are:

- 1) Ticket reservations;
- 2) Ground services;
- 3) In-flight services; and
- 4) After-flight services

These service dimensions are total transactional customer services provided by Nok Air. Transactional customer services of Nok Air take place where Nok Air

transactions are conducted with passengers interacting with staff or service equipments to obtain their services. These are all services that passengers perceived when they took flight with Nok Air. Therefore, the total transactional airline customer service system of Nok Air consists of four subsystems as follows:

Figure 2.5: Nok Air Services (Modified from Airline Customer Services of Yun, Yong, and Loh, 1996)



Source: Nok Air, 2005

1. Ticket Reservations

Ticket reservations for this study include the channels to book and pay for Nok Air flight. There are many channels for booking Nok Air flight. Travelers can make reservations for their desired flight by:

1.) Online booking on Nok Air website (www.nokair.com), providing travelers with the opportunity to choose their own seat. According to the following question, that many major or full-fare airlines usually ask passengers while booking, “Would you prefer a window or an aisle seat?” At Nok Air, passenger can choose the seat they want online. By entering both passenger’s last name and booking number, the system will then take them to the appropriate page and they pick the seat right then and there. Seating requests can be made up to 6 hours before departure.

2.) Contact Nok Air Call Center (1318).

3.) At Nok Air airport ticket counters.

4.) On mobile phone via mPAY services (for AIS mobile users)

(AOT Newsletter, Issue No.12 September, 2005, Nok Air brochure, 2005, and Cabin Crew “Route” Magazine, No.18 November, 2005: pp.7))

In addition, there are many payment channels that Nok Air offers to passengers after booking Nok Air flight already. These payment channels can be explained to follow booking methods used as follows:

1.) Booking via the Internet, passenger can pay by:

➤ Visa/ Master Card

After selecting a flight, passengers can make the online payment through Nok Air website securely and conveniently by filling out passenger personal information and credit card information. Passenger personal information and credit card information will be protected through secured connections. For internet booking Nok Air only accepts credit card payment.

2.) Booking via Nok Air Call Center, passenger can pay by:

➤ Visa/ Master Card

After selecting flight with Nok Air call agent, passenger can make the payment through the call center securely and conveniently. Nok Air operators will ask for passenger's personal information and credit card information for booking confirmation. For passenger privacy, their personal information will be protected.

➤ Siam Commercial Bank or Krung Thai Bank ATMs Machines

After booking with Nok Air call agent passenger's can confirm their flight by directly transferring the payment to Nok Air through any Siam Commercial Bank's or Krung Thai Bank's ATM (Thailand only) machine. In order to make this transfer, passengers will need to have the Pay Code to confirm their booking. The Pay Code will be given to the passenger by the call agent upon completing the ticket reservation. In order to confirm the reservation, the payment must be made within 24 hours. There is a fee of 20 Baht per transaction.

➤ Counter Service Plus at 7-Eleven (Thailand only)

After booking with Nok Air call agent passenger can confirm their flight by making a payment at 7-Eleven (Thailand only) Counter Service Plus. Passengers must bring their Pay Code to the Counter Service to verify their booking. The Pay Code will be given to passengers by Nok Air call agent. In order to confirm the reservation,

the payment must be made within 24 hours after the reservation. There is a fee of 30 Baht per transaction.

3.) Booking at the airport ticket counters, passenger can pay by:

➤ Visa/ Master Card

If passengers make a booking at the airport ticket counters they can make the payment with their Visa/ Master Card and confirm their flight right away.

➤ Cash payment

If passengers make a booking at the airport ticket counters they can make a cash payment and confirm their flight right away.

(Nok Air brochure, 2005 and www.nokair.com, 2005)

Airfare structure of Nok Air is considered to be ‘dynamic pricing’ which is depending on the time that passengers have to book their flight. To get the lowest fares, Nok Air recommend traveler booking and confirming as early as possible. Generally speaking, *“The earlier you book, the better deals you will get”* (www.nokair.com, 2005).

2. Ground Services

Airport ground customer services consist of check-in, baggage handling, passenger boarding and other assisted services such as delay handling, reconfirm or cancel flight (Yun, Yong, and Loh, 1996). When Nok Air passengers have already booked and paid for their flight, they have to deal with check-in counters by showing passengers’ passport or personnel ID with booking number. Moreover, passengers will go to designed gate and wait for boarding. These above processes involve Nok Air ground staff including service responsibilities (Nok Air, 2005).

3. In-flight Services

In-flight services can be defined as services provided during a flight (Fleming, 2005). According to the types of in-flight customer services of Yun, Yong, and Loh (1996) that stated earlier, it can be assumed that Nok Air in-flight services are all services during a flight involved with cabin crew and service equipments provided by Nok Air which consists of seat management, on board music, safety demonstration, on board announcements, in-flight amenities (seats and toilets), catering sale service (snacks and drinks), and shopping on board (Nok Air, 2005).

4. After-Flight Services

When passengers reach their destination, it is the last process of Nok Air service to deliver all baggage in order to return to the passengers at the airport. In addition, after-flight services also include other assisted services such as passenger problem solving (loss of baggage and passenger's belonging, etc.)

2.5 Customer Satisfaction

Customer satisfaction is a consumer's post-purchase evaluation of the overall service experience (process and outcome). It is an affective (emotion) state or feeling reaction in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceeded (Lovelock, Patterson, and Walker, 1998).

Customer satisfaction is a driving force for organizations gearing up for surviving or thriving in the twenty-first century (Kessler, 1996). Many businesses emphasize service quality in their strategy, giving customers what they want, when they want it and how they want it by measuring from the research function. Many businesses depend too much on surveys about customer satisfaction and service

quality to describe customer evaluations of services and have focused on the effect of their service quality at the total construct level.

Parasuraman (1990) introduced the key premise that customer satisfaction is the prerequisite understanding of customer satisfaction and delivering of superior service as customers compare perceptions with expectations when judging a firm's service. One of the key influences of customers' expectations is price and they believe that the more they pay, the better the service should be. Nonetheless, low price with high quality adds on to his/her satisfaction if the customers perceive that the value of the products or services is higher than what they pay. This premise however depends on the communication, image of the firm, flow of information to the customers and the delivery of the promise the firm made to the market.

Lovelock, Patterson, and Walker (1998) proposed benefits of customer satisfaction as follows:

- Insulate customers from competition
- Create sustainable advantage
- Encourage repeat patronage and loyalty
- Enhance and promote positive word of mouth
- Lower costs of attracting new customers

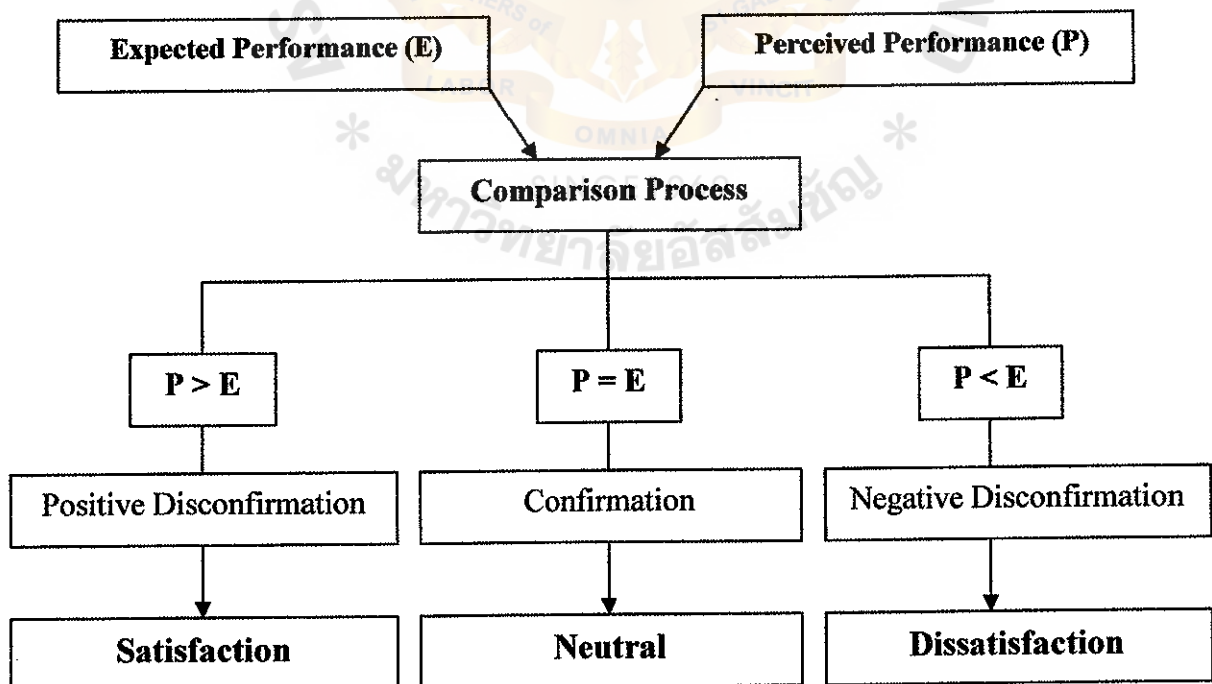
According to the article that the researcher found from the Journal of Services Marketing (Vol.9 No.1, 1995: pp.7), Woodruff et al. (1983) developed one of the most widely recognized customer satisfaction models known as the disconfirmation of expectations paradigm. This model (see Figure 2.6) shows that satisfaction is related to the variation between a customer's pre-purchase expectations (or other comparison standard such as desire or wants) and perception of service performance. This model

holds that customer satisfaction is related to both the size and direction of disconfirmation, with three potential outcomes which are positive disconfirmation, confirmation, and negative disconfirmation. Any difference between expectations and perceived performance is known as disconfirmation (comparison process with consumption and usage experiences).

Comparison Process	Result
Perceived Performance > Expectation	Satisfaction
Perceived Performance = Expectation	Neutral
Perceived Performance < Expectation	Dissatisfaction

The model is constructed on the basis of comparing perceived performance and expectation as shown in Figure 2.6:

Figure 2.6: Disconfirmation Model of the Consumer Satisfaction (Woodruff et al., 1983)



Source: "Service encounter satisfaction: conceptualized", Journal of Services Marketing, Vol. 9, No. 1, pp. 5-14 (1995)

It is generally agreed that customer satisfaction evaluations are developed by comparing a customer's expectations of service and the actual performance of that service, including customer service.

Parasuraman, Zeithaml, and Berry (1988) stated that customer expectation is how or what individual customers feel the service provider should offer.

Customer expectations are the pretrial beliefs a customer has about the performance of a service that is used as the standard or reference against which service performance is judged (Kurtz and Clow, 1998).

Expectations are shaped by word of mouth, personal needs, previous service experiences, and external communication. Schiffman and Kanuk (1991) suggested that there are four factors influencing expectations as shown below:

- **Word-of-mouth communications:** what customer hears from other customers is a potential determinant of expectations.
- **Personal needs:** might moderate customer's expectations to a certain degree depending on their individual characteristics and circumstances.
- **Past experience:** more experienced customers seemed to have somewhat lower expectations; it could influence customers' expectation level.
- **External communications:** plays a key role in shaping customers' expectation, particularly those of prospective customers.

Kotler (2000) stated that perception is the process through which people receive, organize, and interpret information from their environment.

Perceptions as meaning to assign what we see, hear, sense around us as well as our perceptions that are heavily influenced by sociocultural and psychological factors.

Parasuraman, Zeithaml, and Berry (1985) mentioned perception as customers' beliefs concerning the service received and experienced.

Boone and Kurtz (1994) defined perception as the meaning that a person attributes to incoming stimuli received through the five senses – sight, hearing, touch, taste, and smell. The perception of an object or event results from the interaction of two types of factors as follows:

1.) Stimulus factors which characterizes the physical object such as size, color, weight, or shape (Boone and Kurtz, 1994). (The physical characteristics of an object that produce physiological impulses in an individual, Hanna and Wozniak, 2001).

2.) Individual factors – characteristics of the individual, including not only sensory processes, but also experiences with similar items and basic motivation and expectations shape (Boone and Kurtz, 1994). (The qualities of people that influence their interpretation of an impulse, Hanna and Wozniak, 2001).

Satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted (Kotler, 2000).

Millan and Esteban (2004) explained customer satisfaction as an expectancy disconfirmation model of satisfaction, which is applied to different contexts. All the definitions of customer satisfaction describe the information of satisfaction as a process; they define the key variables and the mechanisms of interaction of those variables and they recognize that the satisfaction is the final step of a psychological process. It is perceived as the final result of all activities carried out during the process of purchase and consumption and not only observation and or direct consumption of the product or service. The satisfaction is related to the size and direction of “non-confirmatory” experience, defined by the difference between the initial expectations of the individual and the actual result derived.

Ryan (1995) stated that satisfaction can explain as a gap between expectation and reality as Kotler, Bowen and Makens (1998) explained that tourist might experience various degrees of satisfaction, if the tourism product's performance falls short of tourist expectations, the tourist dissatisfied. If the performance matches expectations, the tourist is highly satisfied or delighted.

An understanding of customer satisfaction is essential to identify tourist's needs and wants as Morgan (1996) claimed that nature of personal satisfaction gained from leisure will depend on the individual and activities. In correspond to the study of Millan and Esteban (2004) that satisfaction is the result of comparison between expectation and performance; the individual expectation's are confirmed when a product or service has a performance that is equal to expectations, a zero disconfirmation or simply, a confirmation of expectations exists. A negative confirmation refers to the negative discrepancy that occurs when performance is below expectations and positive disconfirmation refers to the positive discrepancy that occurs when performance is above expectations.

This research would ask respondents to rate their satisfaction levels for various aspects of Nok Air services in terms of ticket reservations, ground services, in-flight services, and after-flight services.

2.6 Demographic Factors Related in This Study

Demographic factors consist of age, gender, marital status, education level, occupation and income variables. Demographic or personal characteristics are most often used as the basis for market segmentation and also affect the extent to which a person uses products in a specific product category (Pride and Ferrell, 1997).

Demographic or personal characteristics are most often used as the basis for market segmentation. Berman and Evans (2001) mentioned that groups of consumers and individual consumers could be identified in terms of such demographic variables. Thus, this research defines demographic factors as age, gender, education level, occupation, and income variables as follows:

Age: is an essential variable of demographic characteristics because it has an impact on behavior. The same age range may have the similar consumption pattern. In turn, difference in age range has variety consumption pattern also. Moreover, Kotler (2000) mentioned that consumers of different age groups obviously have very different needs and wants. They buy different goods and services in their lifetime.

Gender: has been a common segmentation basis for many products such as clothing, shoes, automobiles and in particular personal care products (Hawkins, 1998). It is one major variable that may influence one's behavior to buy goods and services.

Education level: Schiffman (1991) stated that the more education a person has, the more likely it is that the person is well paid. Education determines the consumers' actual choice when they make a purchase.

Occupation: Kotler (2000) mentioned that occupation influences a person's consumption pattern. Marketers try to identify the occupational groups that have above-average interest in their products and services. A company could even specialize its products for certain occupational groups.

Income level: Schiffman (1991) stated that income simply indicates the presence of the ability to pay for a product and service. In this study, income can also be used as a segmentation variable.

Demographic factors can often be useful for defining target groups due to the fact that they are easy to identify. Therefore, the differences in passenger demographic characteristics including age, gender, education level, occupation and income level may affect their satisfaction with Nok Air services.

2.7 Empirical Studies

Wutthioran (2002) studied factors affecting satisfaction level of International tourists flying Thai Airways International. This research focused on international tourists' perceptions toward service attributes of Thai Airways International. Moreover, this study also considered to investigate factors affecting the satisfaction of international tourists flying Thai Airways International and identify the differences in demographic and traveling profiles of International tourists. Using service attributes of airline services model of Kaynak, Kucukemiroglu, and Kara (1994) as survey instrument, the researcher collected the data, which are divided into two parts which are, international tourists' perceptions of services provided by Thai Airways International, and demographic characteristics of international tourists. 200 international tourists were selected by convenience sampling method at Bangkok International Airport. The results of this study showed that there were no differences in overall satisfaction among different genders, income groups, marital status, regions, frequency of travel, and routes of international tourists. However, there were differences in overall satisfaction among international tourists from different age groups and flying in different classes of service.

Piga and Filippi (2002) studied booking and flying with low-cost airlines in Europe. The research is based on the analysis of data collected through a survey

conducted at the airport of London, Stansted. The sample includes 347 passengers flying to a number of destinations served by the airlines Buzz, Go, and Ryanair. This research focused on finding the relationship between the channels selected for ticket reservation (by Internet, telephone, and travel agency) and demographic characteristic factors that consist of age, income level, and education level. The results of this study show that there is a clear-cut relationship between demographic variables and the booking systems used to buy the ticket. The results concluded that the Internet booking is most used to buy a ticket for low-cost airlines in Europe.

Bamroongsap (2003) studied passengers' satisfaction towards the current airline service: the case study of Thai Airways International. The study focused on 5 SERVQUAL dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy. Additionally, this study also considered demographic characteristic factors, which consisted of gender, age, marital status, level of education, occupation, and income level that may influence the levels of satisfaction of airline service. 200 passengers were selected by simple random sampling method on regional routes covering many countries in Asia by distributing the questionnaire during flight. Using SERVQUAL for survey instrument, the researcher collected the data divided into four sections which are: the respondent's demographic characteristic, the general information of customer behavior, passengers' service requirements, passengers' satisfaction toward overall in-flight services. The results of this study show that there was a significant difference between passengers' service requirements and passengers' satisfaction toward overall in-flight services of Thai Airways as well as when segmented by five SERVQUAL dimension: tangibles, reliability, responsiveness, assurance, and empathy.

Wannapahyun (2003) studied the factors influencing the service usage decision of low-cost airlines in Thailand. This research focused on 7'P of marketing mix for service stated by Haksever (2000). 7'P consisted of product/service, price, place, physical evidence, participants, promotion and process. Moreover, this study also considered demographic factors, which consisted of gender, age, occupation, education levels and income levels that may influence the service usage decision of low-cost airlines. Using 7'P of marketing mix for service as the main factor in order to measure which factor has influenced the service usage decision of low-cost airlines, the researcher collected the data, divided into two parts which are, personal data of passenger and passenger opinion toward the factors influencing service usage decision of low-cost airlines. 500 passengers were selected by simple random sampling method in 5 districts of Bangkok, which are, Ladkrabang, Chatuchak, Bangkok, Patumwan, and Bangkok. The results of this study show that most of the respondents considered the following factors for service usage decision of low-cost airlines which are: service (safety and efficient flights), prices (reasonable price when compared with the distance), place (many different kinds of booking channels), physical evidence (decoration of aircraft, ticket booths, etc), participants (friendly and helpful airline staff), promotion (discount of air fares) and process (fast and efficient process of booking, check-in and so on). In addition, there are relationships between gender, age, education levels, occupation and income levels in their behavior toward service usage decision of low-cost airlines.

D.K. Shifflet & Association Ltd. (DKS&A) a leading travel research firm, located in Falls Church, VA, has provided the most complete consumer based travel data on U.S. citizens and their travel worldwide. DKS&A (2005), studied the Traveler

Satisfaction and Value Ratings for Airlines in USA by collecting airline passenger data for 2004 from DKS&A’s *TRAVEL PERFORMANCE/MonitorSM* based on a sample of over 8,300 households. The study focused on leisure travelers and business travelers who gave performance scores for each airline in United States in order to find out the position of top airlines in satisfaction and value rating.

The result of this study, about traveler satisfaction and value ratings of airlines in US, shows that low-cost airlines garnered the top three spots in customer Satisfaction and Value Ratings in 2004. Based on DKS&A’ *TRAVEL PERFORMANCE/ MonitorSM*, Excellent rating scores, Jet Blue was ranked first in both Satisfaction and Value. Following in Satisfaction was Southwest Airlines and AirTran, formerly ValueJet. In Value ratings, American Trans Air, better known as ATA, and Southwest ranked second and third respectively.

Table 2.3: Top Airlines in Satisfaction and Top Airlines in Value Rating in USA

Rank	Top Airlines in Satisfaction	Rank	Top Airlines in Value Ratings
1	Jet Blue	1	Jet Blue
2	Southwest	2	Southwest
3	AirTran	3	AirTran
4	Continental Airlines	4	Continental Airlines
5	American Airlines	5	American Airlines

Source: DKSA (2004) Travel Performance/MonitorSM
(<http://www.dksa.com/DKSA-PR%204-13-05.pdf>)

According to the previous study of DKSA, traveler satisfaction and value ratings of airlines in US during year 2002-2004 indicated that leisure travelers, over the past three years, have consistently favored low-cost airlines, giving them high

scores. Southwest Airlines and AirTran were ranked the top two airlines in Satisfaction for Leisure travelers, while ATA (American Trans Air) and South west topped off the list for Value. Business travelers over the past three years have given high scores to Southwest Airlines and Continental Airlines for Satisfaction and Value (Press Direct ReleaseSM of DKS&A, 13 April 2005).

Rising fuel costs and lower airfares have forced airlines to seek cost savings; however cost cutting does not appear to go unnoticed by consumers. There have been significant declines in ratings for several airlines. Jet Blue, Alaska Airlines, US Airways, and America West all showed deterioration of Satisfaction ratings between 2003-2004. Alaska Airlines and America West suffered significant declines in Value ratings over the past year, while overall Satisfaction was stable. Several airlines stand out for their ability to improve customer rating despite tighter budget constraints. In 2002, AirTran was ranked 11th in Satisfaction among all domestic airlines. Now in 2004, this low-cost airline is ranked 3rd, due to noteworthy improvements in Satisfaction ratings over the past three years. ATA and Northwest Airlines also showed significant improvements in Value rating in 2004 (Press DirectReleaseSM of DKS&A, 13 April 2005).

In 2003 and 2004, low-cost airlines have held the number one position in Satisfaction and Value for both Business and Leisure travelers. Even though low-cost airlines may hold less share of the market than more traditional airlines, consumers are revealing their preferences and over the past few years, the low-cost airlines are coming out on top. Therefore, the results of this research indicate that low-cost airlines in US excel in traveler satisfaction and value in the year 2004.

Table 2.4 summarizes the empirical studies for this research.

Table 2.4 Tabular Presentation of the Empirical Studies

Author/year	Objective	Respondents	Findings
Wutthioran (2002)	To study factors affecting satisfaction level of International tourists flying Thai Airways International	200 International tourists who were traveling/ had traveled by THAI on International routes	The study focused on International tourists' perceptions toward service attributes of Thai Airways International. The results indicated that there were no differences in overall satisfaction among different genders, income groups, marital status, regions, frequency of travel, and routes of International tourists. However, there were differences in overall satisfaction among International tourists from different age groups and flying in different classes of service.
Piga, and Filippi (2002)	To study about booking and flying with low-cost airlines in Europe	347 passengers flying to Destinations served by the airlines Buzz, Go, and Ryanair	The study shown that there has any clear-cut relationship between demographic variables and the booking systems used to buy the ticket. It is concluded that the Internet booking is most used to buy a ticket for low-cost airlines in Europe.
Bumroongsup (2003)	To study passengers satisfaction towards the current airline service: The case study of Thai Airways International	200 passengers who taken flight with Thai Airways International on regional Routes	The study identified that there was a difference between passengers' service requirements and passengers' satisfaction toward overall in-flight services of Thai Airways when segment by using five dimensions of service quality which are tangible, reliability, assurance, responsiveness, and empathy.

Author/year	Objective	Respondents	Findings
Wannapahyun (2003)	To study factors influencing the service usage decision of low-cost airlines	500 people with different Knowledge about low-cost airlines and Different backgrounds of low-cost airline experience	The study indicated that there are many factors influencing the service usage decision of low-cost airlines when measured by 7P's in Marketing Mix which are product/service, price, place, physical evidence, participants, promotion, and process. In addition, there are relationships between demographics toward service usage decision of low-cost airlines.
DKS&A (2004)	To identify traveler Satisfaction and Value Rating for airlines in USA	8,300 Households (US citizens) who are leisure travelers and business Travelers	The survey studied leisure travelers and business travelers who gave their performance scores for each airline in United States in order to find out the position of top airlines in satisfaction and value rating. The results showed that low-cost airlines are coming out on in top satisfaction and value rating in USA and can be inferred that low-cost airlines in USA excel in traveler satisfaction and value in the year 2004.

CHAPTER 3

RESEARCH FRAMEWORKS

This chapter focuses on the framework of this research which explains definition of independent and dependent variables, conceptual framework, research hypotheses, and operationalization of the independent and dependent variables.

3.1 Definition of Variables

3.1.1 Independent Variables

This research makes use of the following demographic profile of Nok Air's passengers as independent variables:

1. Gender – It is important to recognize the satisfaction level of Nok Air's passengers. It is relevant to consider whether gender of Nok Air's passengers affect the perception about of Nok Air services.
2. Age – It is interesting to understand whether different ages of Nok Air's passengers perceive services of Nok Air at different levels of satisfaction.
3. Education level - It is interesting to know whether education level would affect the perception of Nok Air's passengers regarding Nok Air services resulting in satisfaction level.
4. Occupation – It is interesting to know whether Nok Air's passengers in different occupations would perceive Nok Air services with different levels of satisfaction.
5. Income level – It is important to understand the satisfaction level of Nok Air's passengers toward Nok Air services whether difference in income level would determine different perception.

3.1.2 Dependent Variables

Irons (1997) referred the example of Southwest Airlines in the USA which saw a set of priorities – reliability, low-fares, personal treatment – and set about ‘rigorously building the airline around meeting these needs and cutting out those things the customer did not want’.

Dependent variables in this study, meaning passengers’ satisfaction for various aspects of Nok Air services, judging from the following aspects:

1. Ticket Reservations – The booking channels used to buy the air ticket are significant for airline service. Hamill (1993) pointed to the strategies pursued by some airlines, where the use of Computer Reservation System (CRS) was seen as improving service. Many airlines have to increase several channels for booking and also have to use the new technology for payment. Nok Air is the one that uses many channels for booking and payment as easy as picking up the phone.
2. Ground Services – are involved with services provided by Nok Air at the airport to serve passengers before departure. Nok Air ground services consist of check-in, baggage handling, passenger boarding gate, and other assisted services from ground staff such as delay handling, reconfirm or cancel flight.
3. In-flight Services – can be defined as service during a flight involved with cabin crews and service equipments provided by Nok Air which consist of seat management, on board music, safety demonstration, on board announcement, in-flight amenities (seats and toilets), catering sale service (snacks and drinks), and shopping on board.
4. After-flight Services – is service provided by Nok Air after landing, which is baggage delivery.

3.2 Conceptual Framework

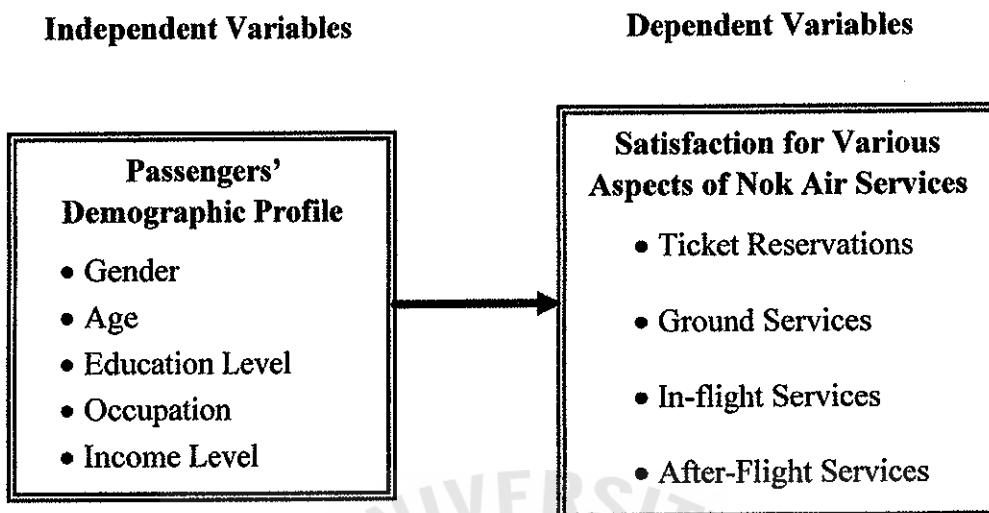


Figure 3.1: Conceptual Framework for this research

3.3 Research Hypothesis

A hypothesis is a statement that specifies how two or more measurable variables are related (Churchill and Iacobucci, 2002).

In statistical theory a hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena. A hypothesis is a statement, an assumption, about the nature of the world. In its simplest form a hypothesis is a guess (Zikmund, 1997).

According to the conceptual framework presented earlier, hypotheses are necessary to be constructed to test the relationship between two or more variables that carry clear implication for testing the stated relations. The researcher has set the hypotheses in order to understand the difference in factors in relation to the demographics and the level of satisfaction of Nok Air passengers in terms of ticket reservations, ground services, in-flight services and after-flight services when

segmented by demographic factors – gender, age, education level, occupation and income level. The hypotheses of this study can be described as follows:

H₀₁: There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by gender.

H_{a1}: There is difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by gender.

H₀₂: There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by age.

H_{a2}: There is difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by age.

H₀₃: There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by education level.

H_{a3}: There is difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by education level.

H₀₄: There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by occupation.

H_{a4}: There is difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by occupation.

H₀₅: There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level.

H_{a5}: There is difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level.

H₀₆: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by gender.

H_{a6}: There is difference among Nok Air's passengers regarding their satisfaction for ground services when classified by gender.

H₀₇: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age.

H_{a7}: There is difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age.

H₀₈: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by education level.

H_{a8}: There is difference among Nok Air's passengers regarding their satisfaction for ground services when classified by education level.

H₀₉: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation.

H_{a9}: There is difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation.

H₀₁₀: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by income level.

H_{a10}: There is difference among Nok Air's passengers regarding their satisfaction for ground services when classified by income level.

H₀₁₁: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender.

H_{a11}: There is difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender.

H₀₁₂: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by age.

H_{a12}: There is difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by age.

H₀₁₃: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by education level.

H_{a13}: There is difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by education level.

H₀₁₄: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by occupation.

H_{a14}: There is difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by occupation.

H₀₁₅: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by income level.

H_{a15}: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by income level.

H₀₁₆: There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender.

H_{a16}: There is difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by gender.

H₀₁₇: There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by age.

H_{a17}: There is difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by age.

H₀₁₈: There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by education level.

H_{a18}: There is difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by education level.

H₀₁₉: There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by occupation.

H_{a19}: There is difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by occupation.

H₀₂₀: There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by income level.

H_{a20}: There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by income level.

3.4 Operationalization of the Independent and Dependent Variables

Table 3.1: Operationalization of the Independent and Dependent Variables

Concept	Concept Definition	Operation Components	Measurement of Scale used
Gender	Sex identification of a person.	<ul style="list-style-type: none"> • Male • Female 	Nominal
Age	The period of time a person has lived.	<ul style="list-style-type: none"> • Less than or equal to 20 years • 21-30 years • 31-40 years • 41-50 years • More than 50 years 	Ordinal
Education	The level of formal school or university education	<ul style="list-style-type: none"> • Lower than High School • High School • Technical or Vocational school • Bachelor Degree • Master Degree or Higher 	Nominal
Occupation	Occupation influences a person's consumption pattern.	<ul style="list-style-type: none"> • Employees in government offices and state enterprises • Employees in private sector • Entrepreneurs • Student • Other 	Nominal
Income (monthly)	Income simply indicates the presence of the ability of pay for product or service.	<ul style="list-style-type: none"> • Less than 10,000 baht or 250 US\$ • 10,000-20,000 baht or 250-500 US\$ • 20,001-30,000 baht or 501-750 US\$ • 30,001-40,000 baht or 751-1,000 US\$ • More than 40,000 baht or 1,000 US\$ 	Ordinal

Concept	Concept Definition	Operation Components	Measurement of Scale used
Ticket Reservations	Ticket reservation is considered to be a channel to book and pay for Nok Air flight.	<ul style="list-style-type: none"> • Many channels for booking • Easy and convenient to reach these channels • Fast and efficient reservations • Opportunity to select your own seat • Many channels for payment • Easy and convenient payments • Reasonable air fares 	Interval
Ground Services	Ground services are services provided by Nok Air at the airport before departure.	<ul style="list-style-type: none"> • Sufficient number of check-in counters • Fast and convenient for check-in • Fast and efficient baggage handling • Being in order while boarding gates • Ground staffs are friendly and helpful 	Interval
In-flight Services	In-flight services can be defined as services during flight provided by Nok Air.	<ul style="list-style-type: none"> • Orderly seats arrangements • Comfortable seat • Cabin crews are friendly and professional • Beautiful music on board • Clarity of on board announcement • Clarity of safety demonstration • Feel safe on board the aircraft • Cleanliness of cabin • Cleanliness of toilets • Freshness and hygiene of sale items (snacks and drinks) • Variety of souvenir products on sale 	Interval
After-flight Services	After-flight services are services provided by Nok Air after landing.	<ul style="list-style-type: none"> • Fast and efficient baggage delivery 	Interval

CHAPTER 4

RESEARCH METHODOLOGY

This chapter describes the research method to be used, respondents and sampling procedures, research instruments or questionnaires and collection of data or gathering procedures.

4.1 Research Methods Used

The objective of this research is to evaluate the passengers' satisfaction of various aspects of Nok Air services. The subject of the study focused on finding satisfaction levels of economy class passengers on four service dimensions, which are ticket reservations, ground services, in-flight services and after-flight services.

In this study, the sample survey method, which is defined as a method of primary data collection in which information is gathered by communicating respondents, was employed in the study. Respondents were asked by the researcher with the screening question of "*Have you recently traveled by Nok Air with economy class seat?*" If respondents answer 'yes', the researcher will give them the questionnaires for further information. On the other hand, if the respondents say 'No', the researcher will say thank you and find other respondents to ask the same question.

The study uses descriptive research method as an approach to describe data and characteristics of variables in a situation. Zikmund (1997) stated that a descriptive research is one designed to describe characteristics of population or phenomenon and to determine the answers to who, what, when, where, and how questions.

The data was collected by survey method because it reaches the target group. Moreover, survey will be used as research technique because the researcher would

like to obtain primary data directly from the target population. Interviewing the target population by using questionnaire was used to obtain primary data for this research. The data provides information about passengers' demographic profile, and passengers' satisfaction for various aspects of Nok Air services.

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

Target population is the specific group relevant to the research project (Zigmund, 1997). The target population for this study was economy class passengers who took flights with Nok Air.

The reason for selecting this group to be the target population is because economy class passengers are the largest group of Nok Air passengers per flight (138 seats from 150 seats) and they also get all services in form of low-cost airline's service.

4.2.2 Sampling method

Non-Probability Sampling was used to select respondents in a particular flight in this research. *Non-Probability Sampling* is defined as a sampling technique in which units of the sample are selected on the basis of personal judgement or convenience; the probability of any particular member of the population being chosen is unknown (Zikmund, 1997). In non-probability sampling, the economy class passengers at Bangkok Airport do not have predetermined chance of being selected subjects; they do not have any probabilities attached to their being chosen as sample objects.

4.2.3 Sampling Unit

The unit of sampling for this research was selected on the basis of convenience sampling. *Convenience sampling* refers to the selection of participants for a study based on their proximity to the researcher and the ease in which the researcher can access the participants. It involves collecting information from members of the population who are conveniently available to provide this information (Zikmund, 1997). The researcher collects the questionnaires at the arrival section of domestic terminal of Bangkok Airport.

4.2.4 Sample size

The process of sampling involves any procedure using a small number of parts of the whole population to make conclusions regarding the whole population. A sample is a subset or some part of a larger population. (Zigmund, 1997).

This research used the sample sizes applied from theoretical sample sizes for different size of population as suggested by Anderson, G. (1998). The theoretical principles for calculation of sample sizes of proportions are similar to the concepts of formula used for probability sampling method. Table 4.1 illustrates a sample size table for problems that involve sample proportions.

Table 4.1: Theoretical Sample Sizes for Different Size of Population

Size of Population	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. (1998)

Table 4.1 gives a general idea to the researcher in order to find out the sample size by comparing the total number of Nok Air passengers for one year (2005) and the theoretical sample sizes for different size of population by Anderson, G. (1998).

AOT's statistics, 2005, revealed that the total number of domestic passengers of all destinations carried by Nok Air in the year 2005 is 1,104,221 (see Table 4.2). Therefore, 95% confidence level was adopted, and then the sample size for this study would be 384.

Table 4.2: Number of Passengers Carried by Nok Air, 2005

Number of Nok Air Passengers (2005)	
January	99,221
February	90,783
March	67,328
April	91,375
May	94,995
June	83,924
July	95,243
August	87,915
September	72,622
October	102,725
November	107,778
December	110,332
Total (12)	1,104,221

Source: AOT (January-December, 2005)

The researcher collected data from 384 respondents as the target population or sample size based on the theoretical sample sizes for different size of population by Anderson, G. (1998) because size of population of Nok Air is 1,104,221. When compared with the table 4.1 indicated by Anderson, G (1998), Nok Air population is in range of fewer than 25,000,000. Therefore, at 95% confidence level, the sample size of 384 passengers is supposed to be the minimum required sample for this study.

4.3 Research Instruments / Questionnaire

The researcher use questionnaires as the instrument of this research. The advantages of this kind of questionnaire are that it can be collected in a complete form within a short period of time and can be obtained from the target respondent immediately on completion. This approach is also easy to be interpreted by computer.

The questionnaires were designed based on objectives of this research. The questionnaire consists of questions to be asked to the respondents. In this research, the respondents are economy class passengers who took flight with Nok Air and arrived at Bangkok Airport. All questions were presented in two parts which were structured as follows:

Part I: Demographic profile of Nok Air passengers.

This part is designed to provide information including gender, age, education level, occupation, and income level. This part contains the multiple-choice questions.

Part II: Satisfaction for Nok Air services in terms of ticket reservations, ground services, in-flight services, and after-flight services.

Five-Point Likert Scale is used to indicate the level of satisfaction which respondents assign to each statement as shown below:

Strongly satisfied	= 5
Satisfied	= 4
Neutral	= 3
Unsatisfied	= 2
Strongly unsatisfied	= 1

For this part, it consists of 24 statements, the respondents are provided with a Five-Point Scale.

Research Instrument Design

Part	Variable	Sub-Variable	Question No.
Part I	Passengers' Demographic Profile	N/A	1-5
Part II	Satisfaction for Nok Air Services	• Ticket Reservations	1-7
		• Ground services	8-12
		• In-flight services	13-23
		• After-flight services	24

Table 4.3: Research Instrument Design

4.4 Collection of Data / Gathering Procedures

The researcher distributes questionnaires to economy class passengers after using Nok Air's services on arrival section at domestic terminal of Bangkok Airport. The questionnaires were distributed to economy class passengers by selecting them from the researcher's screening question which is, *"Have you recently traveled by Nok Air with economy class seat?"* If respondents say "Yes", the questionnaires would be distributed. In contrast, if respondents say "No", the questionnaires would not be distributed. The researcher conducted sampling throughout the day between 09.00 a.m. – 05.00 p.m. on selected days by the researcher on a random basis from July to August, 2006 and on selected flights by choosing flights from the schedule of Nok Air flights arriving at Bangkok Airport. The researcher distributed 30 questionnaires per day. The returned questionnaire will be encoded and interpreted by using SPSS program.

All data used in this research was collected from two major sources which are primary data and secondary data.

- **Primary Data**

In this research, questionnaire was selected as a primary data, as the best way to find out passengers' current perspectives toward service of Nok Air. This data is the level of passengers' satisfaction toward Nok Air services. The questionnaire was the main tool to gather this information.

- **Secondary Data**

In this research, secondary data collected from books, journals, magazines, newspapers, internet, documents and organization's annual reports from AOT (Airports of Thailand Public Company Limited) and Nok Air, including information by interviewing Nok Air staffs in management level. The data received from these sources was used in composing the literature review and other parts in this research.

Pretest of the questionnaires

Churchill (1996) stated that each question in the questionnaire should be carefully reviewed to ensure that it is not confusing or ambiguous, potentially offensive to the respondents, leading or bias inducing and is also easy to answer. It claimed that a questionnaire pretest is vital. It is the use of questionnaire on a trial basis in a small pilot study to determine how reliable and valid the questionnaire is.

In the pretest, the interviewer can see whether some questions seem confusing or produce resistance or hesitancy among respondents for one reason or another. In order to detect the weakness and error in the instruments (questionnaires), pre-testing is required before any actual testing is conducted. Pretests are considered essential to detect the problems of the questionnaire when obtaining information from the respondents.

In order to find out reliability, the overall questions in the questionnaire were processed by a SPSS program by using the Cronbach's Coefficient Alpha Scales. If the result of Cronbach's alpha is greater than 0.60, the questionnaire would be considered to be reliable.

A reliability test for this study was conducted by distributing 30 questionnaires to 30 respondents on a random basis. The result is shown on the following table (see Table 4.4). All the values are greater than 0.60, meaning that the questionnaire is reliable. Therefore, all questions were considered reliable and the result of reliability estimates in this pretest ensured the success of this questionnaire in conducting the main study.

Table 4.4: Pretest Result (The Reliability of Nok Air Services in Terms of Ticket Reservations, Ground Services, In-flight Services, and After-flight Services)

Various aspects of Nok Air services	Cronbach's Coefficient Alpha Indices
	Passengers' Satisfaction
Ticket Reservations	0.644
Ground Services	0.762
In-flight Services	0.651
After-flight Services	0.726
Total	0.750

Source: SPSS Output (see Appendix C)

4.5 Statistical Treatment of Data

The data is coded into the symbolic form that is used in Statistical Package for Social Science (SPSS) program. This program is utilized to summarize and interpret the data especially when time is limited and is used for descriptive analysis. All statistical manipulations of the data follow commonly accepted research practices.

The form of data presentation from these procedures would also be presented in an easily interpretable format using descriptive along with the tabular form. The detail and concepts of each statistical method used are shown as follows:

4.5.1 Descriptive Statistics

Descriptive Statistics provide summary measures of the data contained in all the elements of a sample. The calculation of averages, frequency distributions and percentage distributions is most common from summarized data (William, 1997).

In this study, the researcher used the descriptive statistics to analyze demographic profile of passengers who took flight with Nok Air such as gender, age, education level, occupation, and income level (monthly). In addition, the researcher also used the descriptive statistics to evaluate passengers' satisfaction level for various aspects of Nok Air services in terms of ticket reservations, ground services, in-flight services, and after-flight services.

4.5.2 Inferential Statistics

Inferential statistics consist of techniques that allow the researcher to study samples and then make generalizations about the populations from which they were selected (Gravetter and Wallnau, 2000).

In this study, the researcher used T-Test and ANOVA to test the 20 operational hypotheses in order to measure the difference among Nok Air's passengers regarding their satisfaction for service elements when classified by demographic profile.

- T-Test

The t-test is the most elementary experimental comparison and involves two samples. This may take the form of comparing a conventional control condition and experimental condition or two groups that have received differing level of the independent variable (Nation, 1997).

- ANOVA

ANOVA stands for variance, which tests for significant mean differences in variables among multiple groups (Jennings, 2001). The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs (Nation, 1997).

Table 4.5 shows the statistical used for various hypotheses.

Table 4.5: Statistical Used for Various Hypotheses

Hypotheses		Statistics Used
H ₀₁	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by gender	T-Test
H ₀₂	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by age	ANOVA
H ₀₃	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by education level	ANOVA
H ₀₄	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by occupation	ANOVA
H ₀₅	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level	ANOVA
H ₀₆	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by gender	T-Test
H ₀₇	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age	ANOVA
H ₀₈	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by education level	ANOVA

Hypotheses	Statistics Used
Ho ₉ There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation	ANOVA
Ho ₁₀ There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by income level	ANOVA
Ho ₁₁ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender	T-Test
Ho ₁₂ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by age	ANOVA
Ho ₁₃ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by education level	ANOVA
Ho ₁₄ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by occupation	ANOVA
Ho ₁₅ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by income level	ANOVA
Ho ₁₆ There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender	T-Test

Hypotheses	Statistics Used
Ho ₁₇ There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by age	ANOVA
Ho ₁₈ There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by education level	ANOVA
Ho ₁₉ There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by occupation	ANOVA
Ho ₂₀ There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by income level	ANOVA

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter is primarily concerned with the results of the survey from the procedures. As the data analysis presentation and interpretation based on the data of 384 samples collected consist of the following two sections: (1) Descriptive Statistics – the passengers’ demographic profile of respondents, and satisfaction for various aspects of Nok Air Services. (2) Hypothesis Testing – to measure the difference among Nok Air’s passengers regarding their satisfaction of four service elements when classified by demographic profile in 20 hypotheses tested by Independent Sample T – Test and Analysis of Variance (ANOVA). In addition, this chapter also provides the findings and results from additional interviews and personal observations.

5.1 Descriptive Statistics

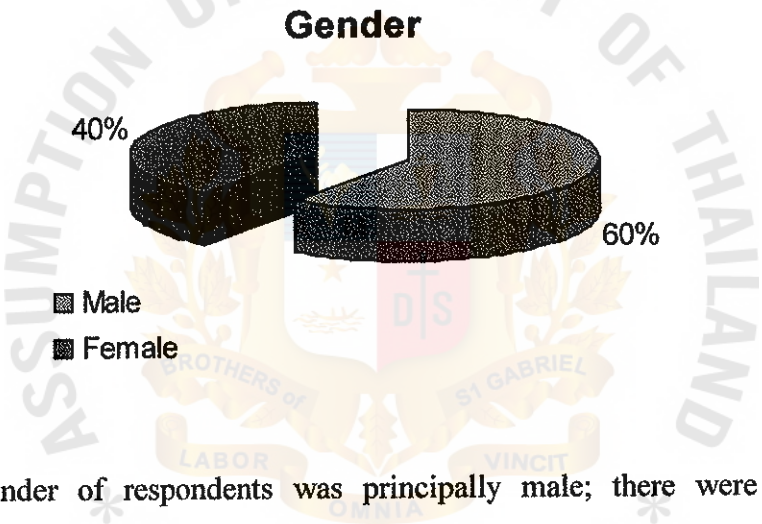
Descriptive analysis refers to the transformation of raw data into a form that will make them easy to understand and interpret; rearranging, ordering, manipulating data to provide descriptive information (Zikmund, 2000).

Part I: Passengers’ Demographic Profile

Table 5.1.1: The Gender of Respondents

Gender		
	Frequency	Valid Percent
Male	232	60.4
Female	152	39.6
Total	384	100.0

Figure 5.1.1: The Gender of Respondents

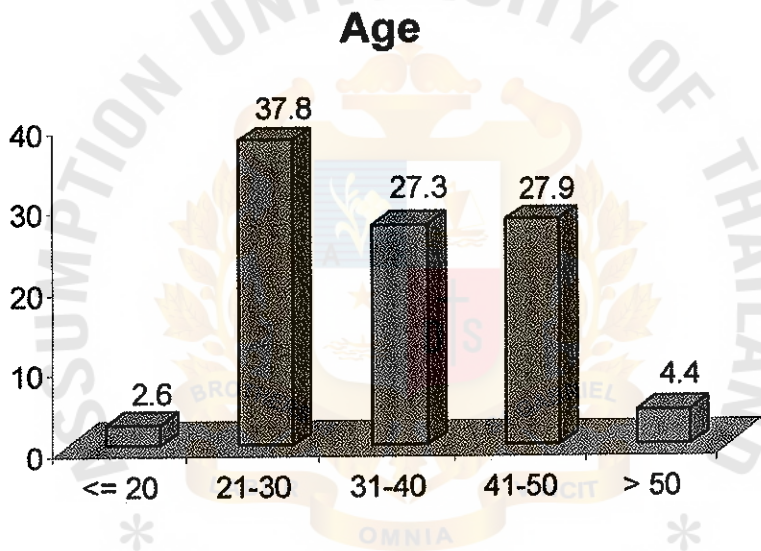


The gender of respondents was principally male; there were 232 male respondents or 60.4 percent, whereas 39.6 percent or 152 respondents of the total respondents were female gender, respectively.

Table 5.1.2: The Age of Respondents

Age		
	Frequency	Valid Percent
Less than or equal to 20 years	10	2.6
21 - 30 years	145	37.8
31 - 40 years	105	27.3
41 - 50 years	107	27.9
More than 50 years	17	4.4
Total	384	100.0

Figure 5.1.2: The Age of Respondents

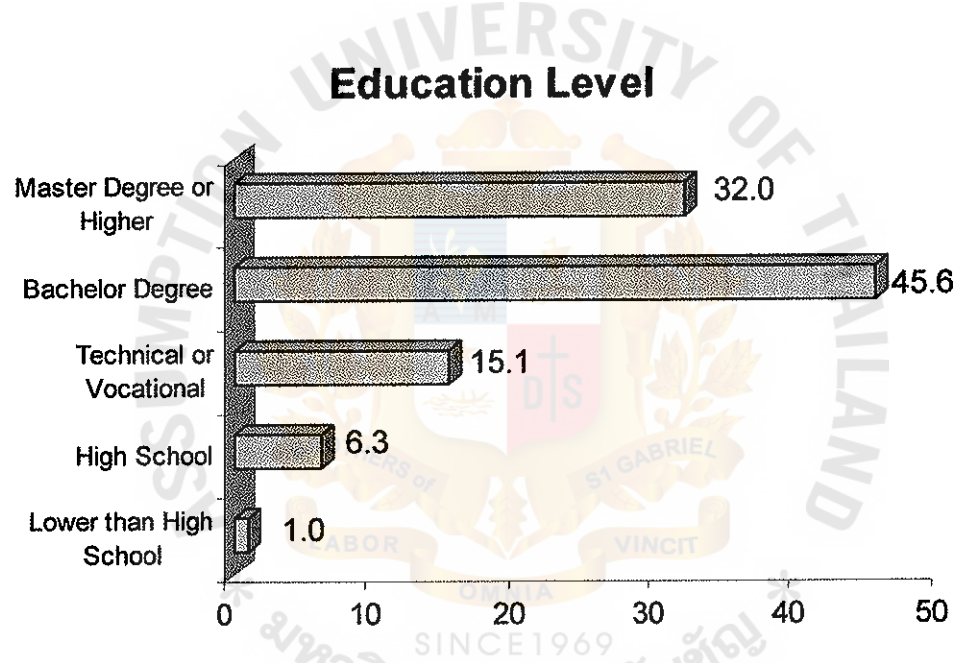


Most of the respondents in this research are aged between 21-30 years, which is 37.8 percent or 145 respondents, 107 respondents are in the age group of 41-50 years which is 27.9 percent, 27.3 percent or 105 respondents are between 31 – 40 years, and those more than 50 years of age are 17 respondents which is 4.4 percent, while, the minority group was the group of 10 respondents whose age was less than or equal to 20 years, represented only 2.6 percent, respectively.

Table 5.1.3: The Highest Level of Education of Respondents

Education level		
	Frequency	Valid Percent
Lower than high school	4	1.0
High school	24	6.3
Technical or vocational school	58	15.1
Bachelor Degree	175	45.6
Master Degree or Higher	123	32.0
Total	384	100.0

Figure 5.1.3: The Highest Level of Education of Respondents

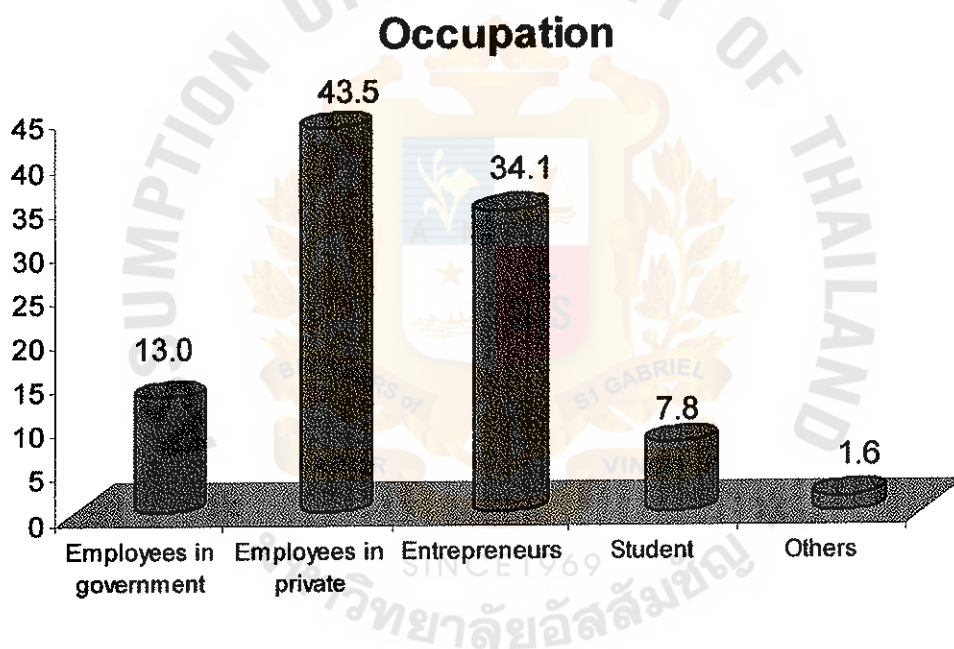


The majority group of 175 respondents had a Bachelor’s Degree. These are 45.6 percent. 123 of the respondents or 32.0 percent had a Master’s Degree or higher level, 15.1 percent or 58 respondents indicated that they had been to technical or vocational school, while those who had been to high school level was 24 respondents or 6.3 percent followed by 4 respondents or 1.0 percent who specified to lower than high school, respectively.

Table 5.1.4: The Occupation of Respondents

Occupation		
	Frequency	Valid Percent
Employees in government offices and state enterprises	50	13.0
Employees in private sector	167	43.5
Entrepreneurs	131	34.1
Student	30	7.8
Others	6	1.6
Total	384	100.0

Figure 5.1.4: The Occupation of Respondents

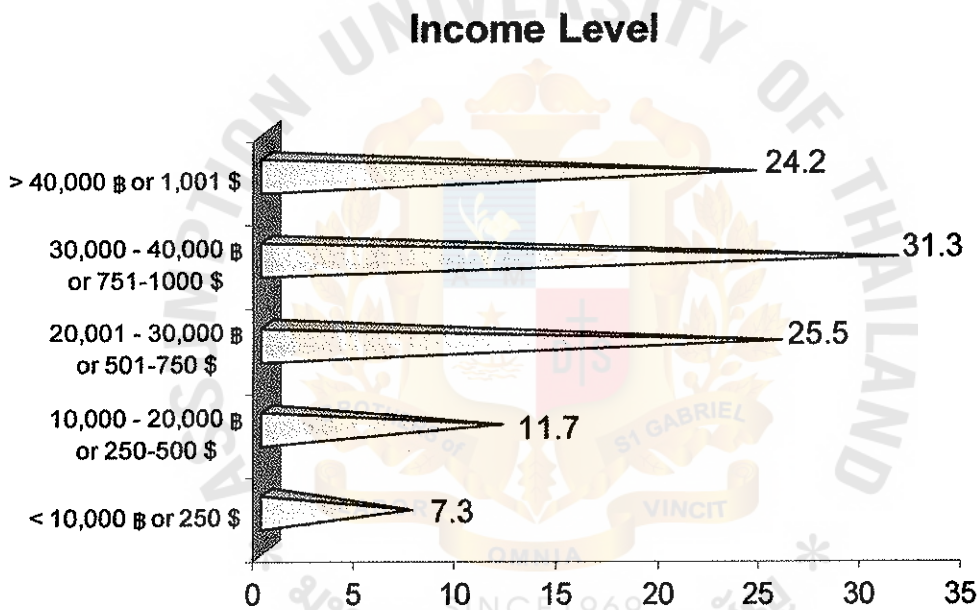


The largest group of respondents, 167 or 43.5 percent were employees in the private sector, those who were entrepreneurs were 131 respondents or 34.1 percent, 13.0 percent or 50 respondents were employees in government offices and state enterprises, 30 respondents were students which is 7.8 percent while, the minority group was the group of 6 respondents or 1.6 percent specified to other occupations, respectively.

Table 5.1.5: The income level of respondents

Income level		
	Frequency	Valid Percent
Less than 10,000 Baht or 250 US\$	28	7.3
10,000 - 20,000 Baht or 250 - 500 US\$	45	11.7
20,001 - 30,000 Baht or 501 - 750 US\$	98	25.5
30,001 - 40,000 Baht or 751 - 1,000 US\$	120	31.3
More than 40,000 Baht or 1,001 US\$	93	24.2
Total	384	100.0

Figure 5.1.5: The Income Level of Respondents



The majority group of respondents was 31.3 percent or 120 respondents whose income level was between 30,001 – 40,000 Baht or 751 – 1,000 US\$, between 20,001 – 30,000 Baht or 501 – 750 US\$ was 98 respondents which are 25.5 percent, 24.2 percent or 93 respondents indicated to more than 40,000 Baht or 1,001 US\$, between 10,000 – 20,000 Baht or 250 – 500 US\$ were 45 respondents or 11.7 percent, followed by 28 respondents or 7.3 percent who specified to less than 10,000 Baht or 250 US\$, respectively.

Part II: Satisfaction for Various Aspects of Nok Air Services

In this part, descriptive statistics was used to find out the answer. The Arbitrary Level was used in stating the rating of satisfaction for various aspects of Nok Air services toward ticket reservation, ground services, in-flight services, and after-flight services, shown as follows:

Arbitrary Level	Descriptive Rating
4.21 – 5.00	Strongly Satisfied (SS)
3.41 – 4.20	Satisfied (S)
2.61 – 3.40	Neutral (N)
1.81 – 2.60	Unsatisfied (U)
1.00 – 1.80	Strongly Unsatisfied (SU)

Arbitrary Level (Sorensen, 2002), Likert scale format was adopted for questions in part 2. However, the rating scales of the study 5 choices in order of rating of respondents of passengers’ satisfaction for Nok Air services. Thus, these 5 choices per item were:

Strongly Satisfied	indicates highest of satisfaction
Satisfied	indicates high of satisfaction
Neutral	indicates neutral of satisfaction
Unsatisfied	indicates low of satisfaction
Strongly Unsatisfied	indicates lowest of satisfaction

Thus, the five rating scales of the respondents would be scored as follows:

Level	Scale Value
Strongly Satisfied	5
Satisfied	4
Neutral	3
Unsatisfied	2
Strongly Unsatisfied	1

According to the scale represented above, the statistics used in the data analysis calculates from the statistical analyses which are all set at the 0.05 probability level ($p < 0.05$). The number of interval scales will be the highest score minus the lowest score and divided by the number of intervals which is based on the five-point Likert rating scales. The interval of the scale is based on Best's concept and will be calculated using the following formula.

$$\text{Interval} = \frac{\text{the highest score} - \text{the lowest score}}{\text{the number of intervals}}$$

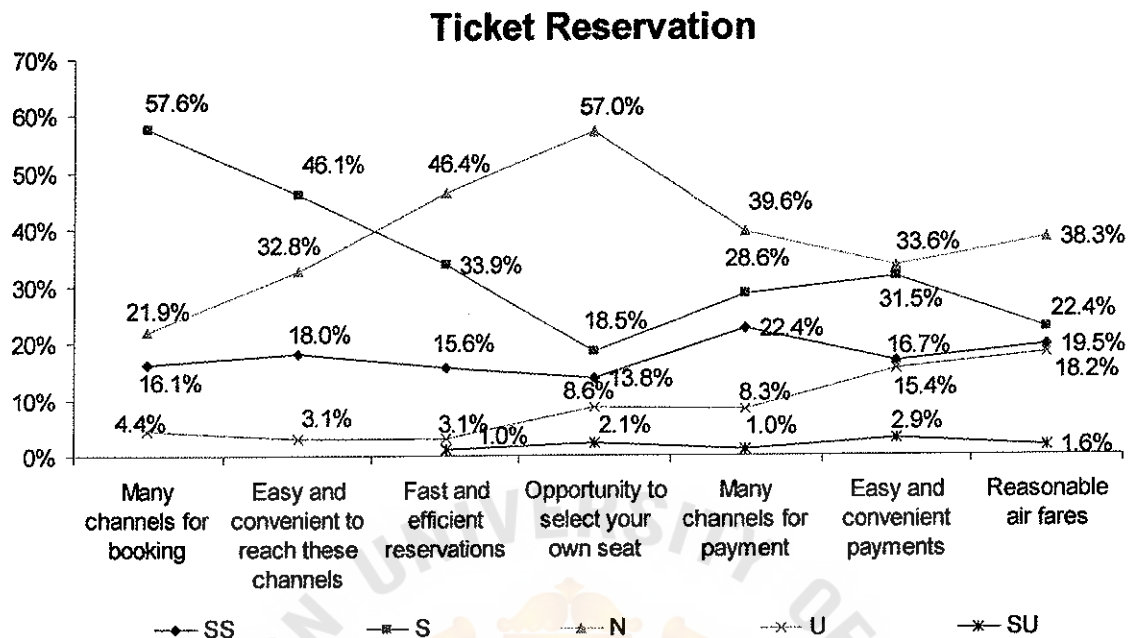
For this reason, the interval scale in this study is

$$\text{Interval} = \frac{5-1}{5} = 0.80$$

The average score will be interpreted as follows:

Average score 4.21 – 5.00	indicates highest of satisfaction
Average score 3.41 – 4.20	indicates high of satisfaction
Average score 2.61 – 3.40	indicates neutral of satisfaction
Average score 1.81 – 2.60	indicates low of satisfaction
Average score 1.00 – 1.80	indicates lowest of satisfaction

Figure 5.1.6: Respondents' Perceptions on Ticket Reservations



According to the respondents' perceptions on ticket reservations that presented above, results can be viewed as follows:

- 1.) Many channels of booking: 16.1% of respondents were strongly satisfied, satisfied respondents were 57.6%, 21.9% neutral satisfaction, 4.4% unsatisfied and none were strongly unsatisfied.
- 2.) Easy and convenient to reach these channels: 18% of respondents were strongly satisfied, satisfied respondents were 46.1%, 32.8% neutral satisfaction, 3.1% unsatisfied and none were strongly unsatisfied.
- 3.) Fast and efficient reservations: 15.6% of respondents were strongly satisfied, satisfied respondents were 33.9% were, 46.4% neutral satisfaction, 3.1% unsatisfied, and 1.0% strongly unsatisfied.
- 4.) Opportunity to select your own seat: 13.8% were strongly satisfied, satisfied respondents were 18.5%, 57% neutral satisfaction, 8.6% unsatisfied, and 2.1% strongly unsatisfied.

5.) Many channels for payment: 22.4% of respondents were strongly satisfied, satisfied respondents were 28.6%, 39.6% neutral satisfaction, 8.3% unsatisfied, and 1% strongly unsatisfied.

6.) Easy and convenient payments: 16.7% of respondents were strongly satisfied, satisfied respondents were 31.5%, 33.65% neutral satisfaction, 15.4% unsatisfied, and 2.9% strongly unsatisfied.

7.) Reasonable airfares: 19.5% of respondents were strongly satisfied, satisfied respondents were 22.4%, 38.3% neutral satisfaction, 18.2% unsatisfied, and 1.6% strongly unsatisfied.

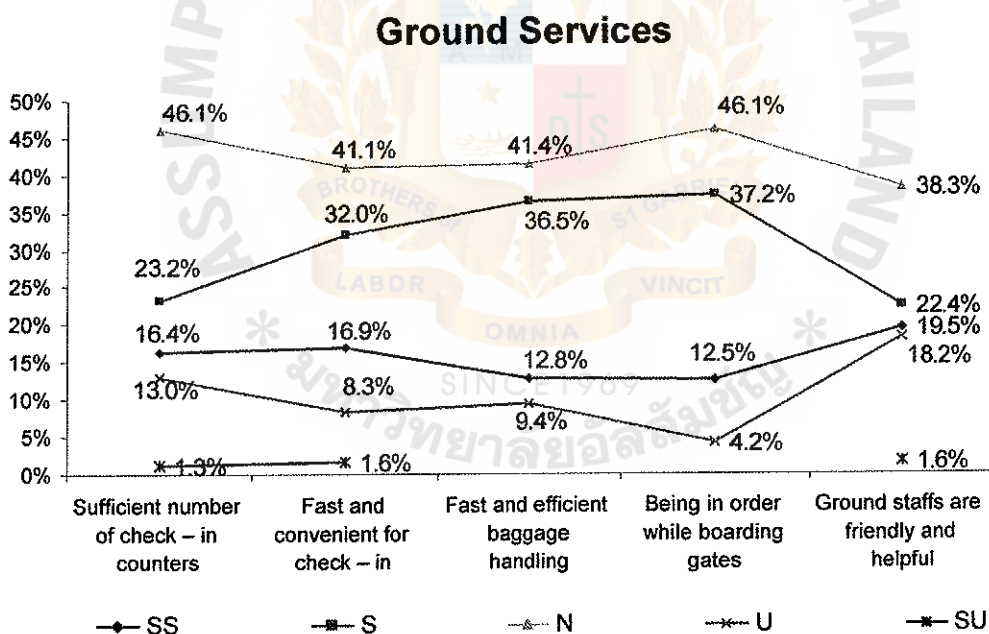
Table 5.1.6: Respondents' Perceptions on Ticket Reservations

Item	SS	S	N	U	SU	Mean	Rating
1. Many channels booking	62	221	84	17	0	3.85	Satisfied
2. Easy and convenient to reach these channels	69	177	126	12	0	3.79	Satisfied
3. Fast and efficient reservations	60	130	178	12	4	3.60	Satisfied
4. Opportunity to select your own seat	53	71	219	33	8	3.33	Neutral
5. Many channels for payments	86	110	152	32	4	3.63	Satisfied
6. Easy and convenient payments	64	121	129	59	11	3.44	Satisfied
7. Reasonable air fares	75	86	14	70	6	3.40	Neutral
Ticket reservations						3.58	Satisfied

Remark: SS = Strongly Satisfied, S = Satisfied, N = Neutral, U = Unsatisfied, SU = Strongly Undissatisfied

Table 5.1.6 indicated that the overall perception of ticket reservation attribute specify satisfied level were 3.58 of average mean; the group of satisfied concern the average mean of 3.85 indicate to many channels for booking, easy and convenient to reach these channels were 3.79 of average mean, the average mean of 3.63 indicate to many channels for payment, and fast and efficient reservations were 3.60 of average mean, and the average mean of 3.44 indicate to easy and convenient payments. And the finally level of neutral satisfaction found, the average mean of 3.40 indicate to reasonable air fares, and then the average mean of 3.33 indicate to opportunity to select your own seat.

Figure 5.1.7: Respondents' Perceptions on Ground Services



According to the respondents' perceptions on ground services that shown above, results can be viewed as follows:

- 1.) Sufficient number of check-in counters: 16.4% of respondents were strongly satisfied, satisfied respondents were 23.2%, 46.1% neutral satisfaction, 13.0% unsatisfied and 1.3% strongly unsatisfied.

2.) Fast and convenient for check-in: 16.9% of respondents were strongly satisfied, satisfied respondents were 32%, 41.1% neutral satisfaction, 8.3% unsatisfied, and 1.6% strongly unsatisfied.

3.) Fast and efficient baggage handling: 12.8% of respondents were strongly satisfied, satisfied respondents were 36.5% were, 41.4% neutral satisfaction, 9.4% unsatisfied, and none were strongly unsatisfied.

4.) Being in order while boarding gates: 12.5% were strongly satisfied, satisfied respondents were 37.2%, 46.1% neutral satisfaction, 4.2% unsatisfied, and none were strongly unsatisfied.

5.) Ground staffs are friendly and helpful: 19.5% of respondents were strongly satisfied, satisfied respondents were 22.4%, 38.3% neutral satisfaction, 18.2% unsatisfied, and 1.6% strongly unsatisfied.

Table 5.1.7: Respondents' Perceptions on Ground Services

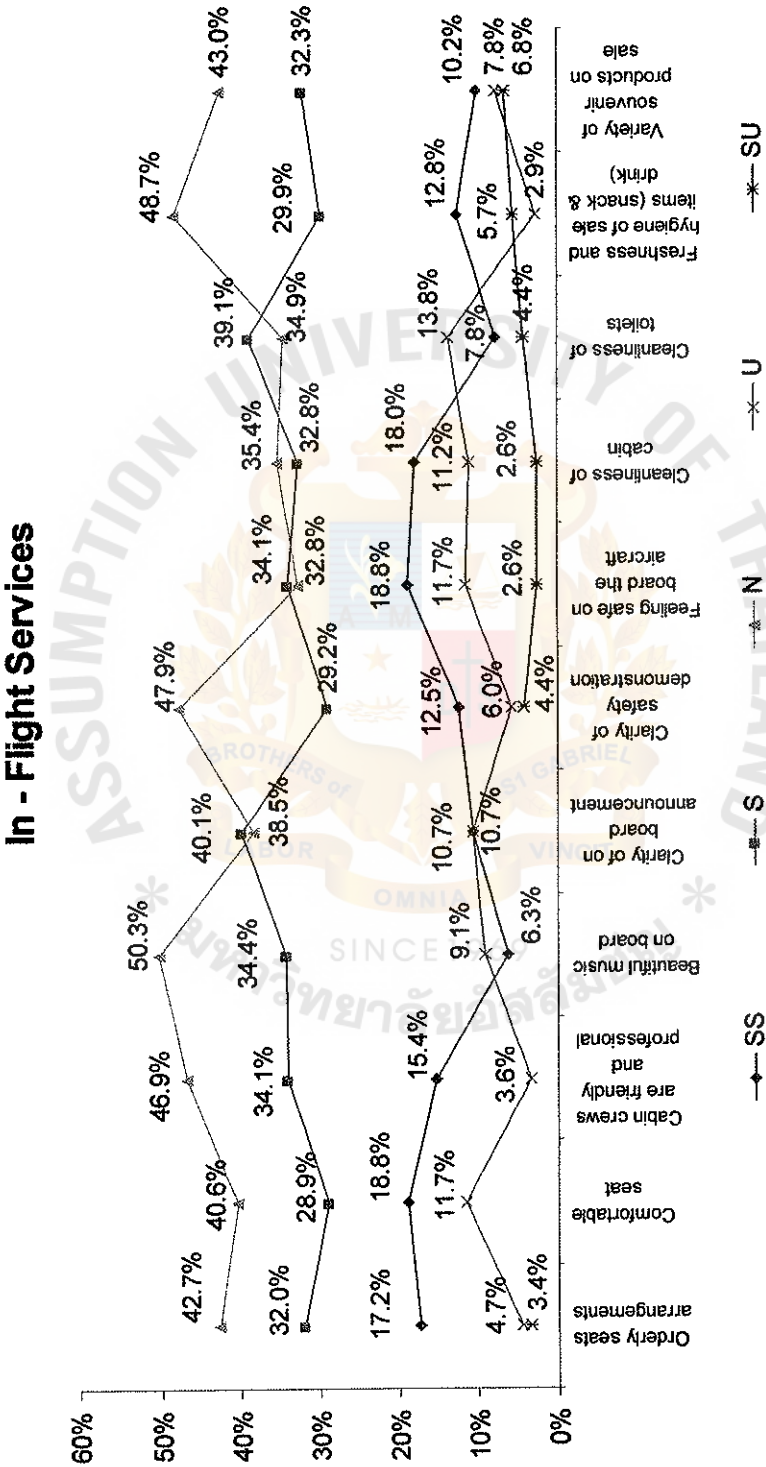
Item	SS	S	N	U	SU	Mean	Rating
1. Sufficient number of check-in counters	63	89	177	50	5	3.40	Neutral
2. Fast and convenient for check-in	65	123	158	32	6	3.54	Satisfied
3. Fast and efficient baggage handling	49	140	159	36	0	3.53	Satisfied
4. Being in order while boarding gates	48	143	177	16	0	3.58	Satisfied
5. Ground staffs are friendly and helpful	75	86	147	70	6	3.65	Satisfied
Ground Services						3.54	Satisfied

Remark: SS = Strongly Satisfied, S = Satisfied, N = Neutral, U = Unsatisfied, SU = Strongly Undissatisfied

Table 5.1.7 indicated that the satisfaction for various aspects of Nok Air services in term of ground services has an overall mean of 3.54 and can be classified as satisfied respondents. A mean of 3.65 decided to be satisfied respondents indicate to ground staffs are friendly and helpful. Being in order while boarding gates has a mean of 3.58 decided to be satisfied respondent. The mean of 3.54 decided to be satisfied respondents indicate to fast and convenient check-in, and fast and efficient baggage handling has a mean of 3.53 with satisfied respondents. Finally, for the sufficient number of check-in counters, the mean is 3.40 decided to be respondents remained neutral.



Figure 5.1.8: Respondents' Perceptions on In-flight Services



According to the respondents' perceptions on in-flight services (see Figure 5.1.8), results can be viewed as follows:

- 1.) Orderly seats arrangements: 17.2% of respondents were strongly satisfied, satisfied respondents were 32%, 42.7% neutral satisfaction, 4.7% unsatisfied and 3.4% strongly unsatisfied.
- 2.) Comfortable seat: 18.8% of respondents were strongly satisfied, satisfied respondents were 28.9%, 40.6% neutral satisfaction, 11.7% unsatisfied and none were strongly unsatisfied.
- 3.) Cabin crews are friendly and professional: 15.4% of respondents were strongly satisfied, satisfied respondents were 34.1%, 46.9% neutral satisfaction, 3.6% unsatisfied, and none were strongly unsatisfied.
- 4.) Beautiful music on board: 6.3% of respondents were strongly satisfied, satisfied respondents were 34.4%, 50.3% neutral satisfaction, 9.1% unsatisfied, and none were strongly unsatisfied.
- 5.) Clarity of on-board announcement: 10.7% of respondents were strongly satisfied, satisfied respondents were 40.1%, 38.5% neutral satisfaction, 10.7% unsatisfied, and none were strongly unsatisfied.
- 6.) Clarity of safety demonstration: 12.5% of respondents were strongly satisfied, satisfied respondents were 29.2%, 47.9% neutral satisfaction, 6.0% unsatisfied, and 4.4% strongly unsatisfied.
- 7.) Feeling safe on board the aircraft: 18.8% of respondents were strongly satisfied, satisfied satisfaction were 34.1%, 32.8% neutral satisfaction, 11.2% unsatisfied, and 2.6% strongly unsatisfied.

8.) Cleanliness of cabin: 18.0% of respondents were strongly satisfied, satisfied respondents were 32.8%, 35.4% neutral satisfaction, 11.2% unsatisfied, and 2.6% strongly unsatisfied.

9.) Cleanliness of toilets: 7.8% of respondents were strongly satisfied, satisfied respondents were 39.1%, 34.9% neutral satisfaction, 13.8% unsatisfied, and 4.4% strongly unsatisfied.

10.) Freshness and hygiene of food items (snack and drink): 12.8% of respondents were strongly satisfied, satisfied respondents were 29.9%, 48.7% neutral satisfaction, 2.9% unsatisfied, 5.7% strongly unsatisfied.

11.) Variety of souvenir products on sale: 10.2% of respondents were strongly satisfied, satisfied respondents were 32.3%, 43.0% neutral satisfaction, 7.8% unsatisfied, and 6.8% strongly unsatisfied.

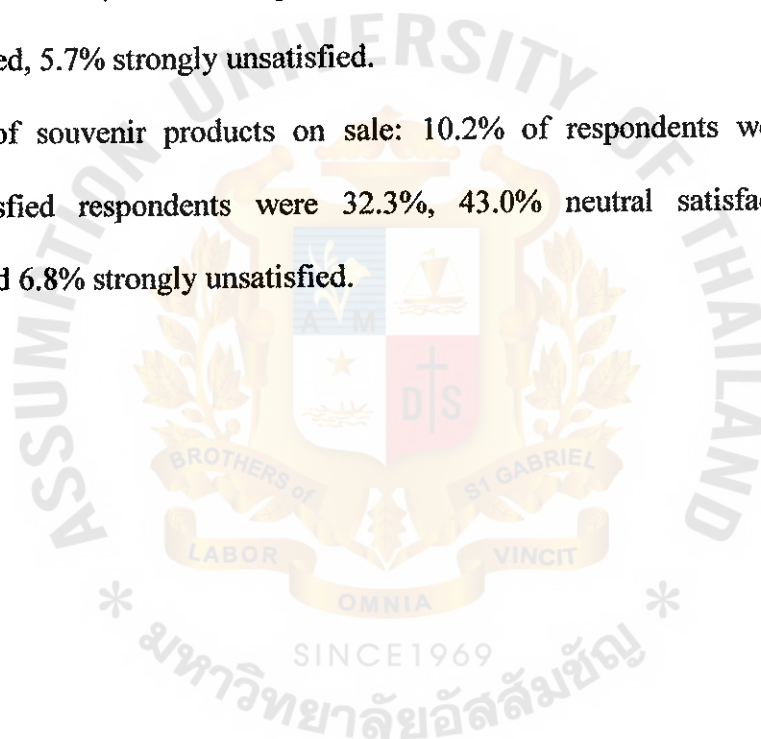


Table 5.1.8: Respondents' Perceptions on In-flight Services

Item	SS	S	N	U	SU	Mean	Rating
1. Orderly seats arrangements	66	123	164	18	13	3.55	Satisfied
2. Comfortable seat	72	111	156	45	0	3.55	Satisfied
3. Cabin crews are friendly and professional	59	131	180	14	0	3.61	Satisfied
4. Beautiful music on board	24	132	193	35	0	3.38	Neutral
5. Clarity of on-board announcement	41	154	148	41	0	3.51	Satisfied
6. Clarity of safety demonstration	48	112	184	23	17	3.39	Neutral
7. Feeling safe on board the aircraft	72	131	126	45	10	3.55	Satisfied
8. Cleanliness of cabin	69	126	136	43	10	3.52	Satisfied
9. Cleanliness of toilets	30	150	134	53	17	3.32	Neutral
10. Freshness and hygiene of food items	49	115	187	11	22	3.41	Satisfied
11. Variety of souvenir products on sale	39	124	165	30	26	3.31	Neutral
In-flight Services						3.46	Satisfied

Remark: SS = Strongly Satisfied, S = Satisfied, N = Neutral, U = Unsatisfied, SU = Strongly Undissatisfied

Table 5.1.8 indicated that, the perception of the satisfaction for various aspects of Nok Air services in term of in-flight services has an overall mean of 3.46 and can be classified as satisfied respondents. For the friendliness and professionalism of the cabin crews, there seems to be most satisfied respondents with a mean of 3.61. Orderly seats arrangements has a mean of 3.55 ranked it as satisfactory. The mean of 3.55 are satisfied with the seats being comfortable. On board safety has a mean of

3.55 with satisfied rating. The mean of 3.52 are satisfied respondents for the cleanliness of cabin. For the clarity of on-board announcement has a mean of 3.51 with satisfied rating. The freshness and hygiene of food items (snacks and drinks) received a satisfied rating with a mean of 3.41. Finally the neutral satisfaction found, Clarity of safety demonstration has a mean of 3.39 ranked it as neutral. The mean of 3.38 was remained neutral for the beautiful music on board. Cleanliness of toilets has a mean of 3.32 with remained neutral. A neutral rating with a mean of 3.31 indicates the variety of souvenir products on sale.

Figure 5.1.9: Respondents' Perceptions on After-flight Services

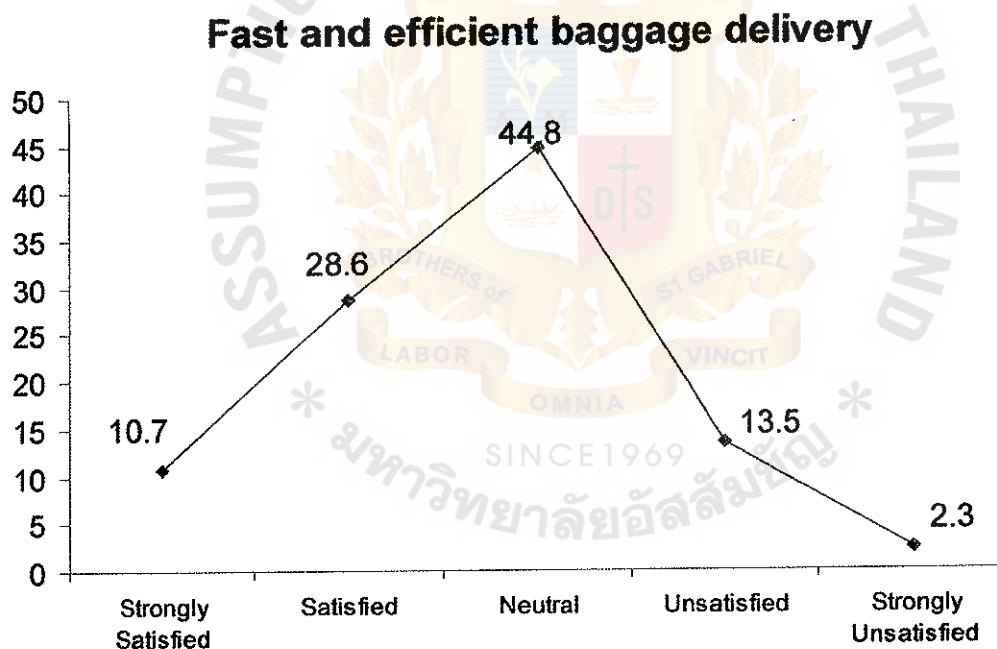


Figure 5.1.9 indicated that respondents' perception on after-flight services for fast and efficient baggage delivery were strongly satisfied with 10.7% of respondents, satisfied respondents were 28.6%, 44.8% neutral satisfaction, 13.5% unsatisfied, and 2.3% strongly unsatisfied.

Table 5.1.9: Respondents' Perceptions on After-flight Services

Item	SS	S	N	U	SU	Mean	Rating
1. Fast and efficient baggage delivery	41	110	172	52	9	3.32	Neutral
After-flight Services						3.32	Neutral

Remark: SS = Strongly Satisfied, S = Satisfied, N = Neutral, U = Unsatisfied, SU = Strongly Undissatisfied

Finally, after-flight services satisfaction for various aspects of Nok Air services has a mean of 3.32 and ranked as neutral satisfaction; indicates the fast and efficient baggage delivery.



5.2 Hypothesis Testing

Hypothesis 1: Ticket Reservation and Gender

Ho₁: There is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by gender.

Ha₁: There is a difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by gender.

Table 5.2.1: Independent Samples T-Test between Ticket Reservations and Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Ticket Reservation	Male	232	3.61	.592	.039
	Female	152	3.53	.550	.045

Independent Samples Test				
		t-test for Equality of Means		
		t	Sig. (2-tailed)	Mean Difference
Ticket Reservation	Equal variances not assumed	1.439	.151	.085

Independent Sample T – Test showed that gender has a significant impact on overall ticket reservations factor. As the p-value displayed in the table was equaled to 0.151, which is more than 0.05 significance level of two tailed, the null hypothesis (Ha₁) was rejected, and the alternative hypothesis (Ho₁) was accepted. Therefore, there is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by gender.

Hypothesis 2: Ticket Reservation and Age

Ho₂: There is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by age.

Ha₂: There is a difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by age.

Table 5.2.2: One-Way ANOVA between Ticket Reservations and Age

ANOVA		
Ticket Reservation		
	F	Sig.
Between Groups	1.540	.190

One - Way ANOVA showed that age level has a significance impact on ticket reservations factor. As the p-value displayed in the table was equaled to 0.190, which has more than 0.05 significance level of two tailed, the alternative hypothesis (Ha₂) was rejected, and the null hypothesis (Ho₂) was accepted. Therefore, there is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by age.

Hypothesis 3: Ticket Reservations and Education Level

H_{03} : There is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by education level.

H_{a3} : There is a difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by education level.

Table 5.2.3: One-Way ANOVA between Ticket Reservations and Education Level

ANOVA		
Ticket Reservation		
	F	Sig.
Between Groups	1.549	.187

One - Way ANOVA showed that education level has a significant impact on ticket reservations factor. As the p-value displayed in the table was equaled to 0.187, which is more than 0.05 significance level of two tailed, the alternative hypothesis (H_{a3}) was rejected, and the null hypothesis (H_{03}) was accepted. Therefore, there is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by education level.

Hypothesis 4: Ticket Reservations and Occupation

Ho₄: There is no difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by occupation.

Ha₄: There is a difference among Nok Air’s passengers regarding their satisfaction for ticket reservations when classified by occupation.

Table 5.2.4: One-Way ANOVA between Ticket Reservations and Occupation

ANOVA		
Ticket Reservation		
	F	Sig.
Between Groups	4.418	.002

One - Way ANOVA showed that occupation has a significant impact on ticket reservations factor. As the p-value displayed in the table was equaled to 0.002, which is less than 0.05 significance level of two tailed, the null hypothesis (Ho₄) was rejected, and the alternative hypothesis (Ha₄) was accepted. Therefore, there is a difference among Nok Air’s passenger regarding their satisfaction for ticket reservations when classified by occupation.

Hypothesis 5: Ticket Reservations and Income Level

H_{05} : There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level.

H_{a5} : There is a difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level.

Table 5.2.5: One-Way ANOVA between Ticket Reservations and Income Level

ANOVA		
Ticket Reservation		
	F	Sig.
Between Groups	9.649	.000

One - Way ANOVA showed that income level has a significant impact on ticket reservations factor. As the p-value displayed in the table was equaled to 0.000, which less than 0.05 significance level of two tailed, the null hypothesis (H_{05}) was rejected, and the alternative hypothesis (H_{a5}) was accepted. Therefore, there is a difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level.

Hypothesis 6: Ground Services and Gender

Ho₆: There is no difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by gender.

Ha₆: There is a difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by gender.

Table 5.2.6: Independent Samples T-Test between Ground Services and Gender

Group Statistics				
Gender		N	Mean	
Ground Services	Male	232	3.52	
	Female	152	3.57	

Independent Samples Test				
		t-test for Equality of Means		
		t	Sig. (2-tailed)	Mean Difference
Ground Services	Equal variances not assumed	-.842	.400	-.051

Independent Sample T – Test showed that overall ground services factor has a significant impact on gender. As the p-value displayed in the table was equaled to 0.400, which more than 0.05 significance level of two tailed, the alternative hypothesis (Ha₆) was rejected, and the null hypothesis (Ho₆) was accepted. Therefore, there is no difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by gender.

Hypothesis 7: Ground Services and Age

Ho₇: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age.

Ha₇: There is a difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age.

Table 5.2.7: One-Way ANOVA between Ground Services and Age

ANOVA		
Ground Services		
	F	Sig.
Between Groups	10.905	.000

One - Way ANOVA showed that age level has a significant impact on ground services factor. As the p-value displayed in the table was equaled to 0.000, which less than 0.05 significance level of two tailed, the null hypothesis (Ho₇) was rejected, and the alternative hypothesis (Ha₇) was accepted. Therefore, there is a difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age.

Hypothesis 8: Ground Services and Education Level

Ho₈: There is no difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by education level.

Ha₈: There is a difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by education level.

Table 5.2.8: One-Way ANOVA between Ground Services and Education Level

ANOVA		
Ground Services		
	F	Sig.
Between Groups	6.975	.000

One - Way ANOVA showed that education level has a significant impact on ground services factor. As the p-value displayed in the table was equaled to 0.000, which is less than 0.05 significance level of two tailed, the null hypothesis (Ho₈) was rejected, and the alternative hypothesis (Ha₈) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by education level.

Hypothesis 9: Ground Services and Occupation

H₀₉: There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation.

H_{a9}: There is a difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation.

Table 5.2.9: One-Way ANOVA between Ground Services and Occupation

ANOVA		
Ground Services		
	F	Sig.
Between Groups	7.344	.000

One - Way ANOVA showed that occupation has a significance impact on ground services factor. As the p-value displayed in the table was equaled to 0.000, which less than 0.05 significance level of two tailed, the null hypothesis (H₀₉) was rejected, and the alternative hypothesis (H_{a9}) was accepted. Therefore, there is a difference among Nok Air's passenger regarding their satisfaction for ground services when classified by occupation.

Hypothesis 10: Ground Services and Income Level

H_{010} : There is no difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by income level.

H_{a10} : There is a difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by income level.

Table 5.2.10: One-Way ANOVA between Ground Services and Income Level

ANOVA		
Ground Services		
	F	Sig.
Between Groups	4.853	.001

One - Way ANOVA showed that income level has a significance impact on ground services factor. As the p-value displayed in the table was equaled to 0.001, which is less than 0.05 significance level of two tailed, the null hypothesis (H_{010}) was rejected, and the alternative hypothesis (H_{a10}) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for ground services when classified by income level.

Hypothesis 11: In-flight Services and Gender

H_{011} : There is no difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by gender.

H_{a11} : There is a difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by gender.

Table 5.2.11: Independent Samples T-Test between In-flight Services and Gender

Group Statistics				
Gender		N	Mean	
In-Flight Services	Male	232	3.52	
	Female	152	3.38	

Independent Samples Test				
		t-test for Equality of Means		
		t	Sig. (2-tailed)	Mean Difference
In-Flight Services	Equal variances not assumed	3.052	.002	.136

Independent Sample T – Test showed that overall in - flight services factor has a significant impact on gender. As the p-value displayed in the table was equaled to 0.002, which less than 0.05 significance level of two tailed, the null hypothesis (H_{011}) was rejected, and the alternative hypothesis (H_{a11}) was accepted. Therefore, there is a difference among Nok Air's passenger regarding their satisfaction for in - flight services when classified by gender.

Hypothesis 12: In-flight Services and Age

H_{012} : There is no difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by age.

H_{a12} : There is a difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by age.

Table 5.2.12: One-Way ANOVA between In-flight Services and Age

ANOVA		
In-Flight Services		
	F	Sig.
Between Groups	4.840	.001

One - Way ANOVA showed that age level has a significant impact on in - flight services factor. As the p-value displayed in the table was equaled to 0.001, which is less than 0.05 significance level of two tailed, the null hypothesis (H_{012}) was rejected, and the alternative hypothesis (H_{a12}) was accepted. Therefore, there is a difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by age.

Hypothesis 13: In-flight Services and Education Level

H_{013} : There is no difference among Nok Air’s passengers regarding their satisfaction for in - flight services when classified by education level.

H_{a13} : There is a difference among Nok Air’s passengers regarding their satisfaction for in - flight services when classified by education level.

Table 5.2.13: One-Way ANOVA between In-flight Services and Education Level

ANOVA		
In-Flight Services		
	F	Sig.
Between Groups	3.269	.012

One - Way ANOVA showed that education level has a significant impact on in-flight services factor. As the p-value displayed in the table was equaled to 0.012, which is less than 0.05 significance level of two tailed, the null hypothesis (H_{013}) was rejected, and the alternative hypothesis (H_{a13}) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for in-flight services when classified by education level.

Hypothesis 14: In-flight Services and Occupation

H_{014} : There is no difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by occupation.

H_{a14} : There is a difference among Nok Air's passengers regarding their satisfaction for in - flight services when classified by occupation.

Table 5.2.14: One-Way ANOVA between In-flight Services and Occupation

ANOVA		
In-Flight Services		
	F	Sig.
Between Groups	2.255	.063

One - Way ANOVA showed that occupation has a significant impact on in-flight services factor. As the p-value displayed in the table was equalled to 0.063, which is more than 0.05 significance level of two tailed, the alternative hypothesis (H_{a14}) was rejected, and the null hypothesis (H_{014}) was accepted. Therefore, there is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by occupation.

Hypothesis 15: In-flight Services and Income Level

Ho₁₅: There is no difference among Nok Air’s passengers regarding their satisfaction for in - flight services when classified by income level.

Ha₁₅: There is a difference among Nok Air’s passengers regarding their satisfaction for in - flight services when classified by income level.

Table 5.2.15: One-Way ANOVA between In-flight Services and Income Level

ANOVA		
In-Flight Services		
	F	Sig.
Between Groups	7.750	.000

One - Way ANOVA showed that income level has a significant impact on in-flight services factor. As the p-value displayed in the table was equaled to 0.000, which is less than 0.05 significance level of two tailed, the null hypothesis (Ho₁₅) was rejected, and the alternative hypothesis (Ha₁₅) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for in-flight services when classified by income level.

Hypothesis 16: After-flight Services and Gender

H_{016} : There is no difference among Nok Air's passengers regarding their satisfaction for after - flight services when classified by gender.

H_{a16} : There is a difference among Nok Air's passengers regarding their satisfaction for after - flight services when classified by gender.

Table 5.2.16: Independent Samples T-Test between After-flight Services and Gender

Group Statistics				
		Gender	N	Mean
After - flight Services		Male	232	3.37
		Female	152	3.24

Independent Samples Test				
		t-test for Equality of Means		
		t	Sig. (2-tailed)	Mean Difference
After - flight Services	Equal variances not assumed	1.252	.211	.123

Independent Sample T-Test showed that overall after-flight services factor has a significant impact on gender. As the p-value displayed in the table was equaled to 0.211, which more than 0.05 significance level of two tailed, the alternative hypothesis (H_{a16}) was rejected, and the null hypothesis (H_{016}) was accepted. Therefore, there is no difference among Nok Air's passenger regarding their satisfaction for after-flight services when classified by gender.

Hypothesis 17: After-flight Services and Age

H_{017} : There is no difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by age.

H_{a17} : There is a difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by age.

Table 5.2.17: One-Way ANOVA between After-flight Services and Age

ANOVA		
After - flight Services		
	F	Sig.
Between Groups	14.302	.000

One - Way ANOVA showed that age level has a significant impact on after-flight services factor. As the p-value displayed in the table was equaled to 0.000, which is less than 0.05 significance level of two tailed, the null hypothesis (H_{017}) was rejected, and the alternative hypothesis (H_{a17}) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by age.

Hypothesis 18: After-flight Services and Education Level

H_{018} : There is no difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by education level.

H_{a18} : There is a difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by education level.

Table 5.2.18: One-Way ANOVA between After-flight Services and Education Level

ANOVA

After - flight Services

	F	Sig.
Between Groups	3.774	.005

One - Way ANOVA showed that education level has a significant impact on after-flight services factor. As the p-value displayed in the table was equaled to 0.005, which is less than 0.05 significance level of two tailed, the null hypothesis (H_{018}) was rejected, and the alternative hypothesis (H_{a18}) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by education level.

Hypothesis 19: After-flight Services and Occupation

Ho₁₉: There is no difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by occupation.

Ha₁₉: There is a difference among Nok Air’s passengers regarding their satisfaction for after - flight services when classified by occupation.

Table 5.2.19: One-Way ANOVA between After-flight Services and Occupation

ANOVA		
After - flight Services		
	F	Sig.
Between Groups	2.622	.035

One - Way ANOVA showed that occupation has a significant impact on after-flight services factor. As the p-value displayed in the table was equaled to 0.035, which is less than 0.05 significance level of two tailed, the null hypothesis (Ho₁₉) was rejected, and the alternative hypothesis (Ha₁₉) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by occupation.

Hypothesis 20: After-flight Services and Income Level

Ho₂₀: There is no difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by income level.

Ha₂₀: There is a difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by income level.

Table 5.2.20: One-Way ANOVA between After-flight Services and Income Level

ANOVA

After - flight Services

	F	Sig.
Between Groups	6.363	.000

One - Way ANOVA showed that income level has a significant impact on after-flight services factor. As the p-value displayed in the table was equaled to 0.000, which is less than 0.05 significance level of two tailed, the null hypothesis (Ho₂₀) was rejected, and the alternative hypothesis (Ha₂₀) was accepted. Therefore, there is a difference among Nok Air’s passengers regarding their satisfaction for after-flight services when classified by income level.

5.3 Additional Interviews and Personal Observations

In addition to quantitative research indicated in the foregoing paragraphs, the researcher had also conducted personal interviews with some passengers who took flight with Nok Air, as well as making personal observation to find out answers to some interesting questions. The additional findings could be shown as follows:

1. Some passengers suggested that Nok Air should serve some snacks or drinks during flight (not sale on board). One of them said that, I would be pleased to pay 100-200 baht included in air fare if I could get some snacks or drinks on board.

2. A backpacker tourist complained about the on-line booking system that he had to select his own seat from the Internet with aisle seat because he could go to a toilet easily but when he checked-in, he got a window seat.

3. Some passengers said that the weight of baggage per person should be increased to more than 15 kg. For example, a woman passenger had experienced to load her baggage at the check-in counter; her baggage weight was 15.9 kg. So she had to pay for the over load charge 50 Baht (50 Baht per 1kg. of exceeded weight).

4. A young man passenger suggested that on board music should be both Thai and English music and should not be only Thai music because the passengers of Nok Air are both Thai and foreigners, even though most passengers were Thai.

5. A woman passenger said that Nok Air did not inform her when her flight was delayed so she wasted time to wait for her flight for about 45 minutes at the airport.

6. Many passengers said that they like many channels for booking and payment of Nok Air. There are a lot of channels to pay for a ticket such as at Seven Eleven, ATM machine, on mobile phone via mPAY services and so on. These made their travel easy and convenient.

7. A young man passenger who took flight from Udon Thani to Bangkok said that he was satisfied with overall services because he knew that Nok Air is a low-cost airline so does not serve foods or drinks and does not provide extra services like free newspaper on board. In addition, the flight that he took was for a short time period (about 50 minutes) so he did not expect more from services at Nok Air.

8. Many passengers said that the flight schedule time of Nok Air was convenient and sufficient (frequency of flights). One of them said that the flight schedule time was convenient for passengers who had to go to visit friends and relatives at their hometown because Nok Air has early morning flight and late at night flight. Therefore passengers could take the last flight on Friday night (8.00pm.) to go to their hometown after they finished their work and they could take the early morning flight (6.00am) to return for work on Monday immediately instead of taking the Sunday evening flight (to avoid crowded passengers and they could stay one more night at their hometown).

9. A businessman passenger suggested that Nok Air should have mileage collecting to get some tickets free because he had to fly with Nok Air at least 3-4 days a week to do his business.

10. Some passengers complained about the check-in system being late and being down. They wasted a lot of time waiting.

Findings from these additional interviews revealed that there were still a lot of points for improvement in many areas of services and facilities to satisfy the needs and expectations of this special segment of passengers.

CHAPTER 6

SUMMARY, CONCLUSION, AND RECOMMENDATION

This chapter provides the conclusion of the research along with recommendations and suggestions for further study. Therefore, this chapter consists of three sections which are, the summary of findings, recommendations to improve Nok Air service, and suggestions for further study.

6.1 Summary of Findings

The objectives of the study are evaluating the passenger's satisfaction regarding various aspects of Nok Air services, and also analyzing whether there are differences among Nok Air's passengers in their satisfaction for various service elements when classified by demographic characteristics (gender, age, education level, occupation and income level).

The researcher collected the primary data through structured questionnaires as a research instrument. Convenient sampling was used. A request was made to the economy class passengers who flew with Nok Air and arrived at Bangkok Airport. For the sample, 384 passengers were contacted.

6.1.1 Summary of Respondents' Profile

Table 6.1.1: Summary of Respondents' Profile

Respondent Profile	Percent
<u>Gender</u>	
Male	60%
Female	40%
<u>Age</u>	
Less than or equal to 20 years	3%
21-30	38%
31-40	27%
41-50	28%
More than 50 years	4%
<u>Education level</u>	
Lower than high school	1%
High School	6%
Technical or Vocational school	15%
Bachelor's Degree	46%
Master's Degree or Higher	32%
<u>Occupation</u>	
Employees in government offices and state enterprises	13%
Employees in private sector	43%
Entrepreneurs	34%
Student	8%
Others	2%
<u>Income level</u>	
Less than 10,000 Baht or 250 US\$	7%
10,000- 20,000 Baht or 250-500 US\$	12%
20,001-30,000 Baht or 501-750 US\$	26%
30,000-40,000 Baht or 751-1,000 US\$	31%
More than 40,000 Baht or 1,001 US\$	24%

In terms of gender, the biggest group is Male 60% and the smallest group is Female 40%.

In terms of age, the biggest group is 21-30 years, 38%; followed by 41-50 years, 28%; 31-40 years, 27%; more than 50 years, 4% and less than or of 20 years, 3%.

In terms of education level, the biggest group is bachelor's degree 46%, followed by master's degree or higher 32%, technical or vocational school 15%, high school 6%, and lowers than high school 1%.

In terms of occupation, the biggest group is employees in private sector 43%, followed by entrepreneurs 34%, employees in government offices and state enterprises 13%, students 8% and others 2%.

In terms of income level, the biggest group is 30,000-40,000 Baht or 751-1,000 US\$, 31%; followed by 20,001-30,000 Baht or 501-750 US\$, 26%; more than 40,000 Baht or 1,001 US\$, 24%; 10,000- 20,000 Baht or 250-500 US\$, 12% and Less than 10,000 Baht or 250 US\$, 7%.

The findings indicate that most respondents in this study are male (60%), whose age is between 21-30 years (38%). The findings reveal that the respondents are young passengers. Most of them have an educational level in bachelor's degree (46%), whose occupation is employees in the private sector (43%), and have an income level per month between 30,000-40,000 Baht or 751-1,000 US\$ (31%).

6.1.2 Summary of Respondents' Satisfaction for Various Aspects of Nok Air Services

Table 6.1.2: Summary of Respondents' Satisfaction for Various Aspects of Nok Air Services

Various Aspects of Nok Air Services	SS	S	N	U	SU	Mean	Rating
<u>Ticket Reservation</u>							
Many channels for booking	62	221	84	17	0	3.85	Satisfied
Easy and convenient to reach these channels	69	177	126	12	0	3.79	Satisfied
Fast and efficient reservations	60	130	178	12	4	3.60	Satisfied
Opportunity to select your own seat	53	71	219	33	8	3.33	Neutral
Many channels for payment	86	110	152	32	4	3.63	Satisfied
Easy and convenient payments	64	121	129	59	11	3.44	Satisfied
Reasonable air fares	75	86	147	70	6	3.40	Neutral
Ticket Reservations						3.58	Satisfied
<u>Ground Services</u>							
Sufficient number of check-in counters	63	89	177	50	5	3.40	Neutral
Fast and convenient for check-in	65	123	158	32	6	3.54	Satisfied
Fast and efficient baggage handling	49	140	159	36	0	3.53	Satisfied
Being in order while boarding gates	48	143	177	16	0	3.58	Satisfied
Ground staff are friendly and helpful	75	86	147	70	6	3.65	Satisfied
Ground Services						3.54	Satisfied
<u>In-flight Services</u>							
Orderly seat arrangements	66	123	164	18	13	3.55	Satisfied
Comfortable seat	72	111	156	45	0	3.55	Satisfied
Cabin crews are friendly and professional	59	131	180	14	0	3.61	Satisfied
Beautiful music on board	24	132	193	35	0	3.38	Neutral
Clarity of on board announcement	41	154	148	41	0	3.51	Satisfied
Clarity of safety demonstration	48	112	184	23	17	3.39	Neutral
Feeling safe on board the aircraft	72	131	126	45	10	3.55	Satisfied
Cleanliness of cabin	69	126	136	43	10	3.52	Satisfied
Cleanliness of toilets	30	150	134	53	17	3.32	Neutral
Freshness and hygiene of sale snack and drink	49	115	187	11	22	3.41	Satisfied
Variety of souvenir products on sale	39	124	165	30	26	3.31	Neutral
In-flight Services						3.46	Satisfied
<u>After-flight Services</u>							
Fast and efficient baggage delivery	41	110	172	52	9	3.32	Neutral
After-flight Services						3.32	Neutral

Remark: SS = Strongly Satisfied, S = Satisfied, N = Neutral, U = Unsatisfied, SU = Strongly Undissatisfied

From Table 6.1.2, it could be concluded that the majority of passengers flying Nok Air were satisfied with ticket reservations with the highest mean of 3.58 followed by ground services (3.54) and in-flight services (3.46), and were neutral or indifferent for after-flight services (3.32).

Moreover, from Table 6.1.2 it could be summarized that for ticket reservations, passengers were most satisfied with many channels for booking with the highest mean of 3.85, followed by easy and convenient to reach these channels (3.79), many channels for payment (3.63), fast and efficient reservations (3.60), and easy and convenient payments (3.44), respectively. In addition, they were neutral or indifferent for reasonable air fares (3.40), and opportunity to select your own seat (3.33).

For ground services, passengers were highly satisfied for friendliness and professionalism of ground staffs with the highest mean of 3.65, followed by being in order while boarding gates (3.58), fast and convenient for check-in (3.54), and fast and efficient baggage handling (3.53), respectively. They have remained neutral satisfaction for sufficient number of check-in counters (3.40).

For satisfaction regarding in-flight services, the majority of passengers were highly satisfied that cabin crews are friendly and professional with the highest mean of 3.61 followed by orderly seat arrangements, comfortable seat, and feeling safe on board (3.55), cleanliness of cabin (3.52), clarity of on-board announcement (3.51), and freshness and hygiene of sale snacks and drinks (3.41). Those passengers were neutral or indifferent for four elements of in-flight services which are clarity of safety demonstration (3.39), beautiful on board music (3.38), cleanliness of toilets (3.32), and variety of souvenirs on sale (3.31).

Finally, passengers were neutral or indifferent to after-flight services for fast and efficient baggage delivery with the mean of 3.32.

6.2 Summary of Hypothesis Testing

This study set 20 hypotheses for testing and the results were as shown in the following table.

Table 6.2 Summary of Hypothesis Testing

Hypotheses		Results
Ho ₁	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by gender	Accepted
Ho ₂	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by age	Accepted
Ho ₃	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by education level	Accepted
Ho ₄	There is no difference among Nok Air's passenger regarding their satisfaction for ticket reservations when classified by occupation	Rejected
Ho ₅	There is no difference among Nok Air's passengers regarding their satisfaction for ticket reservations when classified by income level	Rejected
Ho ₆	There is no difference among Nok Air's passenger regarding their satisfaction for ground services when classified by gender	Accepted
Ho ₇	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by age	Rejected

Hypotheses		Results
Ho ₈	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by education level	Rejected
Ho ₉	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by occupation	Rejected
Ho ₁₀	There is no difference among Nok Air's passengers regarding their satisfaction for ground services when classified by income level	Rejected
Ho ₁₁	There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by gender	Rejected
Ho ₁₂	There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by age	Rejected
Ho ₁₃	There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by education level	Rejected
Ho ₁₄	There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by occupation	Accepted
Ho ₁₅	There is no difference among Nok Air's passengers regarding their satisfaction for in-flight services when classified by income level	Rejected

Hypotheses		Results
Ho ₁₆	There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by gender	Accepted
Ho ₁₇	There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by age	Rejected
Ho ₁₈	There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by education level	Rejected
Ho ₁₉	There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by occupation	Rejected
Ho ₂₀	There is no difference among Nok Air's passengers regarding their satisfaction for after-flight services when classified by income level	Rejected

As shown in Table 6.2, 6 null hypotheses are accepted, and 14 null hypotheses are rejected. So it could be concluded that there is no difference among Nok Air's passengers regarding their satisfaction for ticket reservation when classified by gender, age and education level; regarding their satisfaction for ground services when classified by gender; regarding their satisfaction for in-flight services when classified by occupation; regarding their satisfaction for after-flight services when classified by gender.

On the other hand, there is a difference among Nok Air's passengers regarding their satisfaction for ticket reservation when classified by occupation, income level;

regarding their satisfaction for ground services when classified by age, education level, occupation, income level; regarding their satisfaction for in-flight services when classified by gender, age, education level and income level; regarding their satisfaction for after-flight services when classified by age, education level, occupation and income level.

According to the findings results (Table 6.2), focused on null hypothesis (H_0) could be described as follows:

H_{01} is accepted, or in other word, there is no difference in satisfaction of ticket reservation among Nok Air's passengers with different genders. It means that the different genders (male and female) of passengers bore no relationship toward their satisfaction level for ticket reservations of Nok Air.

H_{02} is accepted, so there is no difference in satisfaction of ticket reservation among Nok Air's passengers with different age groups. It means that the various age groups (less than or equal to 20 years, 21-30 years, 31-40 years, 41-50 years, and more than 50 years) bore no correlation to passengers' satisfaction level on ticket reservations of Nok Air.

H_{03} is accepted, thus there is no difference in satisfaction of ticket reservations among Nok Air's passengers with different education levels. It means that the different education levels of passengers (lower than high school, high school, technical and vocational school, bachelor degree, and master degree or higher) bore no relation to their satisfaction level for ticket reservations of Nok Air.

H_{06} is accepted, so there is no difference in satisfaction of ground services among Nok Air's passengers with different genders. It means that the different genders (male and female) bore no correlation to passengers' satisfaction level in term of ground services for Nok Air.

Ho₁₄ is accepted, thus there is no difference in satisfaction of in-flight services among Nok Air's passengers with different occupations. It means that the various occupations (employees in government offices and state enterprises, employees in private sector, entrepreneurs, student, and others) bore no relationship to passengers' satisfaction levels for in-flight services aspect of Nok Air.

Ho₁₆ is accepted, thus there is no difference in satisfaction of after-flight services among Nok Air's passengers with different genders. It means that the different genders of passengers (male and female) bore no correlation to their satisfaction for in-flight services of Nok Air.

6.3 Recommendations to Improve Nok Air Services

Passenger satisfaction and re-purchase or brand loyalty is becoming a primary concern of airlines. Many airlines are geared toward improvements of their services both on board and on the ground. Airline passengers today are becoming simpler about flying so they do not have high expectations for low-cost airline's service when compared with full service airlines. Many of them are concerned about the acceptable services with value for money for traveling to their destination more than elegant services on board. However, the quality of services is still a concern for competition among low-cost airlines.

Based on the results of the findings, coupled with additional interviews with some passengers who took flight with Nok Air, the researcher would like to give the following recommendations to improve Nok Air services for the satisfaction of passengers:

1. Passengers are quite satisfied with overall services for ticket reservations of Nok Air. Anyway, the finding indicated (Table 6.1.2) that, there are some service

components of ticket reservations that passengers have neutral satisfaction, which are the opportunity to select your own seat and reasonable air fares. According to the findings of the additional interviews with some passengers, the opportunity to select the seat by passengers via internet should be improved by the network system and try to promote this channel to passengers, as at present many passengers do not know that they can select their own seat by themselves via internet. For reasonable air fares, passengers have neutral satisfaction for a price of air ticket; for example some passengers said that there is a small number of lowest price ticket per flight and they are also confused about the price rate of Nok Air, such as there is no reasonable air fare in some routes like Nakhon Si Thammarat, the price is expensive when compared with other routes when compared with the distance. In order to allow this component to be satisfied, Nok Air should classify their ticket prices clearly as to how many numbers of lowest priced tickets are there per flight and what are the time periods for booking to get those prices.

2. For ground services satisfaction, the passengers are quite satisfied with overall services on the ground of Nok Air, especially the friendliness and help of ground staff is ranked on the top of satisfied rating. Anyway, there is a service element on ground that passengers have neutral satisfaction to, which is the sufficient number of check-in counters. Nok Air should increase the number of check-in counters in order to take care of lots of passengers who come to check-in at the same time and also improve the check-in system to be smooth all the time. For example in the additional interviews, some passengers said that the check-in system was often late and was down.

3. As for satisfaction for in-flight services, the passengers are quite satisfied for overall in-flight services of Nok Air. The results (Table 6.1.2) and the additional

interviews by the researcher indicated that passengers do not have high expectations about in-flight services of Nok Air because they do not require additional services or extra facilities on board. Most of them prefer the friendly cabin crews and feeling safe on board and they are highly satisfied with highest means of all in-flight services components. Although, passengers are satisfied with overall in-flight services of Nok Air, there are some components of in-flight services that should improve such as clarity of safety demonstration presented by cabin crews, on board music (for example of the additional interviews, some passengers required new music, and some of them suggested that music should be used, both Thai and English music), cleanliness of toilets, and variety of souvenir products for sale on board (for example, some passengers required many various kinds of Nok Air souvenir products for sale on board).

4. As for satisfaction for after-flight services, the passengers have remained neutral regarding satisfaction on after-flight services of Nok Air. This aspect of Nok Air services needs to be improved; the baggage should be returned to the passengers much faster.

5. According to the finding results of additional interviews with some passengers who fly with Nok Air explored that, some passengers do not know that there are two classes with different services at Nok Air, while some passengers know but they think that Nok Plus is more expensive than economy. Nok Air should emphasize to promote the different options of two classes of seats which are Nok Plus and economy class in order to classify that Nok Plus passenger could get some more services (serving free snacks and drinks on board) than economy class passenger, while the ticket prices of both classes are a bit different.

6. Some interviewing of businessman passengers suggested that Nok Air should have mileage collecting to get some tickets free because they had to fly with Nok Air over 3-4 days a week for their business trip. In order to satisfy this special segment of passengers, Nok Air should set a mileage collecting program for frequent flyers to persuade business travelers flying with Nok Air continuously.

7. For overall satisfaction of Nok Air services, the passengers were quite satisfied for overall services of Nok Air. According to the study, the passengers view overall services provided by Nok Air as satisfactory but not strongly satisfied. Although overall services are satisfactory, there is a need to maintain service quality and deliver superior value to their passengers in order to retain existing ones and encourage new passengers.

6.4 Suggestions for Further Study

The present research studies only economy class passengers' perceptions toward various aspects of Nok Air service covering their demographic profile. Further surveys can possibly be conducted to find out the business class (Nok Plus) passengers' perceptions flying Nok Air covering aspects or factors affecting satisfaction level, tourists' motivation, past experience, marketing mix, etc.

In addition, this research studied passengers' perceptions toward various aspects of Nok Air service at Bangkok airport only. Therefore, further surveys can be directed to find out the satisfaction of Nok Air's passengers in other airport provinces such as Chiangmai, Udon Thani, Hat Yai, Phuket, and Nakhon Si Thammarat.

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Appendix A



GRADUATE SCHOOL OF TOURISM
ASSUMPTION UNIVERSITY OF THAILAND

Dear Respondent:

I am a student of Master of Arts in Tourism Management, Assumption University, Bangkok, Thailand. I am doing a research entitled: **"Passengers' satisfaction for Nok Air services"**. Please kindly take a few minutes to complete this questionnaire based on your experience. Your participation is very much appreciated. All the information will be kept confidential, and will be used for academic purposes only. Thank you very much for your cooperation.

QUESTIONNAIRE

Part I: Passengers' Demographic Profile

Please tick the appropriate answer

1. Gender

- ☐ Male ☐ Female

2. Age

- ☐ Less than or equal to 20 years
☐ 21-30 years
☐ 31-40 years
☐ 41-50 years
☐ More than 50 years

3. Education Level

- ☐ Lower than High school
☐ High school
☐ Technical or Vocational school
☐ Bachelor Degree
☐ Master Degree or Higher

4. Occupation

- ☐ Employees in government offices and state enterprises
☐ Employees in private sector
☐ Entrepreneurs
☐ Student
☐ Others (please specify) _____

5. Income level (monthly)

- ☐ Less than 10,000 Baht or 250 US\$
☐ 10,000-20,000 Baht or 250-500 US\$
☐ 20,001-30,000 Baht or 501-750 US\$
☐ 30,001-40,000 Baht or 751-1,000 US\$
☐ More than 40,000 Baht or 1,001 US\$

Part II: Satisfaction for various aspects of Nok Air Services

Please tick the appropriate answer

Please rate your level of satisfaction for the following aspects of Nok Air services, which you experienced. Using the following Five-Point Scale:

5=Strongly satisfied, 4=Satisfied, 3=Neutral, 2=Unsatisfied, 1=Strongly unsatisfied

What were your satisfaction level about ticket reservations, ground services, in-flight services, and after-flight services of Nok Air after used?	Satisfaction Scale				
	5	4	3	2	1
<u>Ticket Reservations</u>					
1. Many channels for booking					
2. Easy and convenient to reach these channels					
3. Fast and efficient reservations					
4. Opportunity to select your own seat					
5. Many channels for payment					
6. Easy and convenient payments					
7. Reasonable air fares					
<u>Ground Services</u>					
8. Sufficient number of check-in counters					
9. Fast and convenient for check-in					
10. Fast and efficient baggage handling					
11. Being in order while boarding gates					
12. Ground staffs are friendly and helpful					
<u>In-flight Services</u>					
13. Orderly seats arrangements					
14. Comfortable seat					
15. Cabin crews are friendly and professional					
16. Beautiful music on board					
17. Clarity of on board announcement					
18. Clarity of safety demonstration					
19. Feeling safe on board the aircraft					
20. Cleanliness of cabin					
21. Cleanliness of toilets					
22. Freshness and hygiene of sale items (snacks and drinks)					
23. Variety of souvenir products on sale					
<u>After-flight Services</u>					
24. Fast and efficient baggage delivery					



Appendix B

GRADUATE SCHOOL OF TOURISM

ASSUMPTION UNIVERSITY OF THAILAND

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามนี้ ได้จัดทำขึ้นโดยนักศึกษาปริญญาโท สาขาวิชาการจัดการการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) ซึ่งแบบสอบถามนี้มีจุดมุ่งหมายเพื่อให้ได้รับทราบข้อมูลเกี่ยวกับ “ระดับความพึงพอใจของผู้โดยสารต่อการบริการของสายการบินนกแอร์” ข้าพเจ้าขอขอบคุณเป็นอย่างสูงสำหรับความร่วมมือของท่านในการตอบแบบสอบถามฉบับนี้.

แบบสอบถาม

ส่วนที่ 1: ข้อมูลส่วนบุคคล

1.) เพศ

☐ ชาย ☐ หญิง

2.) อายุ

- ☐ น้อยกว่า หรือเท่ากับ 20 ปี
☐ ระหว่าง 21-30 ปี
☐ ระหว่าง 31-40 ปี
☐ ระหว่าง 41-50 ปี
☐ มากกว่า 50 ปี

3.) ระดับการศึกษา

- ☐ ต่ำกว่าระดับมัธยมศึกษา
☐ มัธยมศึกษา
☐ ปวช. หรือ ปวส.
☐ปริญญาตรี
☐ ปริญญาโท หรือสูงกว่า

4.) อาชีพ

- ☐ พนักงานในหน่วยงานราชการ หรือรัฐวิสาหกิจ
☐ พนักงานบริษัทเอกชน
☐ เจ้าของกิจการ
☐ นักเรียน
☐ อื่นๆ (โปรดระบุ) _____

5.) รายได้ (ต่อเดือน)

- ☐ น้อยกว่า 10,000 บาท
☐ 10,000 - 20,000 บาท
☐ 20,001 - 30,000 บาท
☐ 30,001 - 40,000 บาท
☐ มากกว่า 40,001 บาท

ส่วนที่ 2: การประเมินระดับความพึงพอใจของผู้โดยสารต่อการบริการของสายการบินนกแอร์

กรุณาระบุระดับความพึงพอใจของท่านต่อการบริการของสายการบินนกแอร์ หลังจากที่ได้ใช้บริการแล้ว โดยการแบ่งระดับของความพึงพอใจดังต่อไปนี้:

5 = พึงพอใจเป็นอย่างมาก, 4 = พึงพอใจ, 3 = ปานกลาง, 2 = ไม่พึงพอใจ, 1 = ไม่พึงพอใจเป็นอย่างมาก

กรุณาประเมินระดับความพึงพอใจของท่าน หลังใช้บริการสายการบินนกแอร์ ต่อปัจจัยทางด้านการจองตั๋ว, การบริการที่สนามบิน, การบริการบนเครื่อง และการบริการหลังเครื่องลง	ระดับความพึงพอใจ				
	5	4	3	2	1
การจองตั๋ว					
1. ความหลากหลายของช่องทางในการจองตั๋ว					
2. ช่องทางการจองตั๋วสามารถเข้าถึงได้ง่ายและสะดวก					
3. จองได้รวดเร็วและมีประสิทธิภาพ					
4. สามารถเลือกหรือระบุที่นั่งได้ตามที่ต้องการ					
5. ความหลากหลายของช่องทางในการชำระเงิน					
6. การชำระเงินที่ง่ายและสะดวก					
7. ความเหมาะสมของราคาค่าโดยสาร					
การบริการที่สนามบิน					
8. มีจำนวนเคาน์เตอร์เช็คอินเพียงพอในการรองรับผู้โดยสาร					
9. ความสะดวกและรวดเร็วในการเช็คอิน					
10. การจัดการกับกระเป๋าเดินทาง / สัมภาระ ได้อย่างรวดเร็วและมีประสิทธิภาพ					
11. ความเป็นระเบียบเรียบร้อยในการ Boarding Gate					
12. พนักงานภาคพื้นมีอัธยาศัยดี และมีความเต็มใจให้ความช่วยเหลือผู้โดยสาร					
การบริการบนเครื่อง					
13. การช่วยเหลือจัดสรรที่นั่งให้กับผู้โดยสารอย่างเป็นระเบียบ					
14. ความสะดวกสบายของที่นั่ง (มีช่องว่างพอเพียงสำหรับวางขา และสะดวกในการขยับขา)					
15. ลูกเรือมีอัธยาศัยดี และคล่องแคล่วมีความเป็นมืออาชีพ					
16. ความไพเราะ / น่าฟังของเพลงที่เปิดบนเครื่อง					
17. ความชัดเจนในคำประกาศต่างๆบนเครื่องบิน					
18. ลูกเรือมีความสามารถในการสาธิตวิธีการใช้เสื้อชูชีพ และหน้ากากออกซิเจน ได้อย่างชัดเจนและเข้าใจ					
19. รู้สึกถึงความปลอดภัยขณะอยู่บนเครื่องบิน					
20. ความสะอาดภายในเครื่องบิน					
21. ความสะอาดของห้องน้ำ					
22. ความสด/สะอาดของอาหารว่างและเครื่องดื่มที่จำหน่าย					
23. ความหลากหลายของสินค้า/ของที่ระลึกที่จำหน่าย					
การบริการหลังเครื่องลงจอด					
24. การขนส่งกระเป๋าเดินทาง / สัมภาระ ได้อย่างรวดเร็ว และมีประสิทธิภาพ					

Appendix C



Pre – Test Output

Frequency Table

Part I: Passengers' Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	70.0	70.0	70.0
	Female	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than or equal to 20 years	2	6.7	6.7	6.7
	21 - 30 years	6	20.0	20.0	26.7
	31 - 40 years	3	10.0	10.0	36.7
	41 - 50 years	16	53.3	53.3	90.0
	More than 50 years	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than high school	1	3.3	3.3	3.3
	High school	4	13.3	13.3	16.7
	Technical or vocational school	10	33.3	33.3	50.0
	Bachelor Degree	9	30.0	30.0	80.0
	Master Degree or Higher	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employees in government offices and state enterprises	7	23.3	23.3	23.3
	Employees in private sector	8	26.7	26.7	50.0
	Entrepreneurs	13	43.3	43.3	93.3
	Student	2	6.7	6.7	100.0
	Total	30	100.0	100.0	

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Baht or 250 US\$	3	10.0	10.0	10.0
	10,000 - 20,000 Baht or 250 - 500 US\$	1	3.3	3.3	13.3
	20,001 - 30,000 Baht or 501 - 750 US\$	7	23.3	23.3	36.7
	30,001 - 40,000 Baht or 751 - 1,000 US\$	14	46.7	46.7	83.3
	More than 40,000 Baht or 1,001 US\$	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Part II: Satisfaction for various aspects of Nok Air Services

Ticket Reservations

Many channels for booking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	3	10.0	10.0	10.0
	Neutral	2	6.7	6.7	16.7
	Satisfied	21	70.0	70.0	86.7
	Strongly Satisfied	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

Easy and convenient to reach these channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	2	6.7	6.7	6.7
	Neutral	4	13.3	13.3	20.0
	Satisfied	19	63.3	63.3	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Fast and efficient reservations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.3	3.3
	Unsatisfied	1	3.3	3.3	6.7
	Neutral	11	36.7	36.7	43.3
	Satisfied	12	40.0	40.0	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Opportunity to select your own seat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	2	6.7	6.9	6.9
	Unsatisfied	4	13.3	13.8	20.7
	Neutral	12	40.0	41.4	62.1
	Satisfied	4	13.3	13.8	75.9
	Strongly Satisfied	7	23.3	24.1	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Many channels for payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.6	3.6
	Unsatisfied	6	20.0	21.4	25.0
	Neutral	8	26.7	28.6	53.6
	Satisfied	4	13.3	14.3	67.9
	Strongly Satisfied	9	30.0	32.1	100.0
	Total	28	93.3	100.0	
Missing	No answer	2	6.7		
Total		30	100.0		

Easy and convenient payments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	2	6.7	6.9	6.9
	Unsatisfied	7	23.3	24.1	31.0
	Neutral	5	16.7	17.2	48.3
	Satisfied	8	26.7	27.6	75.9
	Strongly Satisfied	7	23.3	24.1	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Reasonable air fares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.4	3.4
	Unsatisfied	8	26.7	27.6	31.0
	Neutral	6	20.0	20.7	51.7
	Satisfied	8	26.7	27.6	79.3
	Strongly Satisfied	6	20.0	20.7	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Ground Services

Sufficient number of check - in counters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.3	3.3
	Unsatisfied	8	26.7	26.7	30.0
	Neutral	9	30.0	30.0	60.0
	Satisfied	7	23.3	23.3	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Fast and convenient for check - in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.4	3.4
	Unsatisfied	5	16.7	17.2	20.7
	Neutral	7	23.3	24.1	44.8
	Satisfied	8	26.7	27.6	72.4
	Strongly Satisfied	8	26.7	27.6	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Fast and efficient baggage handling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	4	13.3	13.3	13.3
	Neutral	8	26.7	26.7	40.0
	Satisfied	10	33.3	33.3	73.3
	Strongly Satisfied	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Being in order while boarding gates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	3	10.0	10.0	10.0
	Neutral	7	23.3	23.3	33.3
	Satisfied	11	36.7	36.7	70.0
	Strongly Satisfied	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Ground staffs are friendly and helpful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.3	3.3
	Unsatisfied	2	6.7	6.7	10.0
	Neutral	7	23.3	23.3	33.3
	Satisfied	12	40.0	40.0	73.3
	Strongly Satisfied	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

In – flight Services

Orderly seats arrangements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.3	3.3
	Unsatisfied	1	3.3	3.3	6.7
	Neutral	11	36.7	36.7	43.3
	Satisfied	11	36.7	36.7	80.0
	Strongly Satisfied	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Comfortable seat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	1	3.3	3.3	3.3
	Neutral	11	36.7	36.7	40.0
	Satisfied	9	30.0	30.0	70.0
	Strongly Satisfied	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Cabin crews are friendly and professional

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	2	6.7	6.9	6.9
	Neutral	12	40.0	41.4	48.3
	Satisfied	9	30.0	31.0	79.3
	Strongly Satisfied	6	20.0	20.7	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Beautiful music on board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	4	13.3	13.3	13.3
	Neutral	10	33.3	33.3	46.7
	Satisfied	13	43.3	43.3	90.0
	Strongly Satisfied	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Clarity of on board announcement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	6	20.0	20.0	20.0
	Neutral	8	26.7	26.7	46.7
	Satisfied	11	36.7	36.7	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Clarity of safety demonstration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	2	6.7	6.9	6.9
	Unsatisfied	4	13.3	13.8	20.7
	Neutral	9	30.0	31.0	51.7
	Satisfied	9	30.0	31.0	82.8
	Strongly Satisfied	5	16.7	17.2	100.0
	Total	29	96.7	100.0	
Missing	No answer	1	3.3		
Total		30	100.0		

Feeling safe on board the aircraft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	2	6.7	6.7	6.7
	Unsatisfied	4	13.3	13.3	20.0
	Neutral	4	13.3	13.3	33.3
	Satisfied	11	36.7	36.7	70.0
	Strongly Satisfied	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Cleanliness of cabin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	2	6.7	6.7	6.7
	Unsatisfied	5	16.7	16.7	23.3
	Neutral	5	16.7	16.7	40.0
	Satisfied	12	40.0	40.0	80.0
	Strongly Satisfied	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Cleanliness of toilets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	3	10.0	10.0	10.0
	Unsatisfied	5	16.7	16.7	26.7
	Neutral	6	20.0	20.0	46.7
	Satisfied	14	46.7	46.7	93.3
	Strongly Satisfied	2	6.7	6.7	100.0
	Total	30	100.0	100.0	

Freshness and hygiene of sale items (snack & drink)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	4	13.3	13.3	13.3
	Unsatisfied	1	3.3	3.3	16.7
	Neutral	11	36.7	36.7	53.3
	Satisfied	9	30.0	30.0	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Variety of souvenir products on sale

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	4	13.3	13.3	13.3
	Unsatisfied	4	13.3	13.3	26.7
	Neutral	8	26.7	26.7	53.3
	Satisfied	9	30.0	30.0	83.3
	Strongly Satisfied	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

After – flight Services

Fast and efficient baggage delivery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	1	3.3	3.3	3.3
	Unsatisfied	9	30.0	30.0	33.3
	Neutral	5	16.7	16.7	50.0
	Satisfied	8	26.7	26.7	76.7
	Strongly Satisfied	7	23.3	23.3	100.0
	Total	30	100.0	100.0	



Descriptive Table

Ticket Reservation

	N	Mean	Std. Deviation
Many channels for booking	30	3.87	.776
Easy and convenient to reach these channels	30	3.90	.759
Fast and efficient reservations	30	3.63	.928
Opportunity to select your own seat	29	3.34	1.203
Many channels for payment	28	3.50	1.262
Easy and convenient payments	29	3.38	1.293
Reasonable air fares	29	3.34	1.203

Ground Services

	N	Mean	Std. Deviation
Sufficient number of check - in counters	30	3.23	1.135
Fast and convenient for check - in	29	3.59	1.181
Fast and efficient baggage handling	30	3.73	1.015
Being in order while boarding gates	30	3.87	.973
Ground staffs are friendly and helpful	30	3.80	1.031

In - flight Services

	N	Mean	Std. Deviation
Orderly seats arrangements	30	3.67	.959
Comfortable seat	30	3.87	.900
Cabin crews are friendly and professional	29	3.66	.897
Beautiful music on board	30	3.50	.861
Clarity of on board announcement	30	3.50	1.009
Clarity of safety demonstration	29	3.38	1.147
Feeling safe on board the aircraft	30	3.70	1.236
Cleanliness of cabin	30	3.50	1.196
Cleanliness of toilets	30	3.23	1.135
Freshness and hygiene of sale items (snack & drink)	30	3.33	1.213
Variety of souvenir products on sale	30	3.23	1.278

After - flight Services

	N	Mean	Std. Deviation
Fast and efficient baggage delivery	30	3.37	1.245

Reliability

Ticket Reservations

Reliability Statistics

Cronbach's Alpha	N of Items
.644	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Many channels for booking	22.16	12.807	.524	.588
Easy and convenient to reach these channels	22.08	13.993	.231	.640
Fast and efficient reservations	22.28	13.793	.183	.649
Opportunity to select your own seat	22.56	12.007	.307	.623
Many channels for payment	22.52	10.510	.441	.577
Easy and convenient payments	22.64	9.407	.532	.539
Reasonable air fares	22.72	10.877	.361	.609

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.16	15.307	3.912	7

Ground Services

Reliability Statistics

Cronbach's Alpha	N of Items
.762	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sufficient number of check - in counters	15.07	10.781	.360	.780
Fast and convenient for check - in	14.76	8.547	.694	.654
Fast and efficient baggage handling	14.59	8.751	.815	.617
Being in order while boarding gates	14.45	10.470	.524	.723
Ground staffs are friendly and helpful	14.52	11.401	.322	.787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.34	14.734	3.838	5

In – fight Services

Reliability Statistics

Cronbach's Alpha	N of Items
.651	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Orderly seats arrangements	34.79	32.101	-.059	.686
Comfortable seat	34.61	30.099	.155	.652
Cabin crews are friendly and professional	34.86	28.497	.336	.625
Beautiful music on board	35.00	27.259	.475	.603
Clarity of on board announcement	35.00	25.333	.575	.578
Clarity of safety demonstration	35.04	25.591	.481	.592
Feeling safe on board the aircraft	34.82	26.893	.303	.629
Cleanliness of cabin	35.04	27.888	.243	.641
Cleanliness of toilets	35.18	24.819	.547	.578
Freshness and hygiene of sale items (snack & drink)	35.07	29.624	.095	.671
Variety of souvenir products on sale	35.25	26.787	.286	.634

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38.46	32.406	5.693	11

After – flight Services

Reliability Statistics

Cronbach's Alpha	N of Items
.726	1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fast and efficient baggage delivery	83.04	86.707	.491	.726

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
83.04	86.707	8.671	1

Satisfaction for various aspects of Nok Air Services

Reliability Statistics

Cronbach's Alpha	N of Items
.750	24

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
86.40	99.750	9.987	24

Appendix D



SPSS Output

1. Descriptive Statistics

Frequency Table

Part I: Passengers' Demographic Profile

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	232	60.4	60.4	60.4
	Female	152	39.6	39.6	100.0
	Total	384	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than or equal to 20 years	10	2.6	2.6	2.6
	21 - 30 years	145	37.8	37.8	40.4
	31 - 40 years	105	27.3	27.3	67.7
	41 - 50 years	107	27.9	27.9	95.6
	More than 50 years	17	4.4	4.4	100.0
	Total	384	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than high school	4	1.0	1.0	1.0
	High school	24	6.3	6.3	7.3
	Technical or vocational school	58	15.1	15.1	22.4
	Bachelor Degree	175	45.6	45.6	68.0
	Master Degree or Higher	123	32.0	32.0	100.0
	Total	384	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employees in government offices and state enterprises	50	13.0	13.0	13.0
	Employees in private sector	167	43.5	43.5	56.5
	Entrepreneurs	131	34.1	34.1	90.6
	Student	30	7.8	7.8	98.4
	Others	6	1.6	1.6	100.0
	Total	384	100.0	100.0	

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Baht or 250 US\$	28	7.3	7.3	7.3
	10,000 - 20,000 Baht or 250 - 500 US\$	45	11.7	11.7	19.0
	20,001 - 30,000 Baht or 501 - 750 US\$	98	25.5	25.5	44.5
	30,001 - 40,000 Baht or 751 - 1,000 US\$	120	31.3	31.3	75.8
	More than 40,000 Baht or 1,001 US\$	93	24.2	24.2	100.0
	Total	384	100.0	100.0	

Part II: Satisfaction for various aspects of Nok Air Services**Ticket Reservations****Many channels for booking**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	17	4.4	4.4	4.4
	Neutral	84	21.9	21.9	26.3
	Satisfied	221	57.6	57.6	83.9
	Strongly Satisfied	62	16.1	16.1	100.0
	Total	384	100.0	100.0	

Easy and convenient to reach these channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	12	3.1	3.1	3.1
	Neutral	126	32.8	32.8	35.9
	Satisfied	177	46.1	46.1	82.0
	Strongly Satisfied	69	18.0	18.0	100.0
	Total	384	100.0	100.0	

Fast and efficient reservations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	4	1.0	1.0	1.0
	Unsatisfied	12	3.1	3.1	4.2
	Neutral	178	46.4	46.4	50.5
	Satisfied	130	33.9	33.9	84.4
	Strongly Satisfied	60	15.6	15.6	100.0
	Total	384	100.0	100.0	

Opportunity to select your own seat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	8	2.1	2.1	2.1
	Unsatisfied	33	8.6	8.6	10.7
	Neutral	219	57.0	57.0	67.7
	Satisfied	71	18.5	18.5	86.2
	Strongly Satisfied	53	13.8	13.8	100.0
	Total	384	100.0	100.0	

Many channels for payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	4	1.0	1.0	1.0
	Unsatisfied	32	8.3	8.3	9.4
	Neutral	152	39.6	39.6	49.0
	Satisfied	110	28.6	28.6	77.6
	Strongly Satisfied	86	22.4	22.4	100.0
	Total	384	100.0	100.0	

Easy and convenient payments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	11	2.9	2.9	2.9
	Unsatisfied	59	15.4	15.4	18.2
	Neutral	129	33.6	33.6	51.8
	Satisfied	121	31.5	31.5	83.3
	Strongly Satisfied	64	16.7	16.7	100.0
	Total	384	100.0	100.0	

Reasonable air fares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	6	1.6	1.6	1.6
	Unsatisfied	70	18.2	18.2	19.8
	Neutral	147	38.3	38.3	58.1
	Satisfied	86	22.4	22.4	80.5
	Strongly Satisfied	75	19.5	19.5	100.0
	Total	384	100.0	100.0	

Ground Services

Sufficient number of check - in counters

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	5	1.3	1.3	1.3
Unsatisfied	50	13.0	13.0	14.3
Neutral	177	46.1	46.1	60.4
Satisfied	89	23.2	23.2	83.6
Strongly Satisfied	63	16.4	16.4	100.0
Total	384	100.0	100.0	

Fast and convenient for check - in

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	6	1.6	1.6	1.6
Unsatisfied	32	8.3	8.3	9.9
Neutral	158	41.1	41.1	51.0
Satisfied	123	32.0	32.0	83.1
Strongly Satisfied	65	16.9	16.9	100.0
Total	384	100.0	100.0	

Fast and efficient baggage handling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	36	9.4	9.4	9.4
Neutral	159	41.4	41.4	50.8
Satisfied	140	36.5	36.5	87.2
Strongly Satisfied	49	12.8	12.8	100.0
Total	384	100.0	100.0	

Being in order while boarding gates

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	16	4.2	4.2	4.2
Neutral	177	46.1	46.1	50.3
Satisfied	143	37.2	37.2	87.5
Strongly Satisfied	48	12.5	12.5	100.0
Total	384	100.0	100.0	

Ground staffs are friendly and helpful

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	7	1.8	1.8	1.8
Unsatisfied	18	4.7	4.7	6.5
Neutral	137	35.7	35.7	42.2
Satisfied	161	41.9	41.9	84.1
Strongly Satisfied	61	15.9	15.9	100.0
Total	384	100.0	100.0	

In – flight Services

Orderly seats arrangements

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	13	3.4	3.4	3.4
Unsatisfied	18	4.7	4.7	8.1
Neutral	164	42.7	42.7	50.8
Satisfied	123	32.0	32.0	82.8
Strongly Satisfied	66	17.2	17.2	100.0
Total	384	100.0	100.0	

Comfortable seat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	45	11.7	11.7	11.7
Neutral	156	40.6	40.6	52.3
Satisfied	111	28.9	28.9	81.3
Strongly Satisfied	72	18.8	18.8	100.0
Total	384	100.0	100.0	

Cabin crews are friendly and professional

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unsatisfied	14	3.6	3.6	3.6
Neutral	180	46.9	46.9	50.5
Satisfied	131	34.1	34.1	84.6
Strongly Satisfied	59	15.4	15.4	100.0
Total	384	100.0	100.0	

Beautiful music on board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	35	9.1	9.1	9.1
	Neutral	193	50.3	50.3	59.4
	Satisfied	132	34.4	34.4	93.8
	Strongly Satisfied	24	6.3	6.3	100.0
	Total	384	100.0	100.0	

Clarity of on board announcement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsatisfied	41	10.7	10.7	10.7
	Neutral	148	38.5	38.5	49.2
	Satisfied	154	40.1	40.1	89.3
	Strongly Satisfied	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

Clarity of safety demonstration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	17	4.4	4.4	4.4
	Unsatisfied	23	6.0	6.0	10.4
	Neutral	184	47.9	47.9	58.3
	Satisfied	112	29.2	29.2	87.5
	Strongly Satisfied	48	12.5	12.5	100.0
	Total	384	100.0	100.0	

Feeling safe on board the aircraft

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	10	2.6	2.6	2.6
	Unsatisfied	45	11.7	11.7	14.3
	Neutral	126	32.8	32.8	47.1
	Satisfied	131	34.1	34.1	81.3
	Strongly Satisfied	72	18.8	18.8	100.0
	Total	384	100.0	100.0	

Cleanliness of cabin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	10	2.6	2.6	2.6
Unsatisfied	43	11.2	11.2	13.8
Neutral	136	35.4	35.4	49.2
Satisfied	126	32.8	32.8	82.0
Strongly Satisfied	69	18.0	18.0	100.0
Total	384	100.0	100.0	

Cleanliness of toilets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	17	4.4	4.4	4.4
Unsatisfied	53	13.8	13.8	18.2
Neutral	134	34.9	34.9	53.1
Satisfied	150	39.1	39.1	92.2
Strongly Satisfied	30	7.8	7.8	100.0
Total	384	100.0	100.0	

Freshness and hygiene of sale items (snack & drink)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	22	5.7	5.7	5.7
Unsatisfied	11	2.9	2.9	8.6
Neutral	187	48.7	48.7	57.3
Satisfied	115	29.9	29.9	87.2
Strongly Satisfied	49	12.8	12.8	100.0
Total	384	100.0	100.0	

Variety of souvenir products on sale

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unsatisfied	26	6.8	6.8	6.8
Unsatisfied	30	7.8	7.8	14.6
Neutral	165	43.0	43.0	57.6
Satisfied	124	32.3	32.3	89.8
Strongly Satisfied	39	10.2	10.2	100.0
Total	384	100.0	100.0	

After – flight Services

Fast and efficient baggage delivery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unsatisfied	9	2.3	2.3	2.3
	Unsatisfied	52	13.5	13.5	15.9
	Neutral	172	44.8	44.8	60.7
	Satisfied	110	28.6	28.6	89.3
	Strongly Satisfied	41	10.7	10.7	100.0
	Total	384	100.0	100.0	



Descriptive Table

Ticket Reservation

	Mean	Std. Deviation
Many channels for booking	3.85	.733
Easy and convenient to reach these channels	3.79	.768
Fast and efficient reservations	3.60	.824
Opportunity to select your own seat	3.33	.893
Many channels for payment	3.63	.955
Easy and convenient payments	3.44	1.030
Reasonable air fares	3.40	1.045

Ground Services

	Mean	Std. Deviation
Sufficient number of check - in counters	3.40	.954
Fast and convenient for check - in	3.54	.922
Fast and efficient baggage handling	3.53	.833
Being in order while boarding gates	3.58	.760
Ground staffs are friendly and helpful	3.65	.866

In - flight Services

	Mean	Std. Deviation
Orderly seats arrangements	3.55	.944
Comfortable seat	3.55	.927
Cabin crews are friendly and professional	3.61	.787
Beautiful music on board	3.38	.737
Clarity of on board announcement	3.51	.824
Clarity of safety demonstration	3.39	.936
Feeling safe on board the aircraft	3.55	1.008
Cleanliness of cabin	3.52	.996
Cleanliness of toilets	3.32	.958
Freshness and hygiene of sale items (snack & drink)	3.41	.949
Variety of souvenir products on sale	3.31	.991

After - flight Services

	Mean	Std. Deviation
Fast and efficient baggage delivery	3.32	.919

2. Inferential Statistics

Independent Sample T - Test

Ticket Reservations & Gender

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Ticket Reservation	Male	232	3.61	.592	.039
	Female	152	3.53	.550	.045

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Ticket Reservation	Equal variances assumed	.346	.557	1.417	382	.157	.085	.060	-.033 .203
	Equal variances not assumed			1.439	339.576	.151	.085	.059	-.031 .202

One - Way ANOVA

Ticket Reservations & Age

ANOVA

Ticket Reservation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.037	4	.509	1.540	.190
Within Groups	125.315	379	.331		
Total	127.352	383			

Ticket Reservations & Education Level

ANOVA

Ticket Reservation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.048	4	.512	1.549	.187
Within Groups	125.304	379	.331		
Total	127.352	383			

Ticket Reservations & Occupation

ANOVA

Ticket Reservation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.673	4	1.418	4.418	.002
Within Groups	121.679	379	.321		
Total	127.352	383			

Ticket Reservations & Income Level

ANOVA

Ticket Reservation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.770	4	2.943	9.649	.000
Within Groups	115.582	379	.305		
Total	127.352	383			

Independent Sample T - Test

Ground Services & Gender

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
Ground Services	Male	232	3.52	.682	.045
	Female	152	3.57	.499	.040

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Ground Services	25.676	.000	-.791	382	.430	-.051	.064	-.177	.076	
			-.842	377.282	.400	-.051	.060	-.169	.068	

One - Way ANOVA

Ground Services & Age

ANOVA

Ground Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.984	4	3.746	10.905	.000
Within Groups	130.189	379	.344		
Total	145.173	383			

Ground Services & Education Level

ANOVA

Ground Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.954	4	2.489	6.975	.000
Within Groups	135.219	379	.357		
Total	145.173	383			

Ground Services & Occupation

ANOVA

Ground Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.443	4	2.611	7.344	.000
Within Groups	134.730	379	.355		
Total	145.173	383			

Ground Services & Income Level

ANOVA

Ground Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.073	4	1.768	4.853	.001
Within Groups	138.100	379	.364		
Total	145.173	383			

Independent Sample T - Test

In-Flight Services & Gender

Group Statistics

	Gender		N	Mean	Std. Deviation	Std. Error Mean
	Male	Female				
In-Flight Services	232	152		3.52	.436	.029
				3.38	.422	.034

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
In-Flight Services	.019	.891	3.030	382	.003	.136	.045
Equal variances assumed							
Equal variances not assumed							

One - Way ANOVA

In - Flight Services & Age

ANOVA

In-Flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.519	4	.880	4.840	.001
Within Groups	68.902	379	.182		
Total	72.422	383			

In - Flight Services & Education Level

ANOVA

In-Flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.416	4	.604	3.269	.012
Within Groups	70.006	379	.185		
Total	72.422	383			

In - Flight Services & Occupation

ANOVA

In-Flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.683	4	.421	2.255	.063
Within Groups	70.739	379	.187		
Total	72.422	383			

In - Flight Services & Income Level

ANOVA

In-Flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.476	4	1.369	7.750	.000
Within Groups	66.946	379	.177		
Total	72.422	383			

Independent Sample T - Test

After - Flight Services & Gender

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
After - flight Services	Male	232	3.37	.873	.057
	Female	152	3.24	.983	.080

Independent Samples Test

		Levene's Test for Equality of Variances		t		Sig. (2-tailed)		Mean Difference		Std. Error Difference		95% Confidence Interval of the Difference	
		F	Sig.	t	df							Lower	Upper
After - flight Services	Equal variances assumed	2.650	.104	1.284	382	.200		.123		.096		-.065	.311
	Equal variances not assumed			1.252	295.564	.211		.123		.098		-.070	.316

One - Way ANOVA

After - Flight Services & Age

ANOVA

After - flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.393	4	10.598	14.302	.000
Within Groups	280.846	379	.741		
Total	323.240	383			

After - Flight Services & Education Level

ANOVA

After - flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.381	4	3.095	3.774	.005
Within Groups	310.859	379	.820		
Total	323.240	383			

After - Flight Services & Occupation

ANOVA

After - flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.705	4	2.176	2.622	.035
Within Groups	314.535	379	.830		
Total	323.240	383			

After - Flight Services & Income Level

ANOVA

After - flight Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.340	4	5.085	6.363	.000
Within Groups	302.899	379	.799		
Total	323.240	383			