

## ABSTRACT

In recent years, there have been a number of changes in the global airport industry, which have had profound effects on the development of this very volatile sector of the economy in most countries of the world. The airports have to modify their business strategies as well as policies related to the quality of service that are provided to the customer.

This study is focused on the customer satisfaction for service quality of the Bangkok International Airport. The objective of this study was to determine the relationship between demographic factors and passengers' satisfaction toward the service quality dimensions of Bangkok International Airport, to assess customer satisfaction of Thai and foreign passengers about service quality at Bangkok International Airport and provide suggestions for improvement in service quality at Bangkok International Airport.

The conceptual framework will be the key to complete framework for customer satisfaction. The framework contains on key independent variable and one key dependent variables. The dependent variable determined by five dimensions of service quality of Bangkok International Airport : Tangibles, Reliability, Responsiveness, Assurance and Empathy. The independent variables are age, gender, occupation, income and nationality. This study used the questionnaires to collect primary data which comprised of three parts: Part A will evaluated the passenger's expectation about Bangkok International Airport service quality, Part B will evaluated the passenger's perception about Bangkok International Airport service quality and Part C is personal data of the respondent. The target population

have the domestic transit at Bangkok International Airport. 384 copies of questionnaires were returned.

For the customers' satisfaction of BIA service hypothesis, dependent comparison between customers' expectation and perception will be conducted to assess their satisfaction. Fisher Sign Test and Wilcoxon Signed-Rank Test are selected as the test statistics. Fisher statistic tests only the sign of two group but Wilcoxon is able to test both rank and sign.

To examine the relationship between demographic factors and level of customers' satisfaction, independent comparison of satisfaction level among different customer groups will be made. Kruskal Wallis test, the statistic for comparison of more than two independent groups, is selected as test statistic. For the gender group which has only 2 groups, male and female, Mann-Whitney Test, which is equivalent to the Wilcoxon rank sum test and the Kruskal Wallis test for two groups, is selected as test statistic.

The results show that the customers are satisfied with Bangkok International Airport 's service quality, demographic characteristics in terms of gender, age, occupation, income and nationality generally have influence on the customers' perception toward service quality of Bangkok International Airport. It implies that there customers with different gender, age, occupation, income and nationality may perceive service quality differently.