

ABSTRACT

This study examines the carrier attractiveness of Thai Airways International among Thai travelers in Bangkok area. The researcher used four factors such as carrier market presence, level of carrier service, quality of carrier service and carrier pricing to find out how these factors influence the carrier's attractiveness of Thai Airways International, which in turn leads to demand for the airline.

The data was collected from 384 respondents. The target population were Thai travelers who fly from Bangkok International Airport. Data were interpreted and analyzed by using SPSS program.

Through simple linear regression, it was found that that carrier market presence, level of carrier service, quality of carrier and carrier pricing have influence on carrier attractiveness of THAI, which again means that the more carrier market presence, level of carrier service, quality of carrier service and carrier pricing increase, the more the carrier attractiveness of THAI will increase. And from the multiple regression done, we were able to conclude that carrier market presence influences more on the carrier attractiveness of THAI than any other factor, which is then followed by the level of the carrier's service and then comes the carrier's pricing and the last factor is the quality of the service offered by the carrier respectively. Recommendations for the company as well as directions for further research are also discussed.