

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.