



**FOREIGN CUSTOMERS' SATISFACTION OF
THAI SMILE'S TICKETING OFFICERS'
COMMUNICATION SKILLS**

BY

MISS CHONLAKARN THONGCHAI

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN ENGLISH FOR CAREERS
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015
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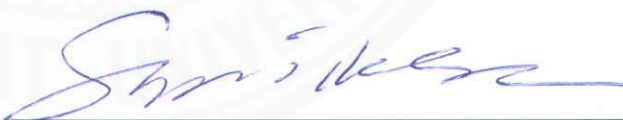
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FOREIGN CUSTOMERS' SATISFACTION OF
THAI SMILE'S TICKETING OFFICERS' COMMUNICATION SKILLS

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the degree of Master of Arts in English for Careers

on May 31, 2016

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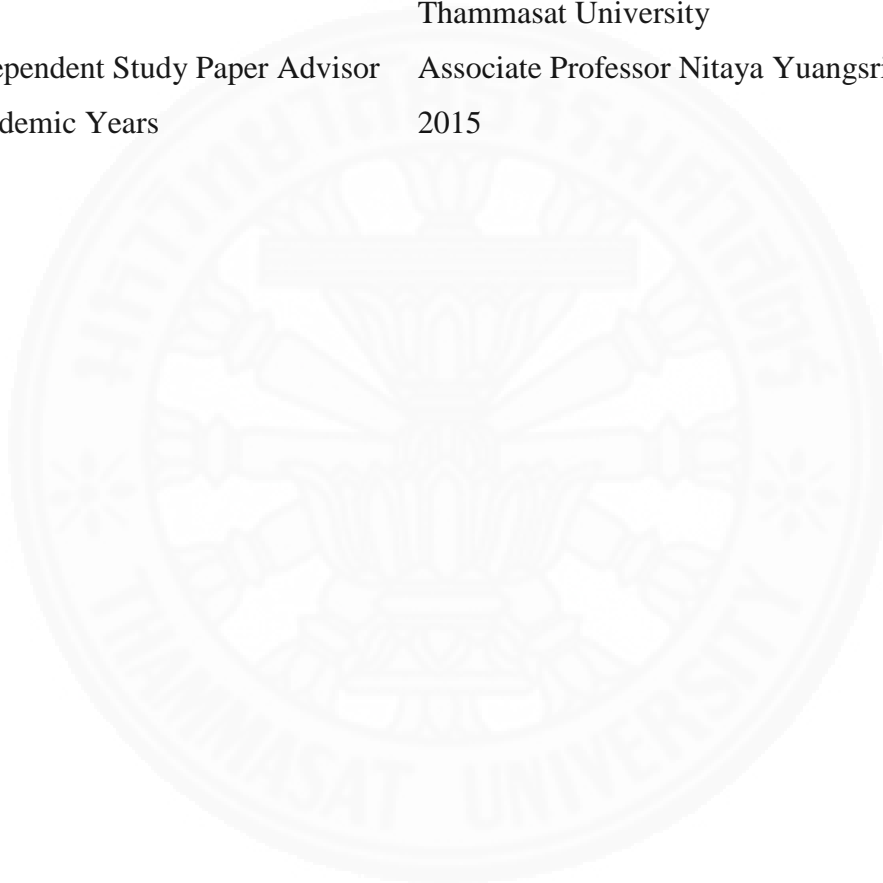
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ABSTRACT

This study aimed to measure the level of satisfaction of foreign customers with THAI Smile's ticketing officers' communication skills. The subjects of the study were 150 foreign customers who purchased tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport during April 1-20, 2016. The instrument used as the tool to investigate foreign customers' satisfaction in this study was a questionnaire consisting of three parts: customers' general information, the customers' satisfaction with THAI Smile's ticketing officers' communication skills, and suggestions and additional comments. The convenience sampling technique was used to collect data from customers after purchasing tickets. The data obtained from the questionnaires were analyzed by the SPSS program. The findings are presented in both descriptive form and table with frequency, percentage, mean and standard deviation. The results of the study showed that the foreign customers had high levels of satisfaction with THAI Smile's ticketing officers' communication skills in all aspects: English skills, speaking and listening skills, and other communication skills. The findings can help the airline improve its service to meet customers' needs and maintain customers who are already highly satisfied. Furthermore, the findings will also be useful for screening qualified applicants.

Keywords: customer, satisfaction, communication, airline, ticket

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Miss Chonlakarn Thongchai

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The English language has become a worldwide language since it is used as the medium of communication in most businesses around the world. To conduct and expand the business, a company has to communicate with various people and other companies. They sometimes have to communicate with overseas companies, so English is necessary. Speaking skill in English plays an important role in the success of organizational communication (Krizan, Merrier, Logan, & William, 2008). The businesses that usually use English in communication are tourism, hotel business, international trade, international organizations, and airlines.

These days, the competition in the Thai airline market has become extremely intense. Each airline strives to serve its customers and offer the best price. Although price is one important element in customers' decision making, excellent service is another factor that customers focus on. In other words, in addition to price, service quality also affects passengers' behaviors (Balcombe, Fraser, and Harris, 2009). In fact, many airlines aim to enhance customer satisfaction by providing a high level of service quality and increase the efficiency of airline brands (Holtbrugge, Wilson, and Berg, 2006). Therefore, service quality is an important factor contributing to an airline's success in the highly competitive market (Gilbert & Wong, 2003).

THAI Smile is a new subsidiary airline of THAI Airways. It was officially launched on July 7, 2012 under the Business Unit of Thai Airways International Public Company Limited (THAI) before being commercially registered under the name of Thai Smile Airways Company Limited. Since THAI Smile is a new airline in the market, the management is trying very hard to compete with others.

THAI Smile is a premium airline that is new alternative to passengers who desire premium services at low fares. It flies to both domestic and international destinations and has both Thai and foreign passengers, so the staff cannot avoid communicating in English with foreign passengers. The company gives sufficient and

necessary training to its entire staff in order to provide prompt service to the customers.

At the beginning of operations, THAI Airways handled most of the services for THAI Smile including selling tickets. Later, THAI Smile tried to handle its services itself to ensure that the customers were satisfied with the services. October 2014, THAI Smile launched its own ticketing counters that were separate from THAI Airways. Therefore, this study aims to investigate the satisfaction level of foreign customers regarding the communication skills of THAI Smile's ticketing officers, which is one of the services. The findings can be useful for the management in order to improve services to meet customers' needs.

1.2 Research Question

This study aims to answer the following question.

What is the level of satisfaction of foreign customers with THAI Smile's ticketing officers' communication skills?

1.3 Research Objective

The objective of this study is as follows:

To measure the level of satisfaction of foreign customers with THAI Smile's ticketing officers' communication skills.

1.4 Definition of Terms

The definitions of the terms of this study are as follows:

1.4.1 **Satisfaction** is the feeling of foreign customers regarding THAI Smile's ticketing officers' communication skills. It can refer to both favorable and unsatisfied feelings.

1.4.2 **Foreign customers** refer to people who are not Thai, use English to communicate, and purchase tickets from THAI Smile's ticketing counters at Suvarnabhumi Airport.

1.4.3 **THAI Smile's ticketing officers** are ten staff members employed by THAI Smile that have to do shift work. Their job is to sell tickets at THAI Smile's ticketing counter at Suvarnabhumi Airport.

1.4.4 **Communication skills** is the process that the ticketing officers use to convey their feelings, ideas, and thoughts to the customers while selling tickets and it can involve individual interactions and conversations.

1.5 Scope of the Study

This study aims to study foreign customers' satisfaction with THAI Smile's ticketing officers' communication skills. The study was conducted with foreign customers who can communicate in English and purchase tickets at the THAI Smile ticketing counter at Suvarnabhumi Airport from April 1-20, 2016. The customers were asked to measure the level of satisfaction with the staffs' verbal and non-verbal communication. However, for English skills, only speaking and listening skills were rated because these are the skills that the ticketing staff uses to communicate with customers.

1.6 Significance of the Study

The study of foreign customers' satisfaction with THAI Smile's ticketing officers' communication skills is significant in several aspects as follows:

1.5.1 The study can enhance the performance of THAI Smile's ticketing officers in order to meet customers' needs.

1.5.2 The level of satisfaction obtained from the study can be used to monitor the effectiveness of communication skills of THAI Smile's ticketing officers.

1.5.3 The findings can be useful for the human resources department with regard to screening applicants to ensure that they have sufficient qualifications and arranging service training for staff.

CHAPTER 2

REVIEW OF LITERATURE

This chapter reviews the literature in four main areas: (1) the theory of satisfaction, (2) the theory of communication (3) the theory of culture, and (4) previous related studies.

2.1 Theory of Satisfaction

2.1.1 Definition of Customer Satisfaction

Stoltenberg (2011) states that satisfaction is a feeling of customers from comparing products' performance to their expectations. It is the fulfillment of customer's need or desire. Similarly, Kotler and Keller (2007) explain that customer satisfaction is a feeling of pleasure or dissatisfaction arising from comparing a product's performance to customer's expectation.

Customer satisfaction can differ for each person and each product. Although the product meets the least of customers' needs, it still can be called customer satisfaction. It will turn into dissatisfaction if it fails to meet the customers' minimum expectation (Zeithaml & Bitner, 2003). Vroom (1964) added that satisfaction and attitude are interchangeable. In addition, satisfaction refers to positive attitudes while dissatisfaction refers to negative attitudes. Also, Shelley (1975) explains that satisfaction consists of positive and negative feelings, which are two poles of human feelings.

2.1.2 The Concept of Customer Satisfaction

Customer satisfaction is the main objective for all types of businesses and it has become a significant concept in marketing. Nowadays, each company has to compete very hard with others. Strategies have shifted from a focus on products and sales to a focus on marketing in order to make companies more competitive (Kotler, 2000). Customer satisfaction leads to more profit and increases market share. Many researchers and scholars have determined that customers are important for a business. In order to meet customers' expectation, the main target of marketing is to build strong customer relationships and connect with customers. Consequently,

management looks at customers as the profit driver. The traditional organizational chart is shown in Figure 1, with the CEO at the top of the pyramid, the middle being management and the front-line people and customers at the bottom.

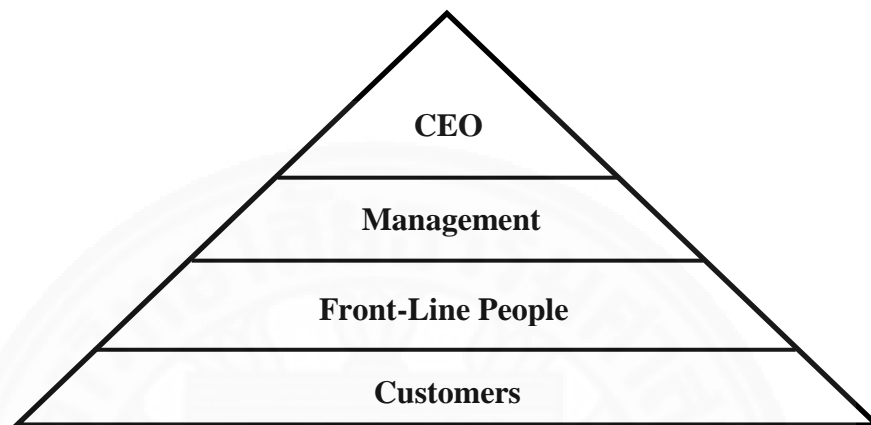


Figure 1. Traditional Organizational Chart

Source: Adapted from Kotler, P. (2000). Marketing Management (10th ed.), New Jersey: Prentice-Hall.

Companies striving to be successful follow the inverted chart as shown in Figure 2. That is to say, customers are on the top of pyramid, followed by the front-line people who provide services and satisfy customers. The management, who is responsible for supporting the front-line people to give excellent service to customers, is under the front-line people and the bottom of the pyramid is the CEO, whose job is to hire and support the middle management. Customer satisfaction is seen as a target and a marketing tool for customer-centered companies. They are very concerned about the customer satisfaction level since bad word of mouth can decrease the satisfaction level while it can be increased by good word of mouth.

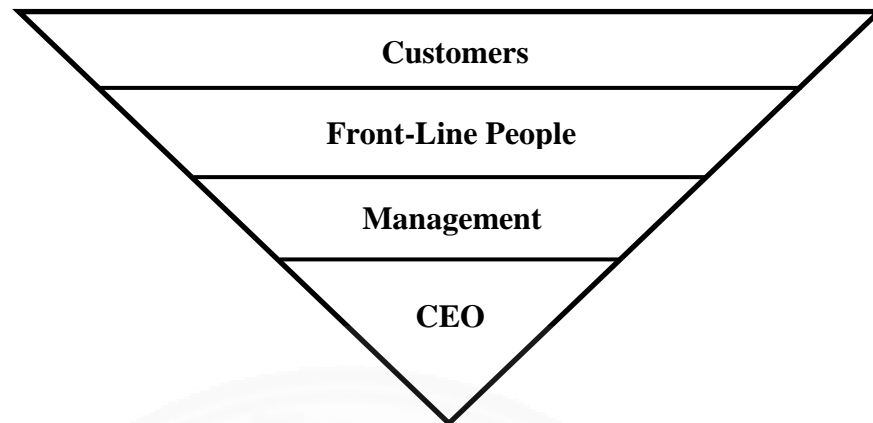


Figure 2. Modern Customer-Oriented Organization Chart

Source: Adapted from Kotler, P. (2000). Marketing Management (10th ed.), New Jersey: Prentice-Hall.

Customer satisfaction has a significant impact on an organization's profitability. Reid and Bojavic (2006) assert that customer satisfaction leads to brand loyalty, repeated purchases, and positive word of mouth. Companies that understand the importance of customer satisfaction will train their employees how to serve customers and achieve their goals.

Furthermore, companies need to have guidelines for their staff to follow when handling unsatisfied customers. Since the cost of replacing new customers is higher than retaining the current ones, companies cannot lose customers under any conditions. Therefore, each organization has to get their unsatisfied customers back by finding ways to win their hearts such as designing service recovery programs. The management should be concerned about and rank customer satisfaction as the top priority because it leads to accomplishment. In addition, handling customers' complaints effectively can increase customer satisfaction level.

2.1.3 Key Factors of Satisfaction

Zeithaml, Parasuraman, and Berry (1990) identify the keys for measuring service quality that lead to the customer satisfaction as follows:

(1) Reliability: the ability to perform the promised service dependably and accurately.

(2) Responsiveness: the willingness to provide prompt help to the customer when needed.

(3) Competency: the staffs' skills and knowledge with regard to performing the service.

(4) Accessibility: approachability and ease of contact.

(5) Courtesy: politeness, respect, consideration, and friendliness of the staff.

(6) Communication: informing customers in understandable language and also listening to them.

(7) Credibility: believability, honesty, and trustworthiness of the service.

(8) Security: freedom from danger, risk or doubt.

(9) Understanding: striving to know the customers and their needs.

(10) Tangibility: the appearance of equipment, facilities, personnel and communication materials.

2.2 Theory of Communication

2.2.1 Definition of Communication

Hamilton (2008) states that communication is the process of sharing feelings, thoughts, and ideas from one person to another in commonly understandable way. The sender and receiver encode and decode messages in a different way because they apply their own background, experience, and frame of reference, which are different from each other. There are some necessary elements about communication as follows:

(1) Sender and Receiver

The sender can be defined as a source of the message transferred to the receiver while the receiver is the interpreter of the message.

(2) Encoding and decoding

Encoding is the process of making up a message that will be communicated into a form and the sender is referred to as the encoder. On the other hand, decoding is the process by which the receiver attempts to interpret the accurate meaning of the message, and the receiver is referred to as the decoder.

(3) Frame of Reference

The background and experience of the sender and receiver such as sex, race, educational background, attitude, personality, life experience, culture, and values can

be called frame of reference. One's frame of reference can never be the same with another even identical twins because of different backgrounds and experiences.

(4) Code

Code refers to the symbols carrying a message. There are three basic communication codes:

1. Language (Verbal Code) is spoken or written words that are used to communicate thoughts and emotions.

2. Paralanguage (Vocal Code) is the vocal elements transferred along with spoken language including tone of voice, rate, pitch, volume, and emphasis.

3. Nonverbal (Visual Code) refers to all unintentional and intentional messages sent excluding speaking or writing. They include eye contact, facial expressions, gestures, posture, appearance, size and location of office, and time.

(5) Channel

Channel is a way selected to carry the message to the receiver. They can be telephone call, face-to-face discussion, e-mails, and memos. Channel you select might be one element to success of your messages.

2.2.2 Language Barrier

The spoken word is verbal language, which is very important to use for communication (Peel, 1992). The effective way of using languages involves knowledge of vocabulary, grammatical structure and the way a sender pronounces words. The best way to provide good service for foreign customers is to use English in communication effectively. When communicating with each other, barriers of language can occur. The barriers that can occur during conversation are as follows:

(1) Word Choice

The receiver can interpret a word differently from what the sender meant to communicate and misunderstanding may happen. The sender should be aware of choosing and using each word carefully.

(2) Lack of Vocabulary

A lack of vocabulary can sometimes lead to a breakdown in the communication process. A limited size of vocabulary is one factor that influences the word choice of the sender (Schmidt and Meneley, 1990).

(3) Grammar

Grammatical errors can be a barrier in communication between the sender and the receiver (Quible, Johnson, & Matt, 1998); meanwhile, the correct use of grammar can help the communication go smoothly and also create a positive and competent image of the sender.

(4) Pronunciation

Clear pronunciation leads to effective communication while incorrect pronunciation can lead to misunderstandings (Phillips, 1997).

2.2.3 Interpersonal Communication

Interpersonal communication has been defined in various ways. The word itself, "inter" means between, among, mutually, or together, and "personal" refers to an exact individual or discriminative role that an individual may hold, so interpersonal communication can be described as the communication between individual people. Communication professors state that interpersonal communication occurs when people communicate with each other as unique individuals to build knowledge of one another and create shared meanings (Wood, 1999). That is to say, interpersonal communication is an exchange process when people with desire and motivation get to know each other as individuals.

Interpersonal communication is not only just saying a courteous word, but it also refers to both the content and quality of messages. The messages can be both verbal and non-verbal (Watzlawick, Bavelas, and Jackson, 1967). Communication with each individual requires different interpersonal levels. Also, each culture determines the formal and informal distances between people (Hall, 1973).

2.3 Theory of Culture

Communication can be most effective and lead to success if communicators understand the differences of culture and backgrounds of each other.

2.3.1 Communication between Cultures

2.3.1.1 Cultural Characteristics and Cross-cultural Values

Culture can be defined as the pattern of taken-for-granted assumptions about how people should feel, think and, act, while going about their daily affairs (Joynt & Warner 1996). It is transmitted from one generation to another. One has to

understand the people they try to communicate with because culture can sometimes lead to miscommunication. Culture gives each person ideas, beliefs, attitudes, thinking patterns, behavior modes, values, and various individual habits. One should understand a culture's value in terms of both formality and informality in order to understand cross-cultural values in communication (Samorvar & Mills, 1998).

Geert Hofstede, a sociologist, who studied employees working in a multi-national corporation (Reynolds & Valentine, 2011) described four aspects that can help in analyzing and understanding other cultures as follows:

(1) Individualism vs. Collectivism: The individual is emphasized in some cultures while the group is emphasized in others.

(2) Power distance: The organizational power believed to be unequally distributed.

(3) Uncertainty avoidance: Some cultures are likely to accept change as a challenge while others don't.

(4) Masculinity vs. Femininity: These two terms should be overlooked. More important subjects for an organization should be achievement and assertiveness.

2.3.1.2 Intercultural Communication

Intercultural communication is the communication between the sender and receiver of the messages across languages and cultures. It can also be defined as the meaning of an understanding in human experiences across social systems and societies (Arent, 2009). When mentioning other cultures, this refers not only to those who speak different languages or live in different regions or countries, but also meant to those who live in the same city, but do not share the same social group.

2.3.1.5 Language and Culture

All people determine the meaning of a word by using their background (Samovar, Porter, and Stefani, 1998). People who have similar experiences are likely to have similar meanings. That is why we communicate with people in our culture more accurately than people from other cultures.

2.3.1.6 Nature and Limitations of Language

Languages are organized system of symbols including both verbal and non-verbal. They are used by persons who can employ these symbols to communicate and express their feelings and thoughts (Samorvar & Mills, 1998).

2.3.2 Cross-cultural Problems and Barriers in International Business

Cross-cultural communication problems refer to problems occurring when people who come from different cultures communicate with each other. Since these people do not have shared experience and have different frames of reference, perceptions, and interpretations, cross-cultural communication problems can occur.

Cross-cultural communication problems are caused by the following factors.

1. “The cognition barriers” – the lack of language used in common and appropriate levels of language
2. “The attitude and feeling barriers” – bias, jumping to conclusions, a lack of ability in perception, etc.
3. “The behavior barriers” – the lack of effort or intention when facing new cultures, including culture shock and avoiding meeting new people. (Vivatananukul, 2001)

2.4 Previous related studies

Boondarika Chaikarn (2013) investigated foreign passengers’ satisfaction towards the interpersonal communication of the Air Asia flight attendants. The participants were 120 foreign passengers of Air Asia who travelled with Air Asia at Don Mueang International Airport during December 2012 to January 2013. A questionnaire was used as the instrument to measure foreign passengers’ satisfaction. The SPSS program was used to analyze the data from the questionnaire. The findings of the study revealed that the foreign passengers held high levels of satisfaction toward Air Asia’s flight attendants’ interpersonal communication in all three aspects: verbal, non-verbal and other skills of interpersonal communication.

Amar Kumar Mahato (2011) examined the satisfaction of passengers flying with Nepal Airlines. The study was conducted in and near Bangkok, Suvarnabhumi Airport and Tribhuvan International Airport. The participants were 301 passengers. The study adapted the model from Park (2007) of airline service quality to determine the satisfaction. The findings showed that three of six dimensions of service quality, which were in-flight services, reliability and employee service, had a significant impact on passenger satisfaction. Overall, passenger satisfaction was found to be neutral.

Kim and Lee (2010) investigated customer satisfaction using low cost carriers. The results revealed that customer satisfaction is very important for airlines. It also showed that the passengers' perceived service quality is important when using each airline. Although a prompt service to a request is not always easy because of many factors such as limited space and time, passengers will think that all staff of the airlines can answer all of their questions and help them deal with their problems promptly. The flight attendants and airline staff should join training classes provided by each airline so that they can give prompt service and help when needed.

Korakod Sangmala (2008) investigated passenger satisfaction of the Finn Air passenger service with 400 Thai and foreign passengers. The data was collected with questionnaires from November 15, 2007 to January 15, 2008 at Suvarnabhumi Airport. The findings showed that both Thai and foreign passengers had a high level of satisfaction. The most satisfactory service was the check-in agents' performance, which made a good impression on passengers. Passenger services were able to professionally cope with interpersonal communication problems between passengers, both Thai and foreign passengers.

Veeravarn Kulchol (2007) conducted a study to find the communication problems between Thai and foreign flight attendants on international airline flights. The aim of this study was to determine the main communication problems between Thai and foreign flight attendants during work and to find out how they deal with miscommunication problems while using English to communicate with each other. The results showed that the behaviors and acts of the flight attendants from different countries differ because they have various cultural backgrounds, which can easily lead to misunderstandings between them and interrupt the work flow.

Duangkamon Punyasirikul (2006) sought to find out the communication problems of Thai Airways International in-flight managers and air pursers with English speaking passengers. There were some conflicts that occurred during service because of miscommunication between flight attendants and English-speaking passengers. Moreover, five percent of complaints from passengers related to communication from the reports of in-flight service. This study strove to find the main communication and conflicts in order to improve in-flight services.

Nopadon Anantawan (2001) investigated communication problems between Thai and foreign flight attendants of Thai Airways International Airlines. The study focused on the different backgrounds and values of flight attendants from different countries because they could lead to onboard communication problems. Also, the flight attendants could misunderstand each other because of different backgrounds.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 Subjects

The participants of the study were 150 foreign customers, both native and non-native speakers of English, who purchased tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport from April 1-20, 2016. Since customers vary in nationality, gender, etc., and it is hard to predict type of customers who will come and purchase tickets; thus, the convenience sampling technique was used to collect data from the participants.

3.2 Materials

The research instrument used in the study was a questionnaire adapted from Chaikarn's (2013) and Chaiyapornangkul's (2013). The customers were asked to answer the questionnaire after purchasing ticket from THAI Smile's ticketing counters at Suvarnabhumi Airport. The questionnaire was divided into three parts as follows:

Part I: Customers' General Information

This part consisted of ten close-ended questions seeking general information of the participants such as gender, age, nationality, educational background, and purpose of travelling.

Part II: The Customers' Satisfaction with THAI Smile's Ticketing Officers' Communication Skills

This part consisted of 20 questions divided into two topics: English skills and other communication skills. However, only speaking and listening skills of English skills were rated because they are the skills the ticketing staff uses to communicate with the customers. The customers were asked to rate their satisfaction with the communication skills of the THAI Smile's ticketing officers. A five-point Likert scale

was used to measure the scale of customers' satisfaction designed following the criteria used in the study of Chaikarn (2013) as shown below..

Level of Satisfaction	Interpretation of Level
5	Very High
4	High
3	Moderate
2	Low
1	Very Low

Part III: Suggestions or Additional Comments

An open-ended question sought customers' suggestions and additional comments on the THAI Smile's ticketing officers' communication skills.

3.3 Procedures

This section describes the procedure for obtaining data with two sections as follows:

3.3.1 Research Design

A five-point Likert scale questionnaire was used as the material to determine the satisfaction level of foreign customers who purchased ticket at THAI Smile's ticketing counters at Suvarnabhumi Airport from April 1-20, 2016. The convenience sampling technique was used to collect the data. Moreover, customers' answers were kept confidential.

3.3.2 Data Collection

The questionnaires were distributed to the target group after customers purchased ticket and were returned when they finished. The researcher gave the questionnaire to the customers after they had finished purchasing tickets. The data was collected from April 1-20, 2016 between the working time of the officers from 5:00 a.m. – 9:00 p.m.

3.4 Data Analysis

The data obtained from the questionnaire were analyzed statistically using the Statistical Package for the Social Sciences (SPSS) program in order to measure customers' satisfaction level. The statistical methods used to analyze data were frequency, percentage, mean (\bar{x}) and standard deviation (S.D.), and the findings are presented in both descriptive form and tables.

Mean scores, calculated by averaging each level of satisfaction from part II of the questionnaire, were used to interpret the level of foreign customers' satisfaction with THAI Smile's ticketing officers' communication skills using following statistical formula described by Wongrattana (1987).

$$\begin{aligned}
 \text{Level Interval} &= \frac{\text{Range}}{\text{The Width of Level}} \\
 &= \frac{\text{The Highest Width} - \text{The Lowest Width}}{\text{The Width of Level}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.80
 \end{aligned}$$

The criteria for interpreting the levels of satisfaction are displayed in the following table of mean scores.

Mean Scores Range	The level of Satisfaction
4.21 - 5.00	Very High
3.41 - 4.20	High
2.61 - 3.40	Moderate
1.81 - 2.60	Low
1.00 - 1.80	Very Low

To sum up, this chapter has presented the subjects, the materials, the procedures, and the data analysis in this study.

CHAPTER 4

RESULTS

This chapter presents the results of the questionnaire, which is divided into three parts: (1) general information of the respondents, (2) levels of foreign customers' satisfaction with the communication skills of the THAI Smile's ticketing staff, and (3) suggestions or additional comments.

The data of this study was obtained from 150 foreign customers of THAI Smile who purchased tickets at the ticketing counters at Suvarnabhumi Airport through the questionnaires. The study was conducted to find out foreign customers' satisfaction with the communication skills of the THAI Smile's ticketing staff. The data was collected face-to-face during April 1-20, 2016.

4.1 Customers' General Information

This part was the first part of the questionnaires. There were ten questions asking for the general information of customers including gender, age, level of education, occupation, purpose of travelling, frequency of flying THAI Smile, decision to fly, and the main reason to fly with the airline.

Table 1 shows the gender of the 150 respondents. There were 76 males, which accounted for 50.67%, and 74 females, which accounted for 49.33%.

Table 1. Gender

Gender	Frequency	Percentage
Male	76	50.67
Female	74	49.33
Total	150	100

From table 2, it can be seen that 11 respondents (7.33%) were under 20 years old, 50 respondents (33.33%) were 20-30 years old, 39 respondents (26%) were aged 31-40 years old, while 14 respondents (9.33%) were 51-60 years old; finally, there were 10 respondents over 60 years of age (6.67%).

Table 2. Age

Age	Frequency	Percentage
Below 20 years old	11	7.33
20-30 years old	50	33.33
31-40 years old	39	26.00
41-50 years old	26	17.33
51-60 years old	14	9.33
Over 60 years old	10	6.67
Total	150	100

Table 3 shows the level of education of the respondents. It found that the majority of the respondents (88 respondents or 58.67%) held a bachelor's degree, followed by 34 respondents (22.67%) who had an education level lower than bachelor's degree; meanwhile, 25 respondents (16.67%) held a master's degree and the minority of the respondents (3 respondents or 2%) had a doctoral degree.

Table 3. Level of Education

Level of Education	Frequency	Percentage
Lower than bachelor's degree	34	22.67
Bachelor's degree	88	58.67
Master's degree	25	16.67
Doctoral degree	3	2.00
Others	-	-
Total	150	100

Table 4 demonstrates the occupations of the respondents. The majority of the respondents (52 respondents accounting for 34.67%) were private company employees, followed by business owners (28 respondents accounting for 18.67), students (27 respondents and 18%), government employees (16 respondents accounting for 10.67%), unemployed (12 respondents accounting for 8%), and retired (7 respondents accounting for 4.67). Moreover, there were eight respondents (5.33%) who did other kinds of work.

Table 4. Occupation

Occupation	Frequency	Percentage
Student	27	18.00
Government employee	16	10.67
Private company employee	52	34.67
Business owner	28	18.67
Unemployed	12	8.00
Retired	7	4.67
Others	8	5.33
Total	150	100

As shown in Table 5, 40 respondents (26.67%) traveled with THAI Smile for business purposes while 86 respondents (57.33%) traveled for holiday purposes, and only 10 respondents (6.67%) had the purpose of education. Furthermore, 14 respondents (9.33%) traveled with THAI Smile for other purposes.

Table 5. The Purpose of Travelling

The Purpose of Travelling	Frequency	Percentage
On business	40	26.67
On holiday	86	57.33
For education	10	6.67
Others	14	9.33
Total	150	100

According to Table 6, it was found that from May 2015 to April 2016 or in one year period, 65 respondents (43.3%) traveled with THAI Smile only one time, while 58 respondents (38.67%) traveled two to five times, and 17 respondents (11.33%) traveled six to ten times. Finally, 10 respondents traveled with THAI Smile more than ten times within the year.

Table 6. The Frequency of Travelling with THAI Smile in One Year

The Frequency of travelling in One Year	Frequency	Percentage
1 time	65	43.33
2-5 times	58	38.67
6-10 times	17	11.33
More than 10 times	10	6.67
Total	150	100

According to Table 7, the majority of the respondents, 81 people accounting for 54%, made the decision to fly with THAI Smile by themselves, followed by 25 respondents who made the decision with their family. A total of 19 respondents (12.67%) had the decision made by other people and 15 respondents (10%) decided to fly with THAI Smile because of their company. Finally, a travel agency helped 10 respondents (6.67%) make the decision to travel with THAI Smile.

Table 7. Decision to Fly with THAI Smile

The Decision to Fly	Frequency	Percentage
The company	15	10.00
My family	25	16.67
The travel agency	10	6.67
By myself	81	54.00
Others	19	12.67
Total	150	100

As shown in Table 8, the main reason that the respondents chose to fly with THAI Smile was the schedule (47 respondents or 31.33%), followed by promotions (45 respondents or 30%), recommendations from others (24 respondents or 16%), premium services (15 respondents or 10%), advertising (11 respondents or 7.33%), and other reasons (8 respondents or 5.33%).

Table 8. The Main Reason to Fly with THAI Smile

The Main Reason to Fly	Frequency	Percentage
Premium Services	15	10.00
Advertising	11	7.33
Promotions	45	30.00
The schedule	47	31.33
Recommendations from others	24	16.00
Others	8	5.33
Total	150	100

4.2 Customers' Satisfaction Level

The second part of the questionnaire consisted of twenty questions focusing on English speaking and listening skills, and other communication skills of THAI Smile ticketing officers. A total of 150 respondents completed the questions in this part and the findings are presented in tables showing frequency, percentage, mean, standard deviation, and level of satisfaction.

4.2.1 The Overall Satisfaction Level with THAI Smile's Ticketing Officers' Communication Skills

As illustrated in Table 9, the overall satisfaction level of THAI Smile's ticketing officers' communication skills was at a high level with a mean score of 3.92 (S.D. = 0.72). For the English skills part, the overall customers' satisfaction level was high with the mean score of 3.78 (S.D. = 0.72). Moreover, the English skills part was divided into two sections: speaking skills and listening skills. These two sections got a high level of satisfaction, but the respondents were more satisfied with the officers' speaking skills ($\bar{x} = 3.81$) than listening skills ($\bar{x} = 3.75$). For other communication

skills part, a high level of satisfaction was also found, with the mean score of 4.05 (S.D. = 0.75). Therefore, the participants had a higher satisfaction level of other communication skills than English skills.

Table 9. The Overall Satisfaction Level with THAI Smile’s Ticketing Officers’ Communication Skills

Items	Mean (\bar{x})	S.D.	The level of Satisfaction
Overall Satisfaction Level with THAI Smile’s Ticketing Officers’ Communication Skills	3.92	0.72	High
❖ English Skills	3.78	0.72	High
• Speaking Skills	3.81	0.76	High
• Listening Skills	3.75	0.75	High
❖ Other Communication Skills	4.05	0.79	High

4.2.2 The Customers’ Satisfaction Level with THAI Smile’s Ticketing Officers’ English Skills

Table 10 presents the customers’ satisfaction level with the speaking skills of THAI Smile ticketing officers for both verbal and non-verbal. There were five items to be rated. The results showed that item 15 “Giving clear answers to passengers” had the highest satisfaction level with the mean score of 3.98 and was rated at the high satisfaction level; this was in contrast to item 14 “Using appropriate business terms and expressions”, which had the lowest satisfaction level in this part with the mean score of 3.56, but which was also rated at a high satisfaction level.

Table 10. The Customers' Satisfaction Level with the Speaking Skills of THAI Smile's Ticketing Officers by Items

Items	Level of Satisfaction					Mean (\bar{x})	S.D.
	5 (Very High)	4 (High)	3 (Moderate)	2 (Low)	1 (Very Low)		
Speaking Skills							
11. Speaking English fluently and clearly	40 (26.7%)	68 (45.3%)	37 (24.7%)	3 (2.0%)	2 (1.3%)	3.94	0.85
12. Speaking English with appropriate speed	31 (20.7%)	72 (48.0%)	41 (27.3%)	4 (2.7%)	2 (1.3%)	3.84	0.83
13. Responding to questions using appropriate intonation patterns	33 (22.0%)	58 (38.7%)	50 (33.3%)	7 (4.7%)	2 (1.3%)	3.75	0.90
14. Using appropriate business terms and expressions	25 (16.7%)	49 (32.7%)	64 (42.7%)	9 (6.0%)	3 (2.0%)	3.56	0.91
15. Giving clear answers to passengers	47 (31.3%)	67 (44.7%)	28 (18.7%)	2 (1.3%)	6 (4.0%)	3.98	0.96

Table 11 shows the customers' satisfaction level with THAI Smile's ticketing officers' listening skills. The item that had the highest satisfaction level was "Understanding clearly what passengers intend to say" ($\bar{x} = 3.91$) while the least satisfied skill was item "Understanding passengers' slang words very well" ($\bar{x} = 3.67$); however, both of these two items were rated at a high level of satisfaction.

Table 11. The Customers' Satisfaction Level with the Listening Skills of THAI Smile's Ticketing Officers by Items

Items	Level of Satisfaction					Mean (\bar{x})	S.D.
	5 (Very High)	4 (High)	3 (Moderate)	2 (Low)	1 (Very Low)		
Listening Skills							
16. Understanding passengers' English accents	40 (26.7%)	43 (28.7%)	58 (38.7%)	8 (5.3%)	1 (0.7%)	3.75	0.93
17. Understanding passengers' slang words very well	32 (21.3%)	45 (30.0%)	65 (43.3%)	7 (4.7%)	1 (0.7%)	3.67	0.89
18. Understanding passengers the first time they speak	21 (14.0%)	76 (50.7%)	41 (27.3%)	11 (7.3%)	1 (0.7%)	3.70	0.83
19. Understanding passengers with different speaking speeds	27 (18.0%)	67 (44.7%)	44 (29.3%)	11 (7.3%)	1 (0.7%)	3.72	0.87
20. Understanding clearly what passengers intend to say	41 (27.3%)	67 (44.7%)	33 (22.0%)	6 (4.0%)	3 (2.0%)	3.91	0.91

4.2.3 The Customers' Satisfaction Level with THAI Smile's Ticketing Officers' Other Communication Skills (Except for English Skills)

According to Table 12, which shows the customers' satisfaction level with THAI Smile's ticketing officers' other communication skills (except for English skills), the item that had the highest level of satisfaction was "Having a friendly

manner” ($\bar{x} = 4.15$), followed by the item “Providing service with a smile” ($\bar{x} = 4.11$). On the contrary, the lowest satisfaction level of this part was “Making suitable eye contact” ($\bar{x} = 3.99$), followed by “Reacting appropriately to passengers’ complaints” ($\bar{x} = 4.00$). However, all of these items were rated at a high satisfaction level.

Table 12. The Customers’ Satisfaction Level with the Other Communication Skills (except for English Skills) of THAI Smile’s Ticketing Officers by Items

Items	Level of Satisfaction					Mean (\bar{x})	S.D.
	5 (Very High)	4 (High)	3 (Moderate)	2 (Low)	1 (Very Low)		
Other Communication Skills							
21. Having a friendly manner	57 (38.0%)	67 (44.7%)	21 (14.0%)	1 (0.7%)	4 (2.7%)	4.15	0.88
22. Providing service with a smile	56 (37.3%)	65 (43.3%)	23 (15.3%)	2 (1.3%)	4 (2.7%)	4.11	0.90
23. Making suitable eye contact	46 (30.7%)	67 (44.7%)	30 (20.0%)	3 (2.0%)	4 (2.7%)	3.99	0.91
24. Being attentive to passengers	45 (30.0%)	73 (48.7%)	24 (16.0%)	4 (2.7%)	4 (2.7%)	4.01	0.90
25. Being consistently courteous to passengers	45 (30.0%)	76 (50.7%)	22 (14.7%)	3 (2.0%)	4 (2.7%)	4.03	0.88
26. Using appropriate gestures to show that they understand passengers’ needs	61 (40.7%)	53 (35.3%)	29 (19.3%)	4 (2.7%)	3 (2.0%)	4.10	0.94
27. Understanding passenger’s body language	63 (42.0%)	45 (30.0%)	33 (22.0%)	6 (4.0%)	3 (2.0%)	4.06	0.99

(table continued)

Table 12. (continued)

Items	Level of Satisfaction					Mean (\bar{x})	S.D.
	5 (Very High)	4 (High)	3 (Moderate)	2 (Low)	1 (Very Low)		
Other Communication Skills							
28. Reacting appropriately to passengers' complaints	51 (34.0%)	60 (40.0%)	32 (21.3%)	2 (1.3%)	5 (3.3%)	4.00	0.96
29. Being aware of different point of view and handling problems effectively	54 (36.0%)	57 (38.0%)	31 (20.7%)	3 (2.0%)	5 (3.3%)	4.01	0.98
30. Being aware of cultural differences	54 (36.0%)	63 (42.0%)	26 (17.3%)	3 (2.0%)	4 (2.7%)	4.07	0.92

4.3 Suggestions or Additional Comments

In the last part of the questionnaire, there was an open-ended question asking for suggestions and additional comments from respondents about their satisfaction with the communication skills of the THAI Smile staff. The respondents wrote down their suggestions in this part and they are summarized as follows.

4.3.1 Most of the ticketing officers had friendly manners and provided service with a smile, but some officers needed to smile more often.

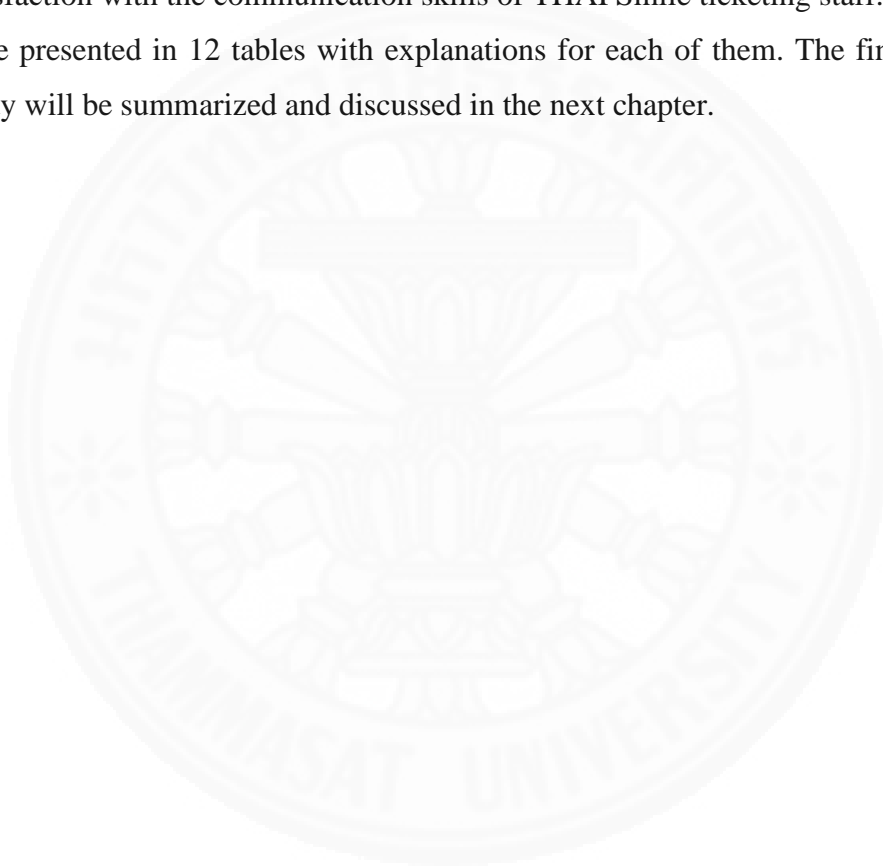
4.3.2 The officers could handle the different accents of customers, but sometimes they spoke too fast so the customers had to ask them to speak again.

4.3.3 Some customers thought that the staff members were very polite to the customers while some customers said the staff should be more aware of different points of view and provide more satisfactory service.

4.3.4 The staff members should be more helpful to customers and listen more attentively to what customers require.

4.3.5 The ticketing staff should manage their time with each customer more effectively because some customers have to wait in line for a long time. Moreover, some customers suggested there should be a virtual queue so that they do not need to stand for a long time.

To conclude, this chapter showed the findings regarding the customers' satisfaction with the communication skills of THAI Smile ticketing staff. The findings were presented in 12 tables with explanations for each of them. The findings of this study will be summarized and discussed in the next chapter.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

This chapter contains (1) a summary of the study, (2) a summary of the findings, (3) discussion of the results, (4) the conclusion, and (5) recommendations for further research.

5.1 Summary of the Study

Objectives and methodology of this study are summarized in this section as follows:

5.1.1 Objective of the Study

This study aimed to investigate the level of satisfaction with THAI Smile's ticketing officers' communication skills from foreign customers purchasing tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport.

5.1.2 Subjects, Materials, and Procedures

A total of 150 foreign customers who purchased tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport were the subjects of this study.

The research instrument used in this study was a questionnaire consisting of both closed-ended and opened-ended questions. The questionnaire was divided into three parts: the first part consisted of ten closed-ended questions asking customers about their general information, which were gender, age, level of education, occupation, purpose of travelling, frequency of travelling, decision making regarding the ticket purchase, and the reason why they chose to fly with THAI Smile. The second part was also closed-ended questions, but consisted of 20 questions divided into two main sections: ticketing officers' English skills, which focused on only speaking and listening skills, and other communication skills except for speaking and listening skills of the ticketing officers. The third part was an opened-ended question asking the respondents to make suggestions about the staffs' communication skills. After the questionnaire was approved by the advisor, the data were collected during April 1-20, 2016 using the convenience sampling technique.

The questionnaires were distributed to the respondents after they had finished purchasing tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport. Customers were asked to complete the questionnaires and return them to the researcher when finishing. Completed questionnaires were returned by 150 respondents and these were analyzed statistically using the SPSS program. Frequency, percentage, mean, and standard deviation were used to present the findings.

5.2 Summary of the Findings

The results of the study can be summarized as follows:

5.2.1 Customer's general information

The total number of participants of this study was 150 foreign customers who purchased tickets at THAI Smile's ticketing counters at Suvarnabhumi Airport. The majority of the respondents (50.67%) were male. Most of them were 20-30 years old (33.33%) and had an educational background of a bachelor's degree (58.67%). Moreover, most of the respondents (34.67%) were private company employees and more than half of them (57.33%) chose to fly with THAI Smile for holiday purposes. The customers who purchased tickets had flown with THAI Smile one time in the last one year (43.33%) and they decided to make the decision to purchasing tickets by themselves. Furthermore, the majority of the respondents purchased tickets from THAI Smile because of the schedule of flights.

5.2.2 The satisfaction of foreign customers with THAI Smile's ticketing officers' communication skills

The customers' satisfaction level of this part was high with the mean score of 3.92 (S.D. = 0.72). However, it was the average mean score of the following two sections. The results of each section are described as follows:

5.2.2.1 The Customers' Satisfaction Level with THAI Smile's Ticketing Officers' English Skills

The results showed that the respondents had a high level of satisfaction with ticketing officers' English skills with the mean score of 3.78 (S.D. = 0.72). In this part, there were two categories: speaking skills and listening skills. The respondents had the high level of satisfaction with both of them. Specifically, the average mean score of speaking skills was 3.81 (S.D. = 0.76) and the item "Giving

clear answers to passengers” had the highest satisfaction level of this category ($\bar{x} = 3.98$) while the item “Using appropriate business terms and expressions” had the lowest ($\bar{x} = 3.56$). Also, the average mean score of listening skills was 3.75 (S.D. = 0.75) and the item that had the highest satisfaction level was “Understanding clearly what passengers intend to say” ($\bar{x} = 3.91$) while the least satisfactory skill was item “Understanding passengers’ slang words very well” ($\bar{x} = 3.67$).

5.2.2.2 The Customers’ Satisfaction Level with THAI Smile’s Ticketing Officers’ Other Communication Skills (Except for English Skills)

The results found that the customers had a high level of satisfaction with the ticketing officers’ other communication skills with the mean score of 4.05 (S.D. = 0.75). The item which had the highest level of satisfaction was “Having a friendly manner” ($\bar{x} = 4.15$), followed by the item “Providing service with a smile” ($\bar{x} = 4.11$). On the contrary, the lowest rated satisfaction level of this part was “Making suitable eye contact” ($\bar{x} = 3.99$), followed by “Reacting appropriately to passengers’ complaints” ($\bar{x} = 4.00$).

5.2.3 Suggestions or additional comments from the participants

The findings of this part revealed that most of the respondents were quite satisfied with the ticketing officers’ communication skills. They made comments regarding the friendly manner of the staff including their smiles and politeness. Moreover, the staff members could understand the different accents of customers’ well. However, the respondents suggested that some ticketing officers should smile more often and be aware of different points of view. They should also listen more attentively to customers’ requirements and offer more help when asked. Lastly, some customers suggested that if the ticketing staff managed their time for each customer more effectively, the satisfaction level would be higher.

5.3 Discussion

This section concerns the findings relating to the theories and the previous studies.

The findings of this study revealed that the foreign customers had a high level of satisfaction with THAI Smile’s ticketing officers’ communication skills in both aspects: English skills, only speaking and listening skills, for both verbal and

non-verbal communication skills and other communication skills. When compared to the previous related studies of passengers' satisfaction towards airlines, the results confirm the study of Chaikarn in 2013, which also revealed that the foreign passengers had a high level of satisfaction toward Air Asia's flight attendants' interpersonal communication in all three aspects: verbal, non-verbal and other skills of interpersonal communication. In contrast, Mahato's study in 2011 of passengers' satisfaction with respect to six dimensions of service quality was found to be neutral, but three dimensions, which were in-flight service, reliability, and employee service, received high satisfaction levels.

5.3.1 The satisfaction of foreign customers with THAI Smile's ticketing officers' English skills

Participants' satisfaction level with THAI Smile's ticketing officers' English skills was found to be high. According to Zeithaml, Parasuraman, and Berry (1990), communication is one key to service quality that can lead to customer satisfaction. This study divided English skills into two sections, which were speaking skills and listening skills, because they are the skills that the ticketing officers use to communicate with customers. The discussion of the results of these two sections follows:

The satisfaction level of customers of THAI Smile's ticketing officers' speaking skills was high. This section contains both verbal and non-verbal communication relating to speaking skills. Compared with Chaikarn's (2013), her findings also discovered that the passengers were satisfied with the ability of interpersonal communication of the Air Asia's flight attendants verbal aspect, which included some non-verbal communication, at a high level. The customers had the highest satisfaction level with the item "Giving clear answer to passengers". This relates to Stoltenberg's statement in 2011 that satisfaction is a feeling of customers when comparing products' performance to their expectation. This can imply that the staff members provided the service and gave answers that met customers' expectation. On the other hand, the item "Using appropriate business terms and expressions" had the lowest satisfaction level in this section. This might have been the result of cognition barriers or a lack of knowledge of appropriate levels of language, which could cause cross-cultural communication problems (Vivatananukul, 2001). The

ticketing officers can provide the best services for customers by using English with appropriate vocabulary in communicating with foreign customers effectively (Schmidt and Meneley, 1990).

Also, the customers' satisfaction of THAI Smile's ticketing officers' listening skills was found to be high. The customers were satisfied with how the ticketing staff understood what they intended to say at a high level. This can be compared with Chaipayornangkul's (2013) and Runnakit's (2007); the results of both of these studies showed that the customers were highly satisfied with how the staff members always understood their English. On the contrary, the item "Understanding passengers' slang words very well" was found to be the least satisfactory skill for all listening skills. The ticketing staff might lack knowledge of some slang words, which could lead to a breakdown in the communication process. Moreover, it was communication between cultures so there were some limitations of language. As Samorvar and Mills (1998) state, language is an organized system of symbols and it is used by people to communicate and express their feeling and thoughts. That is why some of the staff who did not understand the language's symbols, in this case customers' slang words, could not communicate effectively with the customers.

5.3.2 The satisfaction of foreign customers with THAI Smile's ticketing officers' other communication skills

The findings of this part showed that the foreign customers' satisfaction with THAI Smile's ticketing officers' other communication skills was at a high level. The results from Chaikarn's (2013) also showed that the passengers' satisfaction level towards the ability of interpersonal communication in other skills of the Air Asia's flight attendants was high.

However, the foreign customers had the highest satisfaction level with THAI Smile's ticketing officers for the item "Having a friendly manner", followed by "Providing service with a smile"; meanwhile, they had a high satisfaction level with Air Asia's flight attendants for good manners, but a moderate satisfaction level for smiling during service. The item "Making suitable eye contact" was rated as the lowest level of satisfaction, followed by item "Reacting appropriately to passengers' complaints"; nonetheless, both of them were at a high level of satisfaction. Chaikarn (2013) also found that passengers had a high level of satisfaction when the flight

attendants made eye contact during communication. For the item “reacting appropriately to customers’ complaints”, the findings for this statement from Chaiyapornangkul’s (2013) showed that most of the respondents were also highly satisfied.

Samovar, Porter and Stefani (1998) state that people are likely to determine the meaning of a word by using their own background. Hamilton (2008) explains that the background and experience, or frame of reference, of each person can never be the same with each other even if they are identical twins. This can lead to communication problems. The study of Anantawan (2001) revealed that different backgrounds and values of flight attendants from different countries could lead to onboard communication problems and the flight attendants could misunderstand each other. Similarly, the communication problems between THAI Smile’s ticketing officers and the customers might have been caused by the reason discussed above. Since the ticketing staff members were all Thai and the customers were foreigners, communication problems could occur. Both the customers and the staff might misunderstand each other in both verbal and non-verbal communication; nevertheless, the staff members could deal with the problems professionally, so that the overall satisfaction level was found to be high.

5.4 Conclusion

The findings of this study revealed that the majority of the foreign customers who purchased tickets at THAI Smile’s ticketing counters between April 1-20, 2016 had a high satisfaction level with the ticketing staff’s communication skills including English skills and other communication skills. For English skills part, the item “Giving clear answers to passengers” had the highest level of satisfaction, while the item “using appropriate business terms and expression” was the lowest; however, this part was found to be high. For other communication skills part, the item “Having a friendly manner” was rated as the highest satisfaction level, while the item “Making suitable eye contact” was the lowest; overall, this part was found to be high.

Furthermore, the participants recommended that ticketing staff should maintain a friendly manner and smile when providing service. They should also make more eye contact with customers, react more appropriately to passengers’ complaints

and be more aware of different point of views. Moreover, the ticketing officers should be more attentive to customers when speaking and listening to them to enhance the satisfaction level. Nevertheless, the ticketing officers still dealt with the communication problems and handled the difficult situations professionally as can be seen in the high level of customers' satisfaction.

5.5 Recommendations for Further Research

The following recommendations are made for further research of customers' satisfaction with THAI Smile's ticketing officers' communication skills.

5.5.1 Because of limited time, there were only 150 foreign participants completing the questionnaires. Increasing the number of participants may help the findings be more reliable and practical, as well as increase the generalizability of the findings.

5.5.2 This study only focused on the satisfaction of foreign customers who can speak English; therefore, conducting further research with customers who speak others languages such as Thai and Chinese may increase customers' satisfaction level since the main passengers of the airline are Thais and the main international routes fly to China.

5.5.3 The instrument of this study was only a questionnaire. Further research can increase the reliability of the findings by conducting the research with mixed methods; for example, using a questionnaire and adding an in-depth interviews to collect data from the participants. From the interviews, the researcher may get more ideas regarding the ticketing officers' communication skills.

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APPENDIX

FOREIGN CUSTOMERS' SATISFACTION OF THAI SMILE'S TICKETING OFFICERS' COMMUNICATION SKILLS

This questionnaire is a part of an independent study as a partial fulfillment of the requirements of a Master of Arts degree in English for Careers, Language Institute, Thammasat University. It will be used to investigate the foreign customers' satisfaction of THAI Smile's ticketing officers' communication skills. The information provided will be treated with strict confidentiality and it will be used for the education purpose only. Your corporation in answering this questionnaire is highly appreciated.

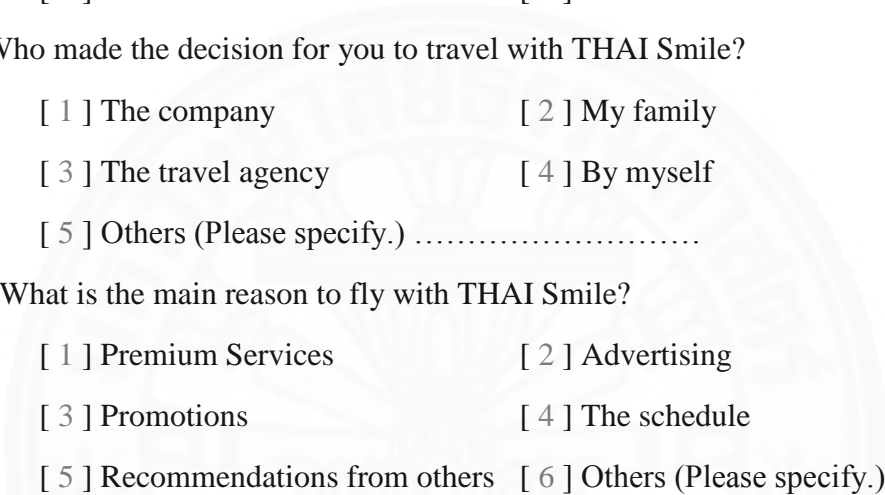
The questionnaire will be divided into three parts as follows:

- Part I: Customer's general information
 Part II: The satisfaction of foreign customers with THAI Smile's ticketing officers' communication skills
 Part III: Suggestions from foreign customers to ticketing officers for improving the communication skills

Part I: Customer's General Information

Instructions: Please mark ✓ in the brackets or fill in the space provided.

1. Gender: [1] Male [2] Female
2. Age: [1] Below 20 years old [2] 20-30 years old
 [3] 31-40 years old [4] 41-50 years old
 [5] 51-60 years old [6] Over 60 years old
3. Nationality:.....
4. Level of education
 [1] Lower than bachelor's degree [2] Bachelor's degree
 [3] Master's degree [4] Doctoral degree
 [5] Others (Please specify.)
5. Occupation
 [1] Student [2] Government employee
 [3] Private company employee [4] Business owner
 [5] Unemployed [6] Retired
 [7] Others (Please specify.)

6. You bought ticket of flight WE..... Travelling Date.....
7. What is the purpose of your trip?
- [1] On business [2] On holiday
[3] For education [4] Others (Please specify.)
8. How often have you traveled with THAI Smile from May 2015 - April 2016?
- [1] 1 time [2] 2-5 times
[3] 6-10 times [4] More than 10 times
9. Who made the decision for you to travel with THAI Smile?
- [1] The company [2] My family
[3] The travel agency [4] By myself
[5] Others (Please specify.)
10. What is the main reason to fly with THAI Smile?
- [1] Premium Services [2] Advertising
[3] Promotions [4] The schedule
[5] Recommendations from others [6] Others (Please specify.)
- 

Part II: Customer' Satisfaction

Instructions: Please mark ✓ in the box of the statement indicating the level of satisfaction of THAI Smile's ticketing officers' communication skills. There are five ratings as follows: 5 = Very high, 4 = High, 3 = Moderate, 2 = Low, and 1 = Very Low.

Items	Level of Satisfaction				
	5 (Very High)	4 (High)	3 (Moderate)	2 (Low)	1 (Very Low)
English Skills					
• Speaking Skill					
11. Speaking English fluently and clearly					
12. Speaking English with appropriate speed					
13. Responding to questions using appropriate intonation patterns					
14. Using appropriate business terms and expressions					
15. Giving clear answers to passengers					
• Listening Skill					
16. Understanding passengers' English accents					
17. Understanding passengers' slang words very well					
18. Understanding passengers the first time they speak					
19. Understanding passengers with different speaking speeds					
20. Understanding clearly what passengers intend to say					
Other Communication Skills					
21. Having a friendly manner					
22. Providing service with a smile					
23. Making suitable eye contact					
24. Being attentive to passengers					
25. Being consistently courteous to passengers					
26. Using appropriate gestures to show that they understand passengers' needs					
27. Understanding passenger's body language					
28. Reacting appropriately to passengers' complaints					
29. Being aware of different point of view and handling problems effectively					
30. Being aware of cultural differences					

Part III: Suggestions or additional comments

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** Thank you for your kind cooperation in answering the questionnaire. **

BIOGRAPHY

Name	Miss Chonlakarn Thongchai
Date of Birth	November 13,1990
Educational Attainment	2012: Bachelor of Science (Applied Mathematics)
Work Position	Supply Administrative Officer Mass Rapid Transit Authority of Thailand (MRTA)
Work Experiences	Supply Administrative Officer Mass Rapid Transit Authority of Thailand (MRTA) In-Flight Service Officer Thai Smile Airways Company Limited Teacher and Tutor Rak Moonoi Company Limited