



**THE INFLUENCE FACTORS OF PASSENGERS WHEN
SELECTING BETWEEN LOW COST AND FULL
SERVICE AIRLINES**

BY

MR. NUTTHAPOL JARRUNAKARIN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

BY

MR. NUTTHAPOL JARRUNAKARIN

ENTITLED

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ABSTRACT

In recent years traveling by airline become the first choice of customer who traveling in domestic area instead of using other public transportations. Nowadays, airline market in Thailand is a competitive industry. Both of low cost and full service airlines developed business strategies to attract customer spend on their brands. Moreover, international airlines were entry to Thai market to compete the share from local passengers. This make airline business in Thailand is in dynamic business which brand owners have to adopt themselves all the times.

The topic of this study is “The influence factors of passengers when selecting between low cost and full service airlines”. This topic takes a part of contemporary topic in applied marketing which related to international business topic. The study of this topic would benefit to airline management team as guidance of understanding customer preferences in Thailand.

The research objectives of this study were to determine factors of selecting airline between low cost and full service airlines, to determine factors that affect customer satisfaction both of low cost and full service airlines and to identify opportunities how low cost and full service airlines attract customers.

The researcher used exploratory research and descriptive research to figure out research objectives. To conducted in-depth interview among airline users followed by launching online survey was the methodology of this research. At this stage, eight respondents was interviewed for in-depth interview and 180 respondents were completed online survey.

The research findings show that customers tend to book the flight through online channels and made payment via in several ways. “The longer period you book flight in advance, the cheaper ticket fee you will get” was a belief from respondents. Low cost and full service airline users have difference traveling behavior and concerns when they purchased air ticket. The major concerns from low cost users were safety issue. While full service users concern about time for loaded baggage when arrival destinations and high quality of services.

For customer satisfaction score, full service got higher score than low cost airlines in many aspects for instance, loyalty program, cabin crew services and seat configuration. When compare satisfaction score between grouping variables which are gender, living area and airline usership, the researcher found that male satisfied in airline service more than female. The respondents who lived in Bangkok rated lower score than other area. For airline usership, full service airline got higher score than low cost airline significantly. It means that full service airline probably use “quality of service” as a strengthen point to attract customers. Nowadays airline passengers satisfied full service airline more than low cost airline.

Keywords: Airline, Low Cost Airline, Full Service Airline, Service Marketing, Thailand

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Traveling by airplane is the most convenience transportation because passengers can save their time with high level of safety compare with travel by other transportations. When passengers travel aboard, airplane is only one choice which offers passengers to visit the destination fast and on time as passengers want. Not only international route but also domestic routes in recent years traveling by airline become the first choice of customer who traveling in domestic area instead of using van or other public transportations.

This fact is conformed to airline transportation in Thailand. In recent years, the number of arrival flight in Thailand increase 1.5 times, Airport of Thailand had extended main airport in Bangkok and other province. The number of Thai passengers who traveling by airplane is growing up significantly. Airline transportation In Thailand goes up 10-15% during 2014-2017. The domestic flights are major sales of overall revenue during the year. The proportion between full services and low cost airlines is about 84% and 12% respectively. Interestingly, the trend of airline services seems to change year by year. Since 2012, Airport of Thailand moved low cost airlines to Don Muang Airport in order to decrease passenger volume at main airport (Suvarnabhumi airport). Considering from passengers, number of passengers who transported by low cost airline grew by 29% in 2013. Passenger on low cost airlines increased from 25% from all passengers in 2010 to 42% at the end of 2014.

Apart from increased volume of airline industry, airlines offer attractive promotion to gain passengers along the year. The fact that low cost airlines offer cheaper price has made full service airlines cut the price down to be competitive in the market. Previously, it was hard to see this kind of situation in Thailand. Besides price factor, there are still other factors that can influence passengers in choosing airlines. For examples, Thai Smile launched premium economy seat which similar to business seat, or Thai Airways offered value pack where passengers can travel several flights within in Indo-China countries.

Low cost airlines adopt themselves to compete with major competitors. They develop their marketing strategy not only focusing on cost but also develop a new route to serve passenger demands. For example, OrientThai start to operate charter aircraft from China to Bangkok. Thai AirAsia opened flight to major cities in Middle East like Iran and Oman 10flights/week.

Full service airlines lost a plenty of revenue to low service airlines. They put lot of effort to strength their core competency. For example; THAI airways develop six strategies to maintain the passengers. One of their strategy is cooperate with network of airline call “star alliance”.

The study of this topic would benefit to airline management team in terms of knowing key factors and key influencers that can impact passengers when they select airlines. The flight attendance will know which is crucial practices that passenger expect. Furthermore, the key triggers to gain passengers will be identify in this study.

This research proposal is an applied marketing which related to international business topic. Since most of airlines own by multinational company. The study will distinguish service quality of several airlines in passenger’s perception.

1.2 Research Objectives

This study will identify influence factors of passengers when they select airline between full services and low cost airlines. The research objectives are identified as follow.

1. To determine factors of selecting airline between low cost and full service airlines.
2. To determine factors that affect customer satisfaction when they select airlines.
3. To identify opportunities how low cost and full service airlines attract customers.

CHAPTER 2

REVIEW OF LITERATURE

In order to answer research objectives, the researcher had been reviewed secondary data in various sources to better understand airline market in Thailand and market environment. There are eight sources of news and articles about aviation industry, airline service marketing that had been reviewed in this stage.

2.1 Number of tourists in Thailand

Thailand tourism has grown significantly in passing 5 years in line with number of international passengers. From this reason, it related with airline industry in Thailand. Sale revenues of airlines in Thailand grow up approximately 14% in Q1-3'2016. The trend will be stable in Q4'2016 due to King of Thailand passed way. The profits of each airline grow up significantly. For instance, Thai Airways has profit THB 1.4billion compare with loss THB1.8billion in last year. Thai Air Asia got profit THB 1.8billion compare with profit last year about THB 0.8billion.

Many airlines put lots of effort to attract passengers using their services. Nowadays airlines separate into two types in terms of operational management. These are “full service airline (FSA)” and “low cost carrier airline (LCC)”.

2.2 Airline customer segmentation

The airlines always target customer base on characteristic of passengers. From secondary data found that there have three main criteria used for segment customers.(Shaw, 2011)

- Journey purpose: This is fundamental segmentation variable in airline market. There can be classified into two purpose; business purpose and leisure purpose.
- Length of journey: There can be grouping into 2 ways; short haul VS long haul flight and domestic flight VS international flight.

- Culture of origin: Passengers from many countries have difference culture. This point is related with some part of airline services for example, in-flight meal between Indian and France tourist, level of tolerance for Europe and China passengers.

In this study, I will consider journey purpose and length of journey as independent variables. Culture of origin will ignore from this study because I target Thai's respondent only.

2.3 Importance factors of using airline service

One of the "Customer satisfaction for using low cost airline services study" (Jumroonwa,2013) stated that 5 dominate factors for leading customers spending on low cost airlines are 1.Politeness of flight attendants, 2.Safety reliability, 3.Reasonable price, 4.Punctual flight schedule and 5.Check in online system respectively.

The result from this study is a great guideline for designing questionnaire in further stage. I will applied factors in alternative choice for question like "what are you consider when purchasing full service airlines and low cost airlines tickets?" etc.

2.4 Low cost airlines growth

The center of aviation or CAPA reported the finding from Airports of Thailand (AOT). The news was reported in November 2016 that revenue of THB6,992 million for sales and services during 12 months ended 30-Sep-2016, a 15.9% year-on-year increase, largely attributed by the 12.15% increase in aeronautical revenue and 21.34% increase in non-aeronautical revenue. The positive result is due to overall growth in traffic, particularly for low cost carriers with a 21.08% rise in passenger numbers and 13.77% in service numbers. (CAPA, 2016)

2.5 Low cost airlines in Thailand

In early of 2015, low cost airlines operated in Thailand about 30 airlines and tend to increase significantly. Since October2012, AOT moved most of low cost airlines to Don Muang Airport in order to decrease passenger volume at

Suvarnabhumi airport. The number of passengers transported by low cost airlines grew by 29% in Y2013. Passenger on Low cost airlines increased from 25% from all passengers in 2010 to 42% at the end of 2014. (TRIS Rating, 2014)

2.6 The difference between strategies of low cost and full service airlines

The low cost and full service airlines are totally difference in terms of strategies and operational management. The different of low cost and full service show in following table. (Almeida,2011)

Table 2.1: The different between low cost and full service airlines.

Criteria	Low Cost Airlines	Full Service Airlines
Alliance airlines	No frequent flyer programs, have no partner with another airline.	Have frequent flyer program with other airlines.
Cooperate partner	No cooperate partner, only purchase of product and services.	Also include cooperation partners which complement network with airline alliances.
Route	Short and medium haul flight service due to limitation of air fuel. The airline provide route only popular destination.	Long haul flight service. The flight coverage in multiply route, inter-continent routes.
Time	Limit flight timetable due to maximization of aircraft. Fasten turn around in airports with less traffic.	Multiple time and flight selection
Aircraft	No different types and sizes of aircrafts. To save maintenance fee.	Different types and sizes of aircrafts. for domestic and international flight.

Criteria	Low Cost Airlines	Full Service Airlines
Airport	Use of secondary airports with lower taxes and less traffic	Use of primary airport for attracting several types of customer.
Freight services	No freight services	Freight service provider
Segment of customers	Focusing on budget oriented customers. Consider all customers are the same.	Customers have difference segment, difference purposes for traveling. The full service airlines split services into 3 classes; first class, business class and economy class.
Flight attendants	Simply uniform and training program as per standard.	Professional uniform as representative of airline brand. Full training program for flight attendants also required to satisfy the passengers.
In-flight services	No free of charge in-flight services. Passengers have to spend their money on flight if they want some entertainment gadgets and meal.	Entertainment services and complimentary meal with free of charge.

2.7 How full service airlines adopt themselves to compete with low cost airlines?

THAI airways identified six strategic transformations to compete with low cost airlines and increase air traveling demand. (THAI Airways,2015) These six strategies are;

- Network Strategy: to stop further losses from unprofitable routes and generate sustainable profits to the firm.
- Fleet Strategy: to adjust existing varieties of aircraft and to simplify aircraft types in order to reduce operating costs and increase operating efficiency.
- Commercial Strategy: to uplift sales capabilities in enhancing revenues from all sales channels, touch points and network sales.
- Operation and Cost strategy: to increase operational efficiency and quality of service while controlling operating costs.
- Organization strategy: to bring organization a suitable size with a less complex structure and increase personnel effectiveness.
- Portfolio strategy: to ensure a portfolio of business that support are consistent with core business of the company.
-

2.8 Seat capacity for foreign airlines in Thailand

The approximate seats of foreign airlines which operate in Thailand show as following table. The seat numbers show in weekly basis. Most of top ten seat capacity airlines are full service airlines such as Emirate airline, Qatar airways, Cathay Pacific. While low cost take an account only two out of ten which are Air Asia and Tiger Airways.(CAPA and OAG,2016)

Table 2.2: Top 10 foreign airlines in Thailand ranked by weekly seat capacity

Airlines	Weekly seats
1. Emirates Airline	65,760
2. Air Asia	45,720
3. China Southern Airlines	33,680
4. Qatar Airways	33,680
5. Cathay Pacific	33,069
6. EVA Air	32,495
7. Etihad Airways	25,192
8. Tiger Air	23,976
9. Korean Air	23,970
10. MH Malaysia Airlines	21,440

2.9 Summarize from literature reviews

From literature review, the competition of airline industry is intense during the period. The low cost airlines put lot of effort to compete market share from full service airlines. Low cost airline is the first choice of passengers who travel in short haul flight and inter-continent country. The passenger is likely to spend their budget with low cost airline increasingly noticed from growth rate of low cost airlines passenger in recently years. Full service airlines try to strengthen core competency of long haul flight which a limitation of low cost airlines. This thing can acquire long haul passengers with high yield to the airlines.

Also, there are several factors that passengers consider when using airline service. In summary customers experiences when using airline services can split into three stages.

- Before flight departure: information search, booking and payment process, online check in, counter check in, group flight attendant service etc.
- During the flight: seat, complimentary meal, in-flight services, politeness of flight attendant etc.
- After flight arrival: arrival time, loaded luggage receipt, follow up luggage etc.

In order to gain loyal passengers, airline has to develop customer in mentioned process. Of course, airline is not able to create the impression in every process. This study will help airline identify which factors or process airline should be prioritize and focus.

Due to the complexity of passengers, I have to study by using several criteria. For instance; purpose of traveling (leisure and business purposes), traveling route (long haul VS short haul) and traveling status (traveling alone, traveling with family and traveling with couple).

CHAPTER 3

RESEARCH METHODOLOGY

To achieve research objectives, this study will be done both of qualitative research and quantitative research. The qualitative research will conduct to identify target population of this study and also find variables that respondents consider when they purchase airline tickets. The quantitative research will conduct through online survey software. The purpose of quantitative research is to study behavior of respondents, usage and attitude of using low cost, full service airlines. The research methodology will be identified in details as following topic.

At the same time, the researcher was conducted both of exploratory and descriptive research. Here are the details in each part.

3.1 Exploratory Research

The purpose of conducting secondary research is to better understand about airline market in Thailand and the trend of customers which choosing between low cost and full service airlines. The researcher use following sources for collecting secondary data; sourcing data from public sources such as newspaper, website, academic publications, marketing website, airline annual report.

Moreover, in-depth interview is another method which the researcher used for this study. The qualitative research answered research objective in terms of identification opportunities how low cost and full service airlines attract their customers. As state in literature review, difference types of airline are defined as different segment. To conduct the research provided useful information about customer perception and behavior towards low cost and full service airlines. The data from in-depth interview has been analyzed and scoped down for identifying key alternative variables and a great guideline for designing questionnaire in quantitative research.

3.2 Descriptive Research

The purpose of descriptive research is to transform qualitative research findings to quantitative information which is measurable and represent target respondents attitude and perceptions. The quantitative research was answered objective related with customer satisfaction, usage, perception among low cost and full service airlines. The data will be collect through online survey panel.

3.3 Guideline for qualitative in-depth interview

The guideline for in-depth interview will divide into three parts.

- Introduction: demographic profile, lifestyle and interesting activities
- Traveling behavior: frequency of traveling, purpose of traveling, who do you traveling with? And how long that you booking tickets in advance?
- Customer experiences between low cost and full service airlines since information search, booking process, check-in process, in-flight service until get luggage at the destination.

3.4 Questionnaire Design

To answer research objectives, the questionnaire for quantitative online survey will divide into five parts as follow.

Part1: Airlines usage

Usage of low cost and full service airlines during past 6 months for instance; how much you spend?, who do you travel with?, which types of airline did you selected?

Part2: Factor effect respondent decision when selecting the airlines

Rating score in each attributes related with airline services scope (both of low cost and full service airlines)

Part3: Perception and Attitude towards low cost airlines

Mainly asking about customer's perception and expectation for low cost airlines.

Part4: Perception and Attitude towards full service airlines

Mainly asking about customer's perception and expectation for full service airlines.

Part5: Demographic profiles

General information of respondents will be asked at this part. For instance; gender, age, personal income, traveling behavior

3.5 Identification for key research variables

There will be five main variables in this research. I will explain each variable as follow.

Dependent Variable:

1. Customer satisfaction between low cost and full service airlines: This variable is a perception from customers in past experiences related with airline services. To select either low cost or full service airline, customers have to evaluate important factors as they perceive. In case passenger's looking for the flight which located in secondary airport and punctuality departure time, he should select low cost airline rather than full service airline.

Independent Variables:

1. Demographic variables: The more different passengers profile the diversification of service expectation. The example of demographic variables are gender (male and female), living city and personal income.
2. Airline usership: The usage of airlines between full service and low cost airlines. Also noted that one respondent can be classify into two groups at the same time.
3. Purpose of traveling: As state in literature review, the different purpose of traveling is also affect passenger needs. This variable is defined as leisure purpose and business purpose.
4. Traveling status: The difference status of traveling made passengers choosing airline differently. This variable is defined as traveling alone, traveling with family and traveling with couple.

Length and purpose of traveling, traveling status and also demographic profiles are key variables that differentiate passenger behavior in terms of selecting between low cost and full service airlines. For instance, passengers who travel by

business purpose require punctual flight schedule and flexibility of changing date and time prior departures. While leisure purpose passengers tend to more price sensitive, they accept to transit in another city, they are less of time constrain compare with business traveling.

3.6 Sampling Qualification

For in-depth interview, eight respondents who eligible to join this interview were stated as follow.

- Male or female age between 25-50 years old
- Had been travel by plain in past six months
- Main decision maker of purchasing airline ticket
- Household income more than THB30,000 per month
- Quota: At least three respondents for full service and low cost airline users

For quantitative research, the researcher collected 150 respondents for this survey. The sample qualifications were stated as follow.

- Male or female age between 25-50 years old
- Had been travel by plain in past six months
- Main decision maker of purchasing airline ticket
- Household income more than THB30,000 per month
- Quota: To follow with statistic requirement, users of full service and low cost airline should reach 50 respondents in each category.

3.7 Data Analysis Plan

In this study, SPSS software will be used as cleaning data and analyzing tools. SPSS will apply in the following statistical values.

- Frequency analysis
- Cross-tab
- Independent sample t-test
- Other statistical analysis

The example of variables which need statistical analysis show as follow.

Table 3.1 :An example of variables

Characteristics	Data
Gender	Male = n%, Female= n %
Personal income	Frequency analysis; Less than THB15,000 THB 15,001-25,000 THB 25,001-35,000 THB 35,001-45,000 THB 45,001-55,000 More than THB 55,000
Frequency of traveling by airplane (times/year)	1-2times/ year 3-5times/ year 6-10times/ year More than 10 times/year
Length of traveling	Short haul flight and long haul flight
Purpose of traveling	Leisure purpose and business purpose
Traveling status	traveling alone, traveling with family and traveling with couple

Furthermore, the dummy variables are designed as state in research framework. This is an example of dummy table in this study.

Table 3.2: An example of dummy table

Characteristic	Study group		T-test value	Significant test at 95% of confidence interval
	Either low cost or full service airline user	Low cost and full service airline user		
Important factor when you consider the airlines.				
Customer satisfaction towards low cost airlines				
Customer satisfaction towards full service airlines				

CHAPTER 4

RESEARCH RESULT AND ANALYSIS

4.1 Data Analysis

In this study, the researcher conducted both of qualitative and quantitative research. The in-depth interview for qualitative research was used to identify key factors and design questionnaire in further step. For quantitative research, online survey was conducted through online panel. The 150 respondents were used for analysis at this stage.

4.2 Result from exploratory research

As mentioned, eight respondents were participated in in-depth interview. Mainly questions asked about respondent's profile, traveling pattern, traveling behavior, past experiences of airline usage both of low cost and full service airlines. The result of in-depth interview was stated as follow.

Table 4.1: Result from in-depth interview

Criteria	Result
Respondent's profile	Total eight respondents - Three of male respondents and five of female respondents. - Aged between 25-45 years old - Household income more than THB50,000 per month
Airline usage	- Three respondents are low cost airline users. - Only one respondent is full service airline user. - Four respondents are both of low cost and full service airline users.
Before using the flight	- Most of respondents booked the flights through online (airline's website, application and traveling website for instance, expedia, traveloka)

Criteria	Result
	<ul style="list-style-type: none"> - The respondents tend to book the flight in advance 1-3 months before departure date for leisure and vacation purpose. For business purpose, they booked the flight only 3-5 days in advance.
<p>Criteria of making decision between low cost and full service airlines</p>	<p>The criteria that helps respondents made their decision when select either low cost or full service airlines are;</p> <ul style="list-style-type: none"> - Duration of the flight (short haul or long haul flight). For the flight which takes time more than three hours, passengers tend to spend on full service rather than low cost airlines. - People that they traveled with. For instance, in case respondent join the trip with friends, they will choose low cost airline to save their budget, while going with family they will choose full service airline in order to make their parents feel convenient. For business purpose, all of respondents consider to fly with full service airline.
<p>Perception and attitude towards low cost airline</p>	<ul style="list-style-type: none"> - When passenger considers low cost airlines? <ol style="list-style-type: none"> 1. All of respondents accepted low cost airlines when they travel in domestic routes or short haul routes. 2. Low cost airlines used for many travel purposes; vacation, business, friends or relatives visit. When travel in whole family, the respondents will not consider low cost airline as a first choice because they want to treat their parents with full service airlines. - The reason why respondents consider low cost airline are save their budget, no baggage loaded, easy to travel to the airport which is not a main airport in Bangkok. - Improvement points: <ol style="list-style-type: none"> 1. The cabin crew of many low cost airlines have no service minds, poor service quality, treat passengers differently with full service airline.

Criteria	Result
	<ol style="list-style-type: none"> 2. Entertainment and meal service onboard required to pay more. The food is not various and taste like street food. 3. Flight delay/ Flight cancel is a big problem of low cost airline. Some of passengers had experiences that airline cancel flight without notice in advance and let passenger waiting at the airport more than three hours.
<p>Perception and attitude towards full service airline</p>	<p>- When passenger considers full service airlines?</p> <ol style="list-style-type: none"> 1. The respondents considered full service airlines when they travel in long haul flights, across the continent. 2. Most respondents who travel with family always use full service airlines. When you travel with family, there consist of various generation. The elderly and parents concern were willing to spend on full service airline rather than low cost airline. <p>- The reason why respondents consider full service airline are safety concerns, comfortable seat and entertainment services. In case passenger fly in long haul flight with low cost airlines, there was no entertainment providing and it made respondents bored during the flight.</p> <p>- Improvement points</p> <ol style="list-style-type: none"> 1. The air ticket fee is very expensive especially when near departure date. The price is not reasonable in some cases. When full service airline offers sale promotion, the total price still expensive compare with low cost airlines. The airline also charge passenger hidden fee. At this rate, customer feels that the airline is tricky and not report the exact price directly. 2. The quality of food and beverage in some airlines are not good enough as full service standard. In short

Criteria	Result
	haul flight, cabin crew served only complementary snacks and drinks. The cabin crews served passengers without service minds, poor service quality, treat passengers differently(compare with level of airline membership).

4.3 Result from descriptive research

Total number of respondents is 180 but in this case only 165 respondents were qualified as airline users. According to main respondents 165 samples, 17% are male and 83% female. 66% of respondents are age between 25-30 years old followed by 31-40 years old(30%) and 41-50 years old(4%). The area, most of respondents lived in Bangkok (69%) followed by greater Bangkok area(20%) and other provinces(11%) respectively.

For household income, majority of respondents get household income more than THB70,000(68%) followed by THB50,000-59,999(12%) and THB60,000-69,999(10%). For personal income, 41% of respondents received income in range THB20,000-39,999 followed by THB40,000-59,999(36%) and THB60,000-79,999(9%).

On the occupation, majority of respondents are working as private officer (66%), business owner(12%) and government officer, students (11%). The rest of occupations were stated in table6.

Table 4.2: Summary of respondent's demographic

Criteria	N	Percent(%)
Gender		
Male	28	17%
Female	137	83%

Criteria	N	Percent(%)
Age		
25-30	109	66%
31-40	50	30%
41-50	6	4%
Area		
Bangkok	114	69%
Greater Bangkok	33	20%
Others	18	11%
Household Income		
More than THB70,000	112	68%
THB60,000-69,999	17	10%
THB50,000-59,999	20	12%
THB30,000-49,999	16	10%
Personal Income		
More than THB100,000	7	4%
THB80,000-100,000	4	2%
THB60,000-79,999	15	9%
THB40,000-59,999	60	36%
THB20,000-39,999	67	41%
Lower than THB20,000	12	7%
Occupation		
Students	18	11%
Government officer	14	8%
Private officer	110	67%
Business owner	20	12%
Retired	3	2%

Focus on traveling behavior, the channels which respondents tend to book their flights were airline's website and application(90%), travel agent(27%) and airline's call center(10%). The most popular channel which respondents always book their flights through airline's website and application(80%) followed by travel agent(12%) and travel website; for example, expedia, skyscanner, traveloka, 5% respectively.

Most of respondents booked their flight in advance about 7-14 days(32%), 1-3 months(30%) and 15-30 days (20%). This result is similar to qualitative research, the respondents also believe that the longer period you book the flight in advance, the cheaper ticket fee you will get.

Table 4.3: Summary of respondent's traveling behavior

Criteria	N	Percent(%)
Book the ticket (Multiple Answers)		
Travel Agent	44	27%
Airline's website/application	149	90%
Airline's call center	16	10%
Ticketing office at the airport	12	7%
Travel website	14	8%
Book the ticket (Most Often)		
Travel Agent	20	12%
Airline's website/application	132	80%
Airline's call center	5	3%
Travel website	8	5%
Duration of booking ticket in advance		
less than one week	8	5%
7-14 days	52	32%
15-30 days	33	20%
1-3 months	50	30%
More than three months	22	13%

Important factors of airline usage

In this study, the researcher separate users between low cost and full service airline to see the difference of perception and attitude. The first question is related with importance of factors when respondents selected airlines. The mean score in each attributes showed as follow.

Apart from table4.4, overall respondents concern on flight punctuality, easy to use on airline's website and safe and security of airline operating system (mean score are 4.51,4.48 and 4.42 respectively). The less important aspect among respondents is availability of airline's passenger lounge which respondents scored only3.35 out of 5 points.

Table 4.4: Mean of important factors among total respondents

Important attributes	N	Mean	SD
Airline's website	165	4.42	0.70
Reservation system	165	4.34	0.72
Ticketing office	165	4.29	0.71
Check-in system	165	4.22	0.95
Airline passenger's lounge	165	3.35	1.11
Safe and security system	165	4.48	0.90
Cleanliness of aircraft, seat and restroom	165	4.36	0.76
Cabin crew services	165	4.13	0.74
Flight punctuality	165	4.51	0.83
Baggage services and claims	165	4.39	0.83

In case break down by low cost and full service airline users, there will see the difference concerning points between this group. In table4.5 shows important score break by users. The more score you get, the more level of important there were. For low cost airline user, respondents gave important to flight punctuality, safe and security operating system. The full service airline users consider flight punctuality, baggage service and claim conditions as a first priority. The airline's website and

flight punctuality are the factor that low cost and full service users consider as important points when selecting airlines.

The less important point among two groups of respondents is availability of airline's passenger lounge. The reason is passenger may be notice that the lounge is available for full service airline's passenger who spend on business class seat only.

Table 4.5: Mean of important factors separate by airline usership

Important attributes	Low cost users			Full service users		
	N	Mean	SD	N	Mean	SD
Airline's website	141	4.38	0.72	123	4.37	0.73
Reservation system	141	4.33	0.71	123	4.23	0.73
Ticketing office	141	4.23	0.70	123	4.30	0.71
Check-in system	141	4.13	0.96	123	4.04	1.01
Airline passenger's lounge	141	3.32	1.15	123	3.33	1.14
Safe and security system	141	4.43	0.94	123	4.35	0.99
Cleanliness of aircraft, seat and restroom	141	4.29	0.79	123	4.28	0.82
Cabin crew services	141	4.07	0.72	123	4.20	0.74
Flight punctuality	141	4.45	0.87	123	4.40	0.90
Baggage services and claims	141	4.31	0.86	123	4.40	.789

Airline usage behavior

The low cost airline user traveling pattern was stated in table4.6. The purpose of traveling of low cost user were leisure and vacation purpose(81%), business purpose(43%) and friend/relative visit(42%). For person who travel with when using low cost airlines, most of respondents travel with their couples(57%) followed by travel alone(48%) and boss/colleague(36%). The frequency which respondents spend on low cost airline, mostly respondents travel with low cost airlines 3-4 times per year(43%), 1-2 times/year(25%) and more than 5 times/month(17%). For flight

duration, majority of respondents travel with low cost airline by spending lower than 1.5 hours on board(63%) followed by 1.5-3 hours (31%).

Table 4.6: Low cost user's behavior

Airline usage behavior: Low cost users	N	N%
Purpose of traveling		
Leisure/vacation	114	81%
Business	61	43%
Friends/relatives visit	59	42%
Travel with		
Alone	68	48%
Boss/colleague	51	36%
Family/relatives	46	33%
Couples	80	57%
Frequency of usage		
More than 5 times/month	24	17%
3-4 times/month	6	4%
1-2 times/month	16	11%
3-4 times/year	60	43%
1-2 times/year	35	25%
Flight duration		
Lower than 1.5 hours	89	63%
1.5-3 hours	43	30%
3-5 hours	6	4%
More than 5 hours	3	2%

Note: Base of low cost airline users is 141 samples.

The full service airline user traveling patterns were stated in table4.7. The purpose of traveling of full service user were leisure and vacation purpose(73%), business purpose(54%) and friend/relative visit(15%). For person who travel with when using full service airlines, most of respondents travel with boss/colleague(52%)

followed by travel alone(44%) and family, relatives (33%). The frequency which respondents spend on full service airline, mostly respondent travel with full service airlines 1-2 times per year(64%) followed by 1-2 times per month (18%) and 3-4times/year (14%). For flight duration, majority of respondents travel with full service airline by spending time more than 5 hours on board(49%), 3-5hours(24%) and 1.5-3 hours (16%) in the third rank.

Table 4.7: Full service user's behavior

Airline usage behavior: full service users	N	N%
Purpose of traveling		
Leisure/vacation	90	73%
Business	67	54%
Friends/relatives visit	18	15%
Travel with		
Alone	54	44%
Boss/colleague	64	52%
Family/relatives	40	33%
Couples	28	23%
Frequency of usage		
More than 5 times/month	5	4%
1-2 times/month	17	14%
3-4 times/year	22	18%
1-2 times/year	79	64%
Flight duration		
Lower than 1.5 hours	18	15%
1.5-3 hours	20	16%
3-5 hours	25	20%
More than 5 hours	60	49%

Note: Base of low cost airline users is 123 samples.

Customer Satisfaction - Low cost airlines

The online survey also asked passenger about satisfaction scores among low cost and full service airline. The attribute which get lower score means the airline were not do a good job in that task. From the survey, 141 users of low cost airline evaluated satisfaction score as follow.

From table4.8, the user satisfied with route coverage(mean 4.01) which low cost airline provide followed by variety of payment channels(mean 3.96). While the points which low cost airlines need to improve their performance are baggage claim conditions(mean 3.26),time for waiting call center is not too long (mean 3.07).For overall satisfaction, low cost airline user rated score 3.65 points out of 5 which located in medium level.

Table 4.8: Low cost airline: customer satisfaction score

Customer Satisfaction : Low cost users	N	Mean	SD
The airlines offer variety of payment channels.	141	3.96	0.66
The call center staff provides information and response to questions professionally.	141	3.49	0.67
The time waiting for call center agent is not too long.	141	3.07	0.80
The airlines offer coverage routes as passenger needs.	141	4.01	0.70
The airlines offer privilege mile collecting program to passengers.	141	3.35	0.76
The airlines always flown punctually as per flight schedule.	141	3.79	1.02
The cabin crew delivers exceptional customer services experience.	141	3.79	0.69
The airlines serve best quality of meal and beverages.	141	3.26	0.88
The seat configuration, width and pitch are comfortable for you.	141	3.27	1.05
The cleanliness of aircraft meets your expectation.	141	3.73	0.72
The duration of waiting baggage after arrival is not that long.	141	3.40	1.01
The baggage claim conditions are reasonable.	141	3.26	0.88
Overall satisfaction towards full service airlines	141	3.62	0.73

Customer Satisfaction – full service airlines

From the survey, 123 users of full service airline evaluated satisfaction score. In table13, the user satisfied with privilege mile collecting program(mean 4.21) followed by cabin crew services (mean 4.14). While the points which full service airlines need to improve their quality of food and beverage (mean 3.63) ,time for waiting call center is not too long (mean 3.50). For overall satisfaction, low cost airline user rated score 4.04 points out of 5 which located in medium to high level.

Table 4.9: Full service airline: customer satisfaction score

Customer Satisfaction : Full service users	N	Mean	SD
The airlines offer variety of payment channels.	123	4.13	0.51
The call center staff provides information and response to questions professionally.	123	3.88	0.72
The time waiting for call center agent is not too long.	123	3.50	0.78
The airlines offer coverage routes as passenger needs.	123	4.09	0.68
The airlines offer privilege mile collecting program for passengers.	123	4.21	0.86
The airlines always flown punctually as per flight schedule.	123	3.93	0.75
The cabin crew delivers exceptional customer services experience.	123	4.14	0.67
The airlines serve best quality of meal and beverages.	123	3.63	1.09
The seat configuration, width and pitch are comfortable for you.	123	3.97	0.80
The cleanliness of aircraft meets your expectation.	123	4.13	0.72
The duration of waiting baggage after arrival is not that long.	123	3.68	0.81
The baggage claim conditions are reasonable.	123	3.65	0.77
Overall satisfaction towards full service airlines	123	4.04	0.52

Refer to satisfaction score in both airline types, the time for waiting call center is a critical points which low cost and full service do not satisfied the customers. Some airlines operate call center in office hours only, this is not enough in customer side. "24/7 services" is an ideal case in customer perception. Sometimes, call center staff has no right to made any decision, this probably make customer upset when they waiting response from them.

For overall satisfaction score, full airlines do a better job compared with low cost airlines score. The more money you pay, the better service quality you received.

Test the differences between groups

In this section of research, its shows the differences between customer satisfaction score of low cost and full service users separately. The researcher defines satisfaction scores as dependent variables and set gender and airline's usership as independent or grouping variables. The result of statistic test in particular question showed as follow.

For table4.9 shows test the difference between satisfaction scores and gender. The researcher set research hypothesis that gender made satisfaction score differently. With using independent t-test, the result shows that all differences between gender (male and female) and low cost airlines satisfaction score are not significant. In other word, male and femate scored low cost airlines satisfaction all the same.

Table 4.10 : Compare mean between low cost customer satisfaction score and gender

Attributes	Group: Gender				t	Sig(2-tailed)
	Male		Female			
	Mean	SD	Mean	SD		
Customer satisfaction score: low cost airlines	n	SD	Mean	SD	t	Sig(2-tailed)
The airlines offer variety of payment channels.	3.80	0.81	4.00	0.62	-1.28	0.17
The call center staff provides information and response to questions professionally.	3.52	0.77	3.48	0.65	0.25	0.80
The time waiting for call center agent is not too long.	3.24	0.72	3.03	0.81	1.17	0.25
The airlines offer coverage routes as passenger needs.	3.96	0.67	4.02	0.71	-0.37	0.71
The airlines offer privilege mile collecting program for passengers.	3.44	0.87	3.33	0.73	0.67	0.50
The airlines always flown punctually as per flight schedule.	4.00	0.87	3.7	1.05	1.15	0.25
The cabin crew deliver exceptional customer services experience.	3.68	0.75	3.81	0.69	-0.85	0.40
The airlines serve best quality of meal and beverages.	3.36	0.95	3.24	0.86	0.61	0.54
The seat configuration, width and pitch are comfortable for you.	3.40	1.29	3.24	0.99	0.69	0.49
The cleanliness of aircraft meets your expectation.	3.68	0.85	3.74	0.69	-0.38	0.70
The duration of waiting baggage after arrival is not that long.	3.28	1.10	3.42	0.99	-0.68	0.60
The baggage claim conditions are reasonable.	3.40	0.87	3.23	0.88	0.86	0.38
Overall satisfaction towards full service airlines	3.60	0.82	3.62	0.72	-0.13	0.90

Note: Sample size for male is 25, female users is 116 samples.

Considering gender and full service airlines satisfaction scores in table4.10, there found the difference between mean score among gender by using independent t-test. The result shows that gender was statistically significant difference with full service airline satisfaction score towards “variety of payment channels” by using T-test analysis T value=2.70 and P=0.00 was lower than significant level at 0.05. It can be concluded that male passenger satisfied about various of payment channels more than female passenger. In other words, male tend to book the flight in several ways compare with female.

Table 4.11 : Compare mean between full service customer satisfaction score and gender

Attributes	Group: Gender				t	Sig(2-tailed)
	Male		Female			
	Mean	SD	Mean	SD		
Customer satisfaction score: full service airlines						
The airlines offer variety of payment channels.	4.43	0.59	4.08	0.48	2.70	0.00
The call center staff provides information and response to questions professionally.	4.13	0.82	3.82	0.68	1.88	0.62
The time waiting for call center agent is not too long.	3.70	0.88	3.46	0.76	1.30	0.19
The airlines offer coverage routes as passenger needs.	3.87	0.92	4.14	0.60	-1.74	0.08
The airlines offer privilege mile collecting program for passengers.	4.09	1.26	4.24	0.79	-0.61	0.54
The airlines always flown punctually as per flight schedule.	4.00	0.80	3.86	0.85	0.71	0.48
The cabin crew deliver exceptional customer services experience.	4.13	0.76	3.96	0.70	-0.53	0.96
The airlines serve best quality of meal and beverages.	4.13	0.82	4.14	0.63	-1.15	0.25
The seat configuration, width and pitch are comfortable for you.	3.39	1.08	3.68	1.09	0.22	0.83

Attributes	Group: Gender				t	Sig(2-tailed)
	Male		Female			
	Mean	SD	Mean	SD		
Customer satisfaction score: full service airlines						
The cleanliness of aircraft meets your expectation.	4.00	0.80	3.96	0.80	0.32	0.75
The duration of waiting baggage after arrival is not that long.	3.78	0.99	3.66	0.77	0.65	0.52
The baggage claim conditions are reasonable.	3.87	0.92	3.60	0.73	1.53	0.13
Overall satisfaction towards full service airlines	4.04	0.77	4.04	0.44	0.02	0.98

Note: Sample size for male is 23, female users is 100 samples.

According to table 4.12, the research test the difference between mean score among respondents who lived in Bangkok, Greater Bangkok area and low cost airline satisfaction score by using independent t-test. The result shows that there was statistically significant as follow. The “route coverage” by using T-test analysis T value= -3.12 and P=0.00 was lower than significant level at 0.05. It can be concluded that respondents who lived in Greater Bangkok satisfied with offering route from low cost airlines while Bangkok area always had high demand than other groups. They required full service airline to operate variety of routes more than today.

For cabin crew service and waiting time for baggage, with using T-test analysis T value=-2.43 and P=0.02 and T value=-4.49 and P=0.00 respectively were lower than significant level at 0.05. It can be concluded that Greater Bangkok respondents satisfied with cabin crew service from low cost airline more than Bangkok area.

Table 4.12: Compare mean between low cost customer satisfaction score and area

Attributes	Group: Area				t	Sig(2-tailed)
	Bangkok		Greater Bangkok			
	Mean	SD	Mean	SD		
The airlines offer variety of payment channels.	3.87	0.72	4.35	0.49	-3.02	0.00
The call center staff provides information and response to questions professionally.	3.47	0.64	3.96	0.77	-3.15	0.00
The time waiting for call center agent is not too long.	3.02	0.86	3.35	0.76	-1.67	0.10
The airlines offer coverage routes as passenger needs.	3.91	0.77	4.43	0.51	-3.12	0.00
The airlines offer privilege mile collecting program for passengers.	3.34	0.82	3.65	0.65	-1.71	0.10
The airlines always flown punctually as per flight schedule.	3.56	1.02	3.83	0.72	-1.47	0.15
The cabin crew delivers exceptional customer services experience.	3.68	0.74	4.09	0.67	-2.43	0.02
The airlines serve best quality of meal and beverages.	3.13	0.90	3.26	0.86	-0.64	0.53
The seat configuration, width and pitch are comfortable for you.	3.15	1.10	3.22	1.04	-0.27	0.79
The cleanliness of aircraft meets your expectation.	3.62	0.78	4.00	0.60	-2.20	0.03
The duration of waiting baggage after arrival is not that long.	3.47	0.90	4.22	0.67	-4.49	0.00
The baggage claim conditions are reasonable.	3.22	0.91	3.67	1.02	-2.01	0.05
Overall satisfaction towards full service airlines	3.66	0.76	3.91	0.67	-1.48	0.14

Note: Sample size who lived in Bangkok is 95 samples and Greater Bangkok is 22 samples.

According to table 4.13, the research test the difference between mean score among respondents who lived in Bangkok, Greater Bangkok area and low cost airline satisfaction score. The result shows that there was statistically significant as follow. The “variety of payment” by using T-test analysis T value=2.25 and P=0.03 was lower than significant level at 0.05. It can be concluded that respondents who lived in Bangkok prefer full service airlines which provided variety of payment channels. For instance, through credit card, debit card, counter services and website.

For waiting time of call center, with using T-test analysis T value=-3.39 and P=0.00 was lower than significant level at 0.05. It can be concluded that respondents who lived in Greater Bangkok are able to accept longer time for waiting call center response more than Bangkok area.

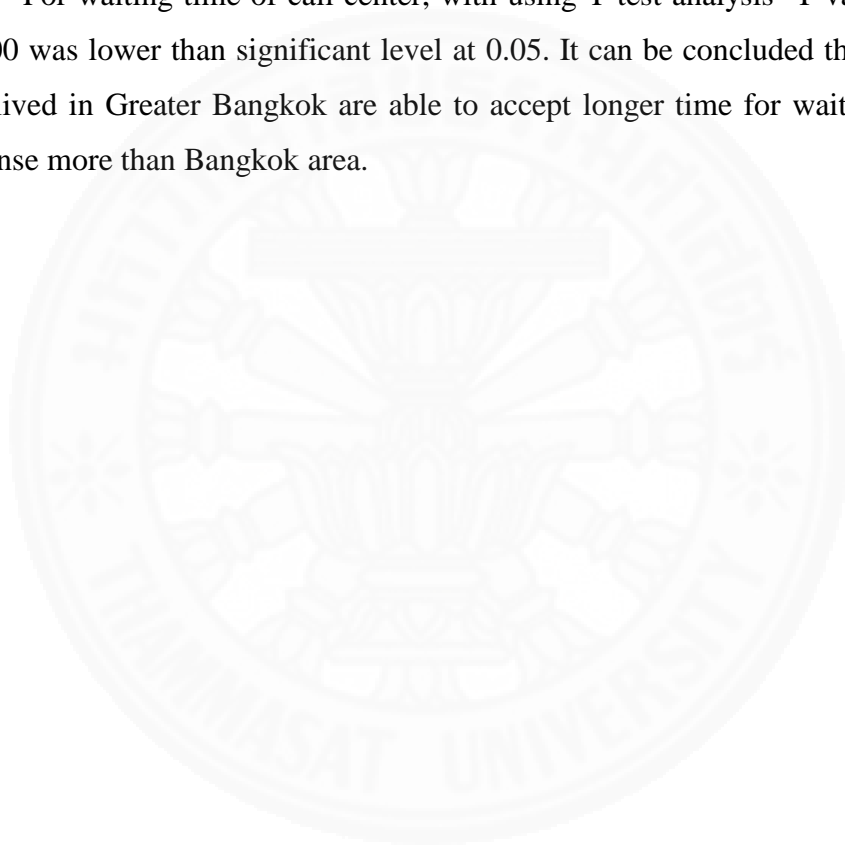


Table 4.13: Compare mean between full service customer satisfaction score and area

Attributes	Group: Area				t	Sig(2-tailed)
	Bangkok		Greater Bangkok			
	Mean	SD	Mean	SD		
Customer satisfaction score: full service airlines						
The airlines offer variety of payment channels.	4.21	0.52	3.83	0.72	2.25	0.03
The call center staff provides information and response to questions professionally.	3.84	0.79	4.00	0.60	-0.82	0.42
The time waiting for call center agent is not too long.	3.34	0.81	4.00	0.60	-3.39	0.00
The airlines offer coverage routes as passenger needs.	4.08	0.73	4.33	0.78	-1.15	0.25
The airlines offer privilege mile collecting program for passengers.	4.10	0.87	4.00	0.85	0.36	0.72
The airlines always flown punctually as per flight schedule.	3.88	0.85	3.71	1.20	-0.30	0.77
The cabin crew deliver exceptional customer services experience.	4.15	0.72	4.17	0.72	-0.07	0.94
The airlines serve best quality of meal and beverages.	3.90	0.89	3.67	1.30	0.82	0.41
The seat configuration, width and pitch are comfortable for you.	4.01	0.77	3.50	1.31	1.32	0.21
The cleanliness of aircraft meets your expectation.	4.16	0.80	4.00	0.60	0.67	0.50
The duration of waiting baggage after arrival is not that long.	3.61	0.87	3.67	0.78	-0.20	0.84
The baggage claim conditions are reasonable.	3.58	0.77	3.67	1.15	-0.25	0.81
Overall satisfaction towards full service airlines	4.05	0.56	4.00	0.60	0.31	0.76

Note: Sample size who lived in Bangkok is 95 samples and Greater Bangkok is 22 samples.

According to table 4.14, the research test the difference between mean score among two users by using independent t-test. The result shows that there was statistically significant difference between airline usership and low cost airline satisfaction score towards “cleanliness of aircraft” by using T-test analysis T value=2.23 and P=0.02. was lower than significant level at 0.05. It can be concluded that full service users satisfied about cleanliness of the aircraft more than low cost airline users.

For “baggage waiting time” with using independent t-test, the result stated that there was statistically significant difference between airline usership and low cost airline satisfaction score by using T-test analysis T value=2.27 and P=0.03. It can be concluded that low cost airline users waited baggage time is shorter than full service airline users.

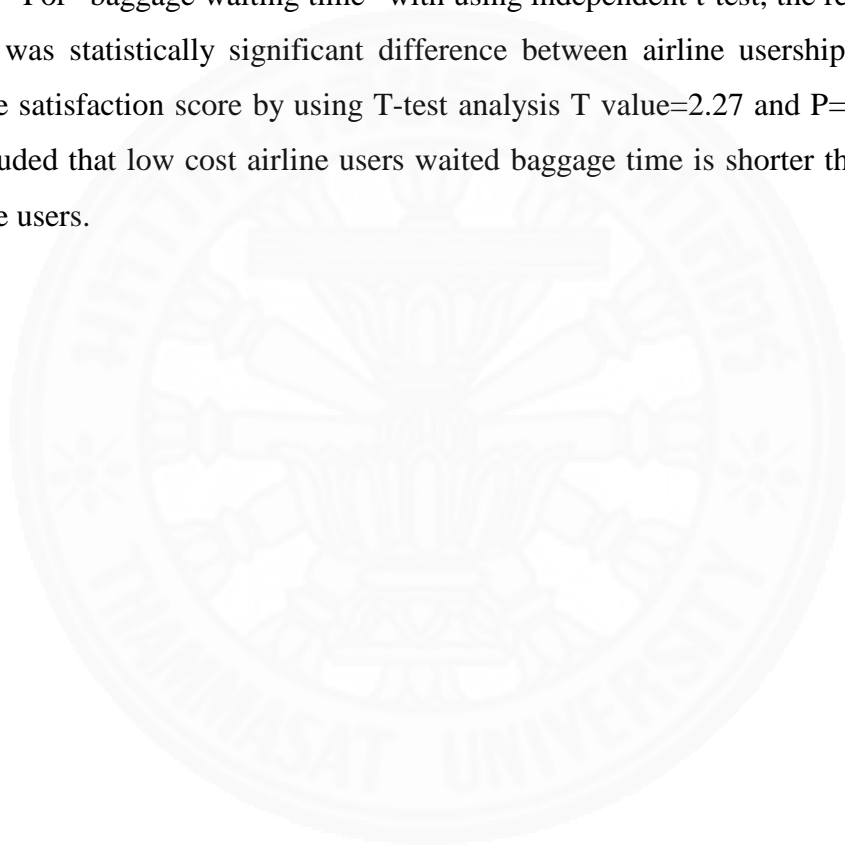


Table 4.14: Compare mean between low cost customer satisfaction score and airline usership

Attributes	Group: airline usership				t	Sig(2-tailed)
	Low cost user only		Low cost and Full service users			
	Mea n	SD	Mea n	SD		
Customer satisfaction score: low cost airlines						
The airlines offer variety of payment channels.	4.11	0.76	3.92	0.62	1.56	0.12
The call center staff provides information and response to questions professionally.	3.66	0.59	3.43	0.69	1.72	0.09
The time waiting for call center agent is not too long.	3.17	0.71	3.04	0.83	0.86	0.39
The airlines offer coverage routes as passenger needs.	4.00	0.97	4.01	0.59	-0.05	0.96
The airlines offer privilege mile collecting program to passengers.	3.40	0.77	3.33	0.75	0.47	0.64
The airlines always flown punctually as per flight schedule.	3.74	1.07	3.80	1.01	-0.30	0.77
The cabin crew deliver exceptional customer services experience.	3.91	0.56	3.75	0.73	1.42	0.16
The airlines serve best quality of meal and beverages.	3.34	0.64	3.24	0.94	0.76	0.45
The seat configuration, width and pitch are comfortable for you.	3.09	1.04	3.33	1.05	-1.20	0.23
The cleanliness of aircraft meets your expectation.	3.97	0.71	3.65	0.70	2.33	0.02
The duration of waiting baggage after arrival is not that long.	3.69	0.76	3.31	1.06	2.27	0.03
The baggage claim conditions are reasonable.	3.20	1.05	3.28	0.82	-0.46	0.65
Overall satisfaction towards full service airlines	3.86	0.77	3.54	0.71	2.27	0.02

Note: Sample size for Low cost users is 35, Low cost and Full service users is 106 samples.

In table 4.15, the research tests the difference between mean scores among two users by using independent t-test. The result shows that there was a statistically significant difference between airline usership and full service satisfaction score towards "call center waiting time" by using T-test analysis. T value = -4.52 and P = 0.00, which is lower than the significant level at 0.05. It can be concluded that respondents who waited for contact with low cost airlines shorter than full service airlines.

For "loyalty program" with using independent t-test, the result stated that there was a statistically significant difference between airline usership and full service airline satisfaction score by using T-test analysis. T value = -2.03 and P = 0.05. It can be concluded that customers are satisfied with the loyalty program which is offered by full service airlines more than low cost airlines.

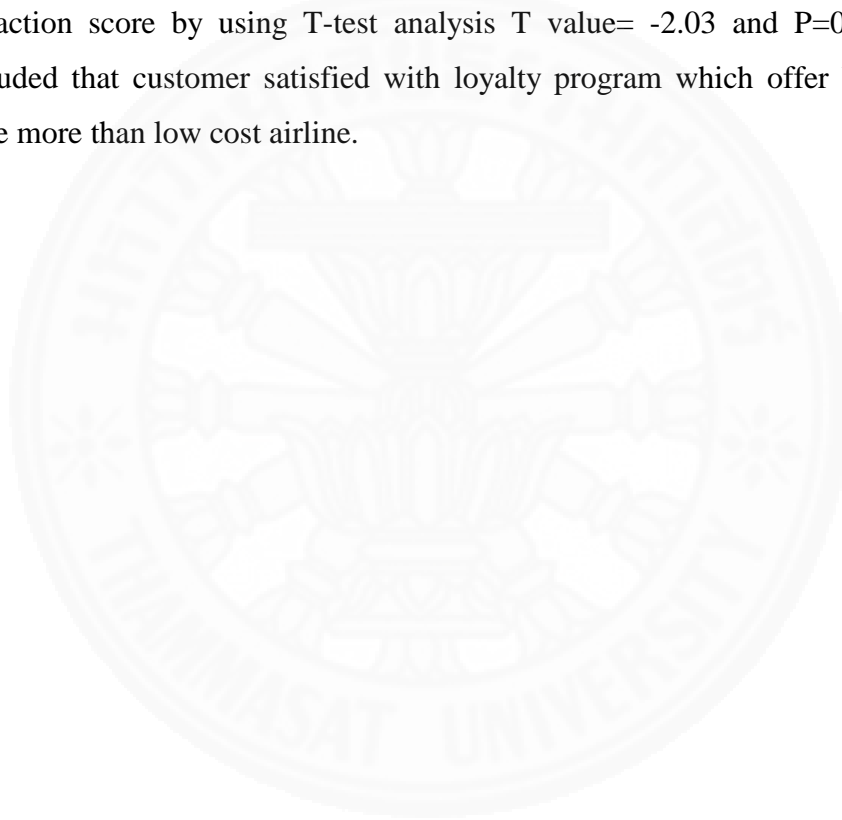


Table 4.15: Compare mean between full service customer satisfaction score and airline usership

Attributes	Group: airline usership				t	Sig(2-tailed)
	Full service user only		Full service and Low cost users			
	Mean	SD	Mean	SD		
The airlines offer variety of payment channels.	3.94	0.43	4.16	0.52	-1.65	0.10
The call center staff provides information and response to questions professionally.	3.71	0.77	3.91	0.71	-1.06	0.29
The time waiting for call center agent is not too long.	2.76	1.03	3.62	0.67	-4.52	0.00
The airlines offer coverage routes as passenger needs.	4.29	0.69	4.06	0.67	1.35	0.18
The airlines offer privilege mile collecting program for passengers.	3.82	0.88	4.27	0.85	-2.03	0.05
The airlines always flown punctually as per flight schedule.	4.00	1.00	3.92	0.71	0.38	0.70
The cabin crew deliver exceptional customer services experience.	4.41	0.71	4.09	0.66	1.83	0.07
The airlines serve best quality of meal and beverages.	3.76	0.97	3.60	1.11	0.56	0.57
The seat configuration, width and pitch are comfortable for you.	3.88	0.60	3.98	0.83	-0.47	0.64
The cleanliness of aircraft meets your expectation.	4.00	0.50	4.15	0.75	-1.07	0.30
The duration of waiting baggage after arrival is not that long.	3.65	0.79	3.69	0.82	-0.20	0.85
The baggage claim conditions are reasonable.	3.47	0.87	3.68	0.75	-1.04	0.30
Overall satisfaction towards full service airlines	4.00	0.50	4.05	0.52	-0.35	0.73

Note: Sample size for Low cost users is 17, Low cost and full service users is 106 samples.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Following the questionnaire, the research conclusion was presented into four steps as follow.

1. Customer behavior when selecting the airline

In digital era, customers tend to book their flights through online channels like airline website, application and travel website. This fact is similar to payment methods. Customers were willing to pay air ticket fee through several channels not only cash, credit card but also counter services, online payment system like paypal and line application.

The customers also believed that the longer period you book the flight in advance, the cheaper ticket fee you will get. This fact reflected in research result that majority of respondents tend to book the flight in advance as long as they can (1-3 months).

To select airlines between low cost and full service, customers used set of criteria for making decision. The sets of criteria in which had been found from quantitative research were trip's sponsorship, travel purpose, people travel with and flight duration.

2. Important factors of airlines

Low cost and full service airlines had difference importance factors among customer mind set. For low cost airline, customer seeks for safety issue (small aircraft means less safety compare with huge aircraft from full service airline). Full service airline, customer seeks for shorten time loaded baggage when arrived destination and high quality of services both of cabin crew and ground service.

The similar importance ,which low cost and full service airlines have to follow, are flight punctuality and easy to use on airline website, application. This two attributes got high level of importance score among both airline users.

3. Customer satisfaction of airlines

Low cost airline: The attributes which respondents evaluated in high score level to low cost airline were route coverage through domestic and main international destinations and variety of payment channels offered to customers. “Cabin crew service mind”, “call center waiting time” and “seat configuration” were aspects that got lower score from the users. That’s mean low cost airline has to improve mentioned aspects.

Full service airline: “Loyalty program” and “cabin crew services” were attributes which respondents evaluated in high score level. While “expensive of air ticket”, “poor quality of food” and “long waiting time for waiting baggage” were aspects that got lower score from the users. That’s mean full service airline has to improve mentioned aspects.

Overall satisfaction score: when comparing satisfaction score between low cost and full service airline, it found that full service got higher score in almost aspects significantly. (See in table18,19) This reflected strengthen which full service airline had beyond low cost airline.

4. Test mean difference between grouping variables

In this research, testing of mean difference between the groups also included. The result showed that male respondents satisfied in airline service in almost aspect more than female respondents. (See in table14-15). This reflected that female customers had higher demand and expectation sets when using airline service more than male customers significantly.

In terms of living area, two groups of respondent had different requirements towards airlines. The respondents who lived in Bangkok requested airline to launch new destination covering in major cities while respondents in other areas just only required airline did connecting flight from their hometown to Bangkok. As you see in satisfaction score, respondents who lived in Bangkok evaluated lower range score in almost aspects. It reflects that level of requirement from main city was higher than respondents who live in other areas.

For overall satisfaction, the full service airline got higher score than low cost airline significantly. It means that full service airline probably use “quality of service”

as a strengthen point to attract customers. Nowadays airline passengers satisfied full service airline more than low cost airline.

5.2 Recommendations

The recommendations from this study can be summary in three topics. Firstly, the things that both of low cost and full service airlines had to consider. According to the study, researcher found that customers required fast response from airline side in terms of waiting time from call center, ground operations. The flight delay and flight cancel were the scary things among customer minds. The airlines had to improve internal processes to prevent this situation happen. In case it happens, airlines should informed passengers in advance to reduce passenger's complaint and help passengers to adjust their plan smoothly. The trend of booking ticket right now, online channels became popular one. Not only the airlines have to develop user friendly website in order to connect passengers to your brand but also designed website to be accessible in multiple gadgets.

Secondly, the recommendations presented to low cost airlines. Cleanliness of aircrafts and cabin crew service's mind were critical aspects which low cost airline needs to improve performance. The loyalty program also mentioned from customer side. Low cost airline should develop program to be more attractive towards customer. Not only redeem flights in your airlines but also figured out partnership related target market traveling preferences like full service airline did before. This probably attracted customer spent more on your service. About the ticket fee, low cost airlines had to reveal ticket fee without hidden cost. Sometimes, hidden cost like processing fee, surcharge fee, call center booking fee made customer feel that your brand was tricky.

Lastly, recommendations presented to full service airlines. Full service airlines should maintain performances on service quality in order to prevent low cost airline compete market share. To improve quality of food and entertainment services were matter in customer mind. Since customers preferred to fly in long haul flight, offering sales promotion for short haul flight is a great idea to create first trail to low cost users.

5.3 Limitation of this research

The limitation of this research was sampling method which used convenience sampling method (nonprobability sampling), the sample distribution not cover all range of age and occupations. Time limited collection also a limitation. It makes achieve sample size lower than expected. From limitations, it make research findings could not be represent to national population.



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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW RESPONDENTS PROFILE

I am done five interviews during October to November 2016. The respondents profile show as follow.

Respondent Number	Gender/age	Personal Income per month	Frequency of traveling by airplane	Airline usership
1	Female 25 years old	THB 22,000	3-5 times/year	Low cost user
2	Female 26 years old	THB 27,000	3-5 times/year	Low cost user
3	Female 28 years old	THB 30,000	8-10 flights/year	Low cost and full service user
4	Female 30 years old	THB 30,000	3-4 times /year	Low cost and full service user
5	Female 32 years old	THB 45,000	6-10 flights/year	Low cost and full service user
6	Female 42 years old	THB 50,000	1-2 flights/month	Low cost and full service user
7	Male 26 years old	THB 25,000	3-5 times/year	Low cost user
8	Male 40 years old	THB 75,000	1-2 times/month	Full service user

APPENDIX B
QUESTIONNAIRE FOR ONLINE SURVEY



Questionnaire Survey
“The Influence Factors of Passengers when Selecting between Low Cost and Full Service Airlines”
Master Degree Program in Marketing (MIM)
International Program, Thammasat University

This questionnaire survey is a part of MK702 Independent Study2 at MIM, Thammasat University. The objective of this research is to study passenger’s behavior toward airline services both of low cost airline carriers(LCCs) and full service airlines (FSAs) in Bangkok and Greater Bangkok. All information provided by respondents is for academic purposes only. I ensure that all information provided will be kept strictly confidential and would not be used for any commercial purposes.

The questionnaire consists of five main parts:

1. Travel behavior and airlines usage
2. Airlines important factors
3. Attitude and usage towards low cost carrier airlines
4. Attitude and usage towards full service airlines
5. Respondents personal information

This survey takes about 15 minutes to complete.

I truly appreciate your valuable time and would like to thank you for your kind cooperation.

Should you have any queries, please do not hesitate to contact me below.

Mr.Nutthapol Jarrunakarin

Tel: 085-909-0767

E-mail: Nutthapol.jar@gmail.com

Instruction: Please answer the following questions by crossing (X) the relevant block or writing your answer in the space provided. Follow each question down the survey unless indicated at the end of each questions. Most questions only require selecting one choice unless otherwise indicated.

Screening Questionnaire

I would like to ask for some personal information.

SCR1	Gender [Single Answer]	
.		
	Male	1
	Female	2

SCR2	Please specify your age.	
.	Insert age: _____years old	
	Under 25 years old	1
	25-30 years old	2
	31-40 years old	3

	41-50 years old	4
	Above 51 years old	5

Instruction: Terminate in case answer code1 or code5

SCR3.	Please specify area that you live.	
	Bangkok	1
	Greater Bangkok	2
	Other areas	3

Instruction: Terminate in case answer code3

SCR 4.	Which range of household income do you belong to? Household income means monthly income of all family members. [Single Answer]	
	Above THB70,000 (SES A+)	1
	THB60,000-69,999 (SES A)	2
	THB50,000-59,999 (SES B)	3
	THB30,000-49,999 (SES C)	4
	Below THB30,000 (SES DE)	5

Interviewer: Terminate in case answer code5

SCR 5.	Which statement best describes you on purchasing air tickets?[Single Answer]	
	I am the main decision maker when purchasing air tickets.	1
	I am influenced by others to purchase air tickets.	2
	I do not participate in purchase air tickets.	3

Interviewer: Terminate in case answer code3

Part1: Travel behavior and airlines usage

Kindly answer following questions base on your travel experiences in last six months.

1.1 Which kind of airlines that you had ever used in last six months. (Multiple answers)

Low cost carriers: the airline that you have to pay for load baggage, seat selection, meal in flight and no entertainment devices provide during the flight.	1
Full service airlines: the airline which allow passengers to select the seat, free load baggage and provide complementary meal and snack during the flight. The entertainment devices such as headphone, monitor screen in front of the seats also provided.	2

1.2 Where do you purchase air ticket? (Multiple Answer)

1.3 Which channel that you mostly purchase air ticket? (Single Answer)

	1.4 Channels	1.5 Most often Channel
Travel Agent	1	1
Airline’s website/application	2	2
Airline’s call center	3	3
Ticketing office at the airport	4	4
Other please specify	9	9
	Multiple answers	Single answer

1.4 Please specific number of days that you purchase air ticket in advance before departure date.

Less than one week	1
7-14 days	2
15-30 days	3
1-3 months	4
More than three month	5

Part2: Airline important factors

2.1 How important are these aspects regarding airline services to you? Please rate your scores from one to five, one being not important at all and five being most important.

Statements	Most Importa nt	Importa nt	Neutr al	Not Importa nt	Not Important at all
1. Airline's website	5	4	3	2	1
2. Reservation system	5	4	3	2	1
3. Ticketing office	5	4	3	2	1
4. Check-in system	5	4	3	2	1
5. Airline passenger's lounge	5	4	3	2	1
6. Safe and security system	5	4	3	2	1
7. Cleanliness of aircraft, seat and restroom	5	4	3	2	1
8. Cabin crew services	5	4	3	2	1
9. Flight punctuality	5	4	3	2	1
10. Baggage services and claims	5	4	3	2	1

Part3: Low cost carrier airlines usage

As you mentioned, you always fly with low cost carrier airlines. So in this part, all of questions will ask about your traveling behavior with low cost carriers only. Please answer the following questions related with your travel experiences with low cost carrier airlines.

3.1 What are the purposes of your using low cost carrier airlines? (Multiple answers)

Leisure/vacation	1
Business purpose	2
Friends/relatives visit	3
Other please specify	9

3.2 Who do you always travel with?

Alone	1
Boss/colleague	2
Family/relatives	3
Couples	4
Other please specify.....	9

3.3 How often that you travel with low cost carrier airlines?

More than 5 times/month	1
1-2 times/month	2
3-4 times/month	3
1-2 times/year	4
3-4 times/ year	5

3.4 Please imagine last ten trips before today, which type of flights you are likely to fly with low cost carrier airlines?

Short haul flight	1
Long haul flight	2

3.5 Please rate satisfaction score when you using low cost carrier airline services from one to five. (One being very dissatisfy and five being very satisfy.)

Statements	Satisfaction score				
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
The airlines offer variety of payment channels.	5	4	3	2	1
The call center staff provides information and response to questions	5	4	3	2	1

professionally.					
The time waiting for call center agent is not too long.	5	4	3	2	1
The airlines offer coverage routes as passenger needs.	5	4	3	2	1
The airlines offer privilege mile collecting program for passengers.	5	4	3	2	1
The airlines always flown punctually as per flight schedule.	5	4	3	2	1
The cabin crew delivers exceptional customer services experience.	5	4	3	2	1
The airlines serve best quality of meal and beverages.	5	4	3	2	1
The seat configuration, width and pitch are comfortable for you.	5	4	3	2	1
The cleanliness of aircraft meets your expectation.	5	4	3	2	1

Part4: Full service airlines usage

As you mentioned, you always fly with full service airlines. So in this part, all of questions will ask about your traveling behavior with full service airlines only. Please answer the following questions related with your travel experiences with full service airlines.

4.1 What are the purposes of your using full service airlines? (Multiple answers)

Leisure/vacation	1
Business purpose	2
Friends/relatives visit	3
Other please specify	9

4.2 Who do you always travel with?

Alone	1
Boss/colleague	2
Family/relatives	3
Couples	4
Other please specify	9

4.3 How often that you travel with full service airlines?

More than 5 times/month	1
-------------------------	---

1-2 times/month	2
3-4 times/month	3
1-2 times/year	4
3-5 times/ year	5

4.4 Please imagine last ten trips before today, which type of flights you are likely to fly with full service airlines?

Short haul flight	1
Long haul flight	2

4.5 Please rate satisfaction score when you using full service airline services from one to five. (One being very dissatisfy and five being very satisfy.)

Statements	Satisfaction score				
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
The airlines offer variety of payment channels.	5	4	3	2	1
The call center staff provides information and response to questions professionally.	5	4	3	2	1
The time waiting for call center agent is not too long.	5	4	3	2	1
The airlines offer coverage routes as passenger needs.	5	4	3	2	1

The airlines offer privilege mile collecting program for passengers.	5	4	3	2	1
The airlines always flown punctually as per flight schedule.	5	4	3	2	1
The cabin crew delivers exceptional customer services experience.	5	4	3	2	1
The airlines serve best quality of meal and beverages.	5	4	3	2	1
The seat configuration, width and pitch are comfortable for you.	5	4	3	2	1
The cleanliness of aircraft meets your expectation.	5	4	3	2	1

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Part5: Demographic profile

5.1	What is your current occupation?	
	Student	1
	Government or state enterprises official	2
	Employee	3
	Business owner/freelance	4
	Unemployed	5
	Retired	6
	Other please specify.....	9

5.2	Which range of personal income per month do you belong to?	
	Above THB100,000	1
	THB80,000-100,000	2
	THB60,000-79,999	3
	THB40,000-59,999	4
	THB20,000-39,999	5
	Lower than THB20,000	6

-----End of the questionnaire. Thank you for your time. -----

APPENDIX C

DATA OF IMPORTANT FACTORS WHEN SELECTING AIRLINES

Important factors X all respondents

	Importance_ Web	Importance_ Reservation System	Importance_ TicketingCo unter	Importance_ CheckinSys tem	Importance_ Lounge	Importance_ Safety	Importance_ Cleanliness	Importance_ CabincrewS ervices	Importance_ Punctuality	Importance_ BaggageCla im
N Valid	165	165	165	165	165	165	165	165	165	165
Mean	4.42	4.34	4.29	4.22	3.35	4.48	4.36	4.13	4.51	4.39
Median	5.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00	5.00	5.00
SD.	.698	.718	.705	.948	1.111	.899	.764	.740	.825	.831

Important factors X Low cost users

	Importance_ Web	Importance_ Reservation System	Importance_ TicketingCo unter	Importance_ CheckinSys tem	Importance_ Lounge	Importance_ Safety	Importance_ Cleanliness	Importance_ CabincrewS ervices	Importance_ Punctuality	Importance_ BaggageCla im
N Valid	141	141	141	141	141	141	141	141	141	141
Mean	4.37	4.38	4.33	4.23	4.13	3.32	4.43	4.29	4.07	4.45
Median	5.00	5.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00	5.00
SD.	.729	.724	.714	.703	.958	1.148	.936	.789	.724	.870

Important factors X Full service users

	Importance_ Web	Importance_ Reservation System	Importance_ TicketingCo unter	Importance_ CheckinSys tem	Importance_ Lounge	Importance_ Safety	Importance_ Cleanliness	Importance_ CabincrewS ervices	Importance_ Punctuality	Importance_ BaggageCla im
N Valid	123	123	123	123	123	123	123	123	123	123
Mean	4.38	4.37	4.23	4.30	4.04	3.33	4.35	4.28	4.20	4.40
Median	5.00	5.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00	5.00
SD.	.724	.729	.733	.712	1.011	1.143	.992	.823	.743	.903

APPENDIX D

COMPARE MEAN BETWEEN SATISFACTION SCORES AND GENDER

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
LCC_Payment_Channels	male	25	3.80	.816	.163
	female	116	4.00	.619	.057
LCC_Callcenter	male	25	3.52	.770	.154
	female	116	3.48	.653	.061
LCC_Waittime_service	male	25	3.24	.723	.145
	female	116	3.03	.812	.075
LCC_Coverage	male	25	3.96	.676	.135
	female	116	4.02	.710	.066
LCC_FFP	male	25	3.44	.870	.174
	female	116	3.33	.732	.068
LCC_Punctuality	male	25	4.00	.866	.173
	female	116	3.74	1.048	.097
LCC_CabinCrew	male	25	3.68	.748	.150
	female	116	3.81	.684	.064
LCC_Food	male	25	3.36	.952	.190
	female	116	3.24	.861	.080
LCC_Seat	male	25	3.40	1.291	.258
	female	116	3.24	.992	.092
LCC_Cleanliness	male	25	3.68	.852	.170
	female	116	3.74	.687	.064
LCC_Waittime_Baggage	male	25	3.28	1.100	.220
	female	116	3.43	.989	.092
LCC_BaggageClaim	male	25	3.40	.866	.173
	female	114	3.23	.883	.083
LCC_OverallSat	male	25	3.60	.816	.163
	female	116	3.62	.718	.067

Independent Samples Test										
Customer satisfaction score		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
LCC_Payment_C hannel	Equal variances	2.922	.090	-1.381	139	.170	-.200	.145	-.486	.086
	Not Equal variances			-1.155	30.208	.257	-.200	.173	-.553	.153
LCC_Callcenter	Equal variances	1.366	.245	.250	139	.803	.037	.149	-.257	.331
	Not Equal variances			.225	31.839	.823	.037	.166	-.300	.375
LCC _Waittime_serve	Equal variances	.006	.937	1.169	139	.245	.206	.176	-.142	.553
	Not Equal variances			1.260	38.222	.215	.206	.163	-.125	.536

LCC_Coverage	Equal variances	.024	.878	-.369	139	.713	-.057	.155	-.364	.250
	Not Equal variances			-.381	36.347	.706	-.057	.150	-.362	.248
LCC_FFP	Equal variances	1.925	.168	.673	139	.502	.112	.167	-.218	.443
	Not Equal variances			.602	31.721	.552	.112	.187	-.268	.493
LCC_Punctuality	Equal variances	3.020	.084	1.151	139	.252	.259	.225	-.185	.703
	Not Equal variances			1.302	40.685	.200	.259	.199	-.143	.660
LCC_CabinCrew	Equal variances	1.243	.267	-.004	139	.997	-.001	.160	-.317	.315
	Not Equal variances			-.004	31.709	.997	-.001	.179	-.365	.364
LCC_Food	Equal variances	.423	.516	-.029	139	.977	-.004	.145	-.291	.283
	Not Equal variances			-.026	32.267	.979	-.004	.159	-.328	.320
LCC_Seat	Equal	.001	.972	-.850	139	.397	-.130	.153	-.434	.173

	variances									
	Not Equal variances			-.802	33.200	.428	-.130	.163	-.461	.200
LCC_Cleanliness	Equal variances	.483	.488	.613	139	.541	.119	.193	-.264	.501
	Not Equal variances			.574	32.989	.570	.119	.207	-.302	.539
LCC_Waittime_Baggage	Equal variances	.697	.406	.651	121	.517	.123	.188	-.250	.496
	Not Equal variances			.553	28.290	.585	.123	.222	-.332	.577
LCC_BaggageClaim	Equal variances	2.426	.122	1.526	121	.130	.270	.177	-.080	.619
	Not Equal variances			1.315	28.603	.199	.270	.205	-.150	.689
LCC_OverallSat	Equal variances	7.505	.007	.029	121	.977	.003	.120	-.235	.242
	Not Equal variances			.021	25.544	.983	.003	.166	-.338	.345

APPENDIX E

COMPARE MEAN BETWEEN SATISFACTION SCORES AND GENDER

Group Statistics

Gender		N	Mean	Std. Deviation	Std. Error Mean
FSA_Payment_Channels	male	23	4.43	.590	.123
	female	102	4.08	.481	.048
FSA_Callcenter	male	23	4.13	.815	.170
	female	102	3.82	.681	.067
FSA_Waittime_serve	male	23	3.70	.876	.183
	female	100	3.46	.758	.076
FSA_Coverage	male	23	3.87	.920	.192
	female	100	4.14	.603	.060
FSA_FFP	male	23	4.09	1.125	.235
	female	100	4.24	.793	.079
FSA_Punctuality	male	23	4.00	.798	.166
	female	102	3.86	.845	.084
FSA_CabinCrew	male	23	4.13	.815	.170
	female	100	4.14	.636	.064
FSA_Food	male	23	3.39	1.076	.224
	female	100	3.68	1.091	.109
FSA_Seat	male	23	4.00	.798	.166
	female	100	3.96	.803	.080
FSA_Cleanliness	male	23	4.17	.887	.185
	female	100	4.12	.686	.069

FSA_Waittime_Baggage	male	23	3.78	.998	.208
	female	100	3.66	.768	.077
FSA_BaggageClaim	male	23	3.87	.920	.192
	female	100	3.60	.725	.072
FSA_OverallSat	male	23	4.04	.767	.160
	female	100	4.04	.448	.045



Independent Samples Test										
Customer satisfaction score		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
FSA_Payment_C hannels	Equal variances	9.257	.003	3.074	123	.003	.356	.116	.127	.586
	Not Equal variances			2.702	28.954	.011	.356	.132	.087	.626
FSA_Callcenter	Equal variances	.324	.570	1.881	123	.062	.307	.163	-.016	.630
	Not Equal variances			1.679	29.314	.104	.307	.183	-.067	.681
FSA_Waittime_s erve	Equal variances	.001	.982	1.306	121	.194	.236	.180	-.122	.593
	Not Equal variances			1.192	30.032	.243	.236	.198	-.168	.639

FSA_Coverage	Equal variances	3.293	.072	-1.740	121	.084	-.270	.155	-.578	.037
	Not Equal variances			-1.345	26.513	.190	-.270	.201	-.683	.142
FSA_FFP	Equal variances	7.458	.007	-.767	121	.445	-.153	.200	-.548	.242
	Not Equal variances			-.618	27.239	.542	-.153	.248	-.661	.355
FSA_Punctuality	Equal variances	.106	.745	.711	123	.479	.137	.193	-.245	.519
	Not Equal variances			.737	34.059	.466	.137	.186	-.241	.516
FSA_CabinCrew	Equal variances	4.304	.040	-.062	121	.951	-.010	.155	-.317	.298
	Not Equal variances			-.053	28.471	.958	-.010	.181	-.381	.362
FSA_Food	Equal variances	.041	.839	-1.147	121	.253	-.289	.252	-.787	.209
	Not Equal variances			-1.157	33.210	.255	-.289	.249	-.796	.219

FSA_Seat	Equal variances	.015	.901	.216	121	.830	.040	.185	-.327	.407
	Not Equal variances			.217	33.051	.830	.040	.185	-.336	.416
FSA_Cleanliness	Equal variances	1.784	.184	.321	121	.749	.054	.168	-.279	.387
	Not Equal variances			.273	28.348	.787	.054	.197	-.350	.458
FSA_Waittime_Baggage	Equal variances	.697	.406	.651	121	.517	.123	.188	-.250	.496
	Not Equal variances			.553	28.290	.585	.123	.222	-.332	.577
FSA_BaggageClaim	Equal variances	2.426	.122	1.526	121	.130	.270	.177	-.080	.619
	Not Equal variances			1.315	28.603	.199	.270	.205	-.150	.689
FSA_OverallSat	Equal variances	7.505	.007	.029	121	.977	.003	.120	-.235	.242
	Not Equal variances			.021	25.544	.983	.003	.166	-.338	.345

APPENDIX F:**COMPARE MEAN BETWEEN SATISFACTION SCORES AND AREA****Group Statistics**

City		N	Mean	Std. Deviation	Std. Error Mean
LCC Satisfaction scores	bkk	100	3.87	.720	.072
	gbkk	23	4.35	.487	.102
LCC_Callcenter	bkk	100	3.47	.643	.064
	gbkk	23	3.96	.767	.160
LCC_Waittime_serve	bkk	100	3.02	.864	.086
	gbkk	23	3.35	.775	.162
LCC_Coverage	bkk	100	3.91	.767	.077
	gbkk	23	4.43	.507	.106
LCC_FFP	bkk	100	3.34	.819	.082
	gbkk	23	3.65	.647	.135
LCC_Punctuality	bkk	100	3.56	1.018	.102
	gbkk	23	3.83	.717	.149
LCC_CabinCrew	bkk	100	3.68	.737	.074
	gbkk	23	4.09	.668	.139
LCC_Food	bkk	100	3.13	.895	.090
	gbkk	23	3.26	.864	.180
LCC_Seat	bkk	100	3.15	1.095	.110
	gbkk	23	3.22	1.043	.217
LCC_Cleanliness	bkk	100	3.62	.776	.078
	gbkk	23	4.00	.603	.126
LCC_Waittime_Baggage	bkk	100	3.47	.904	.090

	gbkk	23	4.22	.671	.140
LCC_BaggageClaim	bkk	100	3.22	.905	.091
	gbkk	21	3.67	1.017	.222
LCC_OverallSat	bkk	100	3.66	.755	.076
	gbkk	23	3.91	.668	.139



Independent Samples Test										
Customer satisfaction score		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
LCC_Payment_Channel	Equal variances	.161	.689	-3.023	121	.003	-.478	.158	-.791	-.165
	Not Equal variances			-3.839	47.034	.000	-.478	.124	-.728	-.227
LCC_Callcenter	Equal variances	.001	.970	-3.153	121	.002	-.487	.154	-.792	-.181
	Not Equal variances			-2.821	29.503	.008	-.487	.172	-.839	-.134
LCC_Waittime_serve	Equal variances	.075	.784	-1.670	121	.097	-.328	.196	-.716	.061
	Not Equal variances			-1.789	35.734	.082	-.328	.183	-.700	.044
LCC_Coverage	Equal variances	.005	.942	-3.124	121	.002	-.525	.168	-.857	-.192

	Not Equal variances			-4.019	48.274	.000	-.525	.131	-.787	-.262
LCC_FFP	Equal variances	.825	.366	-1.707	121	.090	-.312	.183	-.674	.050
	Not Equal variances			-1.977	39.990	.055	-.312	.158	-.631	.007
LCC_Punctuality	Equal variances	4.674	.033	-1.186	121	.238	-.266	.224	-.710	.178
	Not Equal variances			-1.471	45.003	.148	-.266	.181	-.630	.098
LCC_CabinCrew	Equal variances	.058	.810	-1.423	121	.157	-.224	.157	-.536	.088
	Not Equal variances			-1.609	38.572	.116	-.224	.139	-.505	.058
LCC_Food	Equal variances	.812	.369	-2.484	121	.014	-.390	.157	-.701	-.079
	Not Equal variances			-2.325	30.734	.027	-.390	.168	-.732	-.048
LCC_Seat	Equal variances	1.926	.168	-2.428	121	.017	-.407	.168	-.739	-.075

	Not Equal variances			-2.582	35.409	.014	-.407	.158	-.727	-.087
LCC_Cleanliness	Equal variances	.065	.799	-.636	121	.526	-.131	.206	-.538	.276
	Not Equal variances			-.650	33.735	.520	-.131	.201	-.540	.278
LCC_Waittime_Baggage	Equal variances	3.572	.061	-3.730	121	.000	-.747	.200	-1.144	-.351
	Not Equal variances			-4.485	42.539	.000	-.747	.167	-1.084	-.411
LCC_BaggageClaim	Equal variances	2.937	.089	-2.012	119	.047	-.447	.222	-.886	-.007
	Not Equal variances			-1.864	27.068	.073	-.447	.240	-.938	.045
LCC_OverallSat	Equal variances	3.084	.082	-1.479	121	.142	-.253	.171	-.592	.086
	Not Equal variances			-1.597	36.122	.119	-.253	.158	-.574	.068

Group Statistics

City		N	Mean	Std. Deviation	Std. Error Mean
FSA_Satisfaction scores	bkk	95	4.21	.524	.054
	gbkk	22	3.83	.718	.207
FSA_Callcenter	bkk	95	3.84	.790	.081
	gbkk	12	4.00	.603	.174
FSA_Waittime_serve	bkk	93	3.34	.814	.084
	gbkk	12	4.00	.603	.174
FSA_Coverage	bkk	93	4.08	.726	.075
	gbkk	12	4.33	.778	.225
FSA_FFP	bkk	93	4.10	.873	.091
	gbkk	12	4.00	.853	.246
FSA_Punctuality	bkk	93	3.88	.845	.088
	gbkk	14	3.71	1.204	.322
FSA_CabinCrew	bkk	93	4.15	.722	.075
	gbkk	12	4.17	.718	.207
FSA_Food	bkk	93	3.90	.885	.092
	gbkk	12	3.67	1.303	.376
FSA_Seat	bkk	93	4.01	.773	.080
	gbkk	12	3.50	1.314	.379
FSA_Cleanliness	bkk	93	4.16	.798	.083
	gbkk	12	4.00	.603	.174
FSA_Waittime_Baggage	bkk	93	3.61	.873	.090
	gbkk	12	3.67	.778	.225
FSA_BaggageClaim	bkk	93	3.58	.771	.080

	gbkk	12	3.67	1.155	.333
FSA_OverallSat	bkk	93	4.05	.559	.058
	gbkk	12	4.00	.603	.174

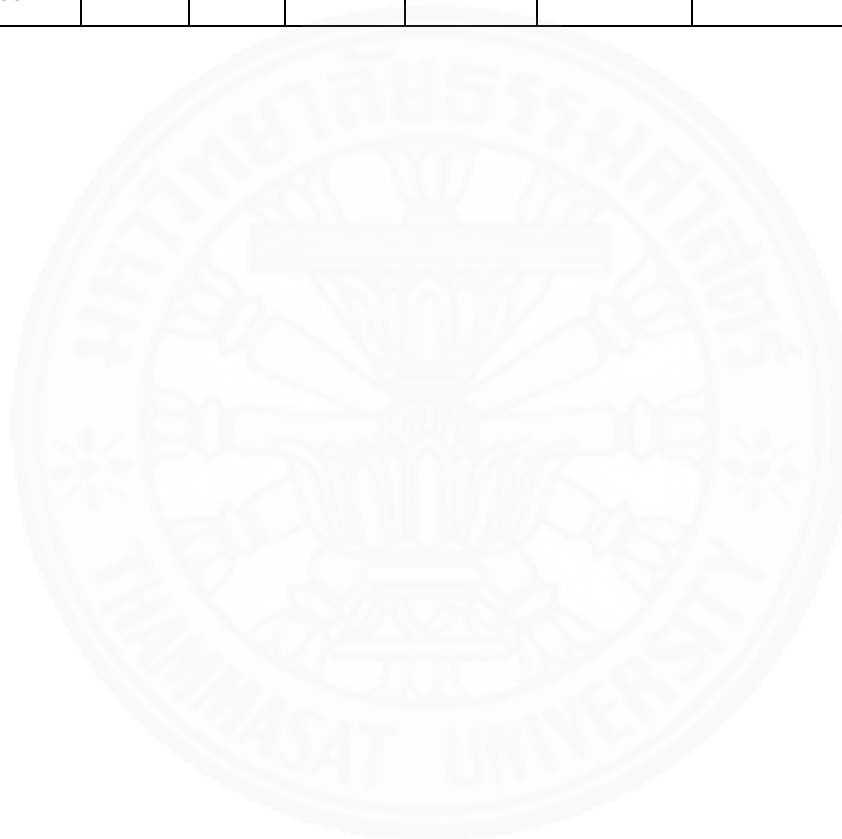


Independent Samples Test										
Customer satisfaction score		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FSA _Payment_Channel	Equal variances	1.933	.167	2.249	105	.027	.377	.168	.045	.710
	Not Equal variances			1.762	12.523	.102	.377	.214	-.087	.841
FSA_Callcenter	Equal variances	5.941	.016	-.667	105	.506	-.158	.237	-.627	.311
	Not Equal variances			-.822	16.194	.423	-.158	.192	-.565	.249
FSA_Waittime_serve	Equal variances	5.828	.018	-2.692	103	.008	-.656	.244	-1.139	-.173
	Not Equal			-3.390	16.673	.004	-.656	.193	-1.065	-.247

	variances									
FSA_Coverage	Equal variances	1.173	.281	-1.150	103	.253	-.258	.224	-.703	.187
	Not Equal variances			-1.089	13.586	.295	-.258	.237	-.768	.252
FSA_FFP	Equal variances	.006	.936	.362	103	.718	.097	.267	-.433	.627
	Not Equal variances			.369	14.146	.718	.097	.262	-.465	.659
FSA_Punctuality	Equal variances	.730	.395	.651	105	.517	.167	.257	-.343	.678
	Not Equal variances			.502	14.987	.623	.167	.334	-.544	.879
FSA_CabinCrew	Equal variances	3.235	.075	1.275	103	.205	.274	.215	-.152	.701
	Not Equal variances			2.024	22.664	.055	.274	.135	-.006	.555
FSA_Food	Equal variances	.340	.561	1.567	103	.120	.366	.233	-.097	.828

	Not Equal variances			1.535	13.833	.147	.366	.238	-.146	.877
FSA_Seat	Equal variances	.051	.822	-.073	103	.942	-.016	.221	-.455	.423
	Not Equal variances			-.073	14.027	.943	-.016	.220	-.489	.456
FSA_Cleanliness	Equal variances	1.286	.259	.821	103	.413	.237	.288	-.335	.808
	Not Equal variances			.611	12.345	.552	.237	.387	-.604	1.077
FSA_Waittime_Baggage	Equal variances	.233	.631	-.203	103	.839	-.054	.265	-.579	.471
	Not Equal variances			-.222	14.810	.827	-.054	.242	-.571	.463
FSA_BaggageClaim	Equal variances	7.765	.006	-.342	103	.733	-.086	.252	-.585	.413
	Not Equal variances			-.251	12.296	.806	-.086	.343	-.831	.659
FSA_OverallSat	Equal variances	.003	.956	.311	103	.756	.054	.173	-.289	.397

	Not Equal variances			.293	13.553	.774	.054	.183	-.341	.448
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Appendix G: Compare mean between satisfaction scores and airline usership
Group Statistics

Usership		N	Mean	Std. Deviation	Std. Error Mean
LCC Satisfaction scores	LCC users	35	4.11	.758	.128
	Both	106	3.92	.619	.060
LCC_Callcenter	LCC users	35	3.66	.591	.100
	Both	106	3.43	.690	.067
LCC_Waittime_serve	LCC users	35	3.17	.707	.119
	Both	106	3.04	.827	.080
LCC_Coverage	LCC users	35	4.00	.970	.164
	Both	106	4.01	.594	.058
LCC_FFP	LCC users	35	3.40	.775	.131
	Both	106	3.33	.752	.073
LCC_Puntuality	LCC users	35	3.74	1.067	.180
	Both	106	3.80	1.009	.098
LCC_CabinCrew	LCC users	35	3.91	.562	.095
	Both	106	3.75	.731	.071
LCC_Food	LCC users	35	3.34	.639	.108

	Both	106	3.24	.942	.091
LCC_Seat	LCC users	35	3.09	1.040	.176
	Both	106	3.33	1.049	.102
LCC_Cleanliness	LCC users	35	3.97	.707	.119
	Both	106	3.65	.704	.068
LCC_Waittime_Baggage	LCC users	35	3.69	.758	.128
	Both	106	3.31	1.063	.103
LCC_BaggageClaim	LCC users	35	3.20	1.052	.178
	Both	104	3.28	.818	.080
LCC_OverallSat	LCC users	35	3.86	.772	.131
	Both	106	3.54	.706	.069

Independent Samples Test										
Customer satisfaction score		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
LCC_Payment_Channel	Equal variances	1.571	.212	1.558	139	.121	.199	.128	-.054	.452
	Not Equal variances			1.407	49.834	.166	.199	.142	-.085	.484
LCC_Callcenter	Equal variances	1.538	.217	1.715	139	.089	.223	.130	-.034	.480
	Not Equal variances			1.854	67.095	.068	.223	.120	-.017	.463
LCC_Waittime_serve	Equal variances	.224	.637	.858	139	.392	.134	.156	-.174	.442
	Not Equal variances			.929	67.282	.356	.134	.144	-.154	.421

LCC_Coverage	Equal variances	4.433	.037	-.069	139	.945	-.009	.137	-.281	.262
	Not Equal variances			-.054	42.712	.957	-.009	.174	-.360	.341
LCC_FFP	Equal variances	.652	.421	.472	139	.637	.070	.148	-.222	.362
	Not Equal variances			.466	56.703	.643	.070	.150	-.230	.370
LCC_Puntuality	Equal variances	.085	.771	-.296	139	.768	-.059	.199	-.453	.335
	Not Equal variances			-.288	55.477	.775	-.059	.205	-.470	.352
LCC_CabinCrew	Equal variances	6.483	.012	1.250	139	.213	.169	.135	-.098	.436
	Not Equal variances			1.425	75.012	.158	.169	.119	-.067	.405
LCC_Food	Equal variances	7.308	.008	.626	139	.533	.107	.171	-.231	.445
	Not Equal variances			.756	85.923	.452	.107	.142	-.174	.388

LCC_Seat	Equal variances	.166	.684	-1.198	139	.233	-.244	.204	-.648	.159
	Not Equal variances			-1.204	58.541	.234	-.244	.203	-.651	.162
LCC_Cleanliness	Equal variances	6.483	.012	1.250	139	.213	.169	.135	-.098	.436
	Not Equal variances			1.425	75.012	.158	.169	.119	-.067	.405
LCC_Waittime_Baggage	Equal variances	1.355	.246	2.332	139	.021	.320	.137	.049	.592
	Not Equal variances			2.329	57.953	.023	.320	.138	.045	.596
LCC_BaggageClaim	Equal variances	8.819	.004	1.926	139	.056	.374	.194	-.010	.759
	Not Equal variances			2.275	81.394	.026	.374	.165	.047	.702
LCC_OverallSat	Equal variances	1.150	.285	-.458	137	.648	-.079	.172	-.420	.262
	Not Equal variances			-.404	48.590	.688	-.079	.195	-.471	.313

Group Statistics

City	N	Mean	Std. Deviation	Std. Error Mean
FSA_Satisfaction scores	FSA users	17	3.94	.429
	Both	106	4.16	.519
FSA_Callcenter	FSA users	17	3.71	.772
	Both	106	3.91	.711
FSA_Waittime_serve	FSA users	17	2.76	1.033
	Both	106	3.62	.668
FSA_Coverage	FSA users	17	4.29	.686
	Both	106	4.06	.674
FSA_FFP	FSA users	17	3.82	.883
	Both	106	4.27	.846
FSA_Punctuality	FSA users	17	4.00	1.000
	Both	106	3.92	.713
FSA_CabinCrew	FSA users	17	4.41	.712
	Both	106	4.09	.655
FSA_Food	FSA users	17	3.76	.970
	Both	106	3.60	1.110
FSA_Seat	FSA users	17	3.88	.600

	Both	106	3.98	.828
FSA_Cleanliness	FSA users	17	4.00	.500
	Both	106	4.15	.753
FSA_Waittime_Baggage	FSA users	17	3.65	.786
	Both	106	3.69	.821
FSA_BaggageClaim	FSA users	17	3.47	.874
	Both	106	3.68	.750
FSA_OverallSat	FSA users	17	4.00	.500
	Both	106	4.05	.523

Independent Samples Test										
Customer satisfaction score		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
FSA _Payment_Channel	Equal variances	2.967	.088	-1.652	121	.101	-.219	.133	-.482	.044
	Not Equal variances			-1.897	24.197	.070	-.219	.116	-.458	.019
FSA _Callcenter	Equal variances	1.245	.267	-1.063	121	.290	-.200	.188	-.572	.172
	Not Equal variances			-1.001	20.592	.328	-.200	.200	-.615	.216
FSA _Waikk'ttime_serve	Equal variances	2.632	.107	-4.517	121	.000	-.858	.190	-1.234	-.482
	Not Equal variances			-3.316	18.210	.004	-.858	.259	-1.401	-.315
FSA _Coverage	Equal variances	1.399	.239	1.346	121	.181	.238	.176	-.112	.587

	Not Equal variances			1.328	21.256	.198	.238	.179	-.134	.609
FSA_FFP	Equal variances	.760	.385	-2.025	121	.045	-.450	.222	-.890	-.010
	Not Equal variances			- 1.962	20.984	.063	-.450	.229	-.927	.027
FSA_Punctuality	Equal variances	2.774	.098	.381	121	.704	.075	.198	-.316	.467
	Not Equal variances			.299	18.697	.768	.075	.252	-.453	.604
FSA_CabinCrew	Equal variances	1.656	.201	1.833	121	.069	.317	.173	-.025	.660
	Not Equal variances			1.724	20.577	.100	.317	.184	-.066	.701
FSA_Food	Equal variances	1.322	.253	.564	121	.574	.161	.285	-.404	.726
	Not Equal variances			.622	23.267	.540	.161	.259	-.374	.696
FSA_Seat	Equal variances	.429	.514	-.472	121	.638	-.099	.209	-.513	.316
	Not Equal			-.594	26.870	.558	-.099	.166	-.440	.243

	variances									
FSA_Cleanliness	Equal variances	6.402	.013	-.797	121	.427	-.151	.189	-.526	.224
	Not Equal variances			-1.066	29.180	.295	-.151	.142	-.441	.139
FSA_Waittime_Baggage	Equal variances	.028	.867	-.195	121	.846	-.042	.213	-.464	.381
	Not Equal variances			-.201	21.984	.842	-.042	.207	-.470	.387
FSA_BaggageClaim	Equal variances	.756	.386	-1.040	121	.300	-.209	.201	-.606	.188
	Not Equal variances			-.930	19.958	.363	-.209	.224	-.677	.259
FSA_OverallSat	Equal variances	.211	.647	-.347	121	.729	-.047	.136	-.316	.222
	Not Equal variances			-.359	22.014	.723	-.047	.131	-.320	.226

BIOGRAPHY

Name	Mr. Nutthapol Jarrunakarin
Date of Birth	May 26, 1990
Educational Attainment	2012: Bachelor Degree of Arts, Faculty of Sociology and Anthropology Thammasat University
Work Position	Market Research Manager Bangkok Airways PCL.
Work Experiences	2016 - Present Market Research Manager Bangkok Airways PCL. 2012 – 2016 Marketing Researcher Intage Co., Ltd.