



**PASSENGERS' SATISFACTION TOWARDS ENGLISH
ORAL COMMUNICATION ABILITY OF A
REGIONAL LIGHT PREMIUM AIRLINE CABIN CREW**

BY

MISS ANONGNAT SUWARNOI

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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ENTITLED

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was approved as partial fulfillment of the requirements for
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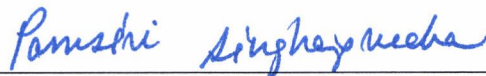
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ABSTRACT

The aviation sector is one of the major economic drivers for prosperity, development and employment in many countries. In most business industries, satisfaction of the customer is the ultimate purpose and objective of marketers. Outstanding passenger satisfaction is one of the utmost assets for an airline business in today's competitive world. Passenger service satisfaction occurs when a company can provide passengers with benefits that exceed passengers' expectations and this is considered "value-added". If customers are satisfied with the product or service which the company is offering, then they will purchase more, and do so more often.

Passenger gratification is a crucial goal for each airline providing passenger services. The onboard experience is still something special for the passengers. The passengers have wide-ranging choices to select the most appropriate airline services according to their requirements. Therefore, airlines companies are continuously working on the in-flight services development and innovation to differentiate themselves from their competitors. There are countless factors that support airline companies to increase its passenger base and passenger service, and satisfaction can be a crucial factor in the success of an entire operation. To communicate with the passengers, especially foreigners, English is the principle

language. Therefore, effective English communication of cabin crew can bring clear understanding between the cabin crew and passengers. This will help increase passengers' satisfaction and future purchases. Therefore, this study measured the level of passengers' satisfaction towards English oral communication ability of a regional light premium airline cabin crew and found out which level of such ability the regional light premium airline cabin crew currently possesses, and whether that meets the passengers' satisfaction.

The investigation was concentrated on English oral communication ability in every part of the cabin crew's work when encountering passengers. Two sets of questionnaires, containing items which were close-ended and open-ended, were distributed to 100 regional light premium airline cabin crew and 75 passengers flying with the regional light premium airline at Suvarnnabhumi International Airport between April and May 2017. The data were analyzed and presented in descriptive statistics in the forms of frequency, percentage, and mean. The findings revealed the overall passengers' satisfaction towards the ability of the regional light premium airline cabin crew's English oral communication and the English oral communication ability of the regional light premium airline cabin crew at each stage of their work. The regional light premium airline training center may gain benefits from the results of this study. They could provide appropriate English training courses with an aim to help boost the cabin crew members' listening and speaking abilities.

Keywords: passengers' satisfaction, English oral communication ability, a regional light premium airline, cabin crew

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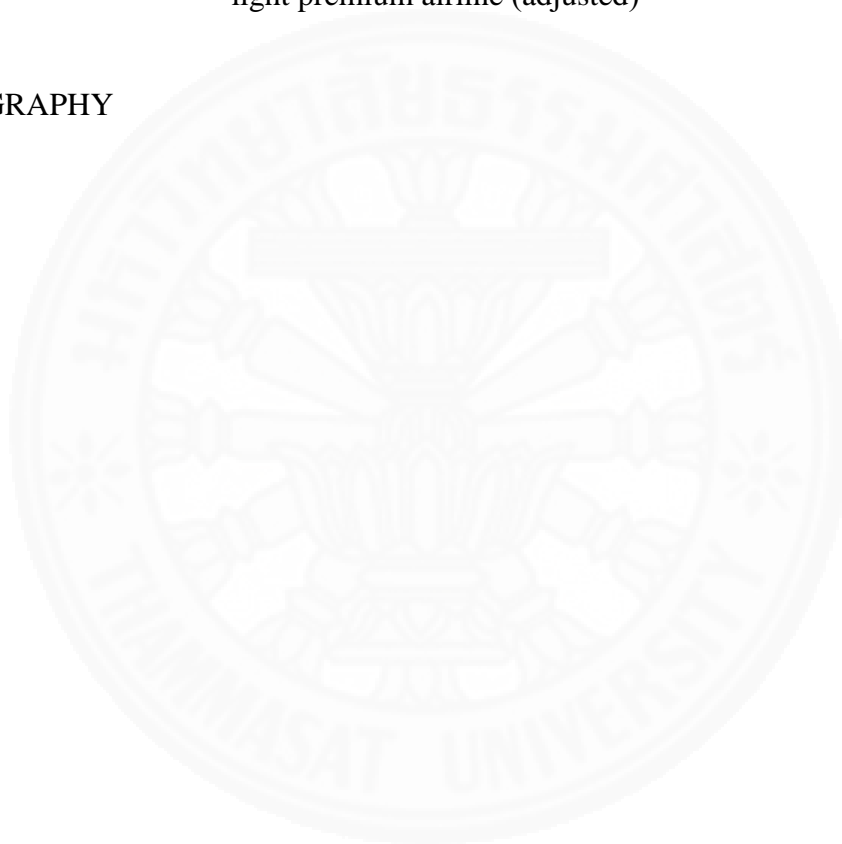
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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Airlines have become more effective at matching capacity to consumer demand during the past decade (Stalnaker, Usman & Taylor, 2015). In 2017, various airlines will premiere all-new extra long-haul flights according to the continuing trend of airlines about the world's longest flight. However, this year will also see some budget airlines expanding their routes and all-new direct destinations (Rizzo, 2016).

Philippine Daily Inquirer (2017) said that the region's low-cost airlines will see their collective fleets expand at a faster speed in 2017; the region's 21 low-cost carriers (LCCs) – headed by Air Asia, Cebu Pacific and Lion Air – ended 2016 with a total of 623 planes. That was 41 more aircrafts than in the previous year, a 7 per cent gain. Furthermore, budget airlines added 67 planes in 2015, the collective fleet grew by 61 planes in 2014. In 2017, the airline fleet is projected to expand by 80 aircraft or 11 per cent over last year's growth.

Thai Airways has currently made the move this year owing to the regional and domestic markets remaining challenging throughout Southeast Asia. Competition in Thailand continues to be irrational and Vietnam is also starting to experience overcapacity (Centre for Aviation [CAPA], 2016).

To be the leader among all airlines, countless factors would be required to support the company. One of the major factors that can assist the company to improve the airline's reputation is efficient staff who would be able to clearly communicate with multi-nationality passengers in order to meet their individual demands. A common language must be selected to make the information flow as easy and effortlessly as possible. English language provides this.

Strong English communication skill is an important issue for business development as well as the success of any organization (Neeley, 2012). It is certainly true that the airline business relies on the effectiveness and efficiency of the communication and interaction between pilots, air traffic controllers, cabin crew,

ground staff and passengers that could aid in preventing miscommunication and becoming a leader in the airline industry. Communication is the central instrument of relationships in technologies, capable of creating improved life quality and safety in the work environment (Vieira and Santos, 2016).

One of the communication strategies to be a competent airline is customer orientation; for example, any matter related to customer satisfaction such as safety, proximity to airports, onboard entertainment and customer service (Airport Cooperative Research Program [ACRP], 2016). This is one of the key responsibilities for cabin crew whilst on board.

International Civil Aviation Organization (ICAO) is a UN specific office, created in 1944 to deal with the organization and administration of the Convention on International Civil Aviation (International Civil Aviation Organization [ICAO], n.d.).

ICAO works with the Convention's 191 member states and industry meetings to reach accords on international civil aviation Standards and Recommended Practices (SARPs), and arrangements in support of a safe, secure, effective and ecologically responsible civil aviation area. ICAO has written a Manual on the Implementation of ICAO Language Proficiency Requirements for the aim of testing and certification process for all pilots and air traffic controllers concerning safety matters in international travel (ICAO, 2004). However, it is likewise a requirement for cabin crew members.

To pursue ICAO standards and to be a foremost airline in this industry, the human resource department of a regional light premium airline carefully considers the interviewees' English competency during job interviews.

The regional light premium airline is the regional airline that is an entirely owned subsidiary of Thai Airways located in Thailand; it started operations in July 2012. On 20 May 2011, the Thai Airways board announced plans to create a new lower-cost airline, at the time labeled Thai Wings. As a regional light premium airline, it was expected to fill the market gap between low-cost carriers and full-service airlines.

Additionally, the Tourism Authorities of Thailand 2016 disclosed that the competition in the airline industry in Thailand was intense. Thailand is a popular travel destination, serviced by more than 500 airlines. There are approximately 30

low-cost carriers (LCCs) operating in Thailand. At the same time, Mr. Yuthasak Supasorn, governor of the Tourism Authority of Thailand (TAT) stated that the year 2017 is an amazing year for tourism in Thailand since there will be a surge in the numbers of visitors. The number could reach 30 million and more people will be coming to travel more and more (Associated Press, 2017).

As aforementioned, there are many competitors of low-cost airlines and other light premium airlines. To win and be successful in the airline industry, passengers' satisfaction is extremely significant. If customers are satisfied with a product or service, they will purchase more, and do so more frequently (Griffin, 1995). All businesses always figure a way to make their customers happy by all means to meet and even exceed their expectations in order to win their loyalty.

To communicate with foreigners, the cabin crew should use standard English as a standard language for understanding and achieving passengers' satisfaction. Thus, English oral communication proficiency of cabin crew is significantly important to help bring success to the airlines industry. If the cabin crew is capable of effectively communicating with their passengers and providing the exact needed information and services, it will affect the passengers' satisfaction.

Since the regional light premium airline desires to be the leader among regional airlines and low-cost airlines, passengers' satisfaction is extremely vital in order to develop the individual services to meet the expectation of the passengers. This study investigated passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and identified the level of such ability that the cabin crew presently have, then it aimed to recognize which part of English oral communication ability of the regional light premium airline cabin crew had met the passengers' expectation.

Moreover, this study might be utilized to be a guideline for the cabin crew training center of the regional light premium airline in order to improve their curriculum for the initial training.

1.2 Research objectives

- (1) To investigate the level of passengers' satisfaction towards English oral communication ability of a regional light premium airline cabin crew
- (2) To investigate the level of English oral communication ability that regional light premium airline cabin crew perceived to have
- (3) To identify the part of each stage of English oral communication that passengers and regional light premium airline cabin crew perceive the same

1.3 Research questions

- (1) What is the level of passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew?
- (2) What the level of English oral communication ability do the regional light premium airline cabin crew perceived to have?
- (3) Which part of each stage of English oral communication do passengers and the regional light premium airline cabin crew perceive the same?

1.4 Definition of terms

In order to ensure common understanding throughout this paper, the definitions of terms are provided.

Cabin Crew – Apart from flight crew members, cabin crews are designated to perform safety duties in the passenger cabin in accordance with the requirements of the operator and the authority; qualified to perform cabin functions in emergency situations and enact procedures to ensure a safe and orderly evacuation of passengers

when necessary. Equivalent terms: Flight Attendant, Cabin Attendant (International Air Transportation Association [IATA], 2015a).

English Communication Skills - refers to abilities of listening, speaking, and reading in English for communicating between the regional light premium airline cabin crew and foreign passengers of the regional light premium airline.

English oral communication ability – refers to the ability of the regional light premium airline cabin crew to listen and speak English in order to serve passengers efficiently.

Passengers - refers to American, Australian and British passengers who fly with the regional light premium airline and communicate in English with cabin crews of the regional light premium airline.

Passengers' satisfaction - refers to satisfaction of the foreign customers who fly with the regional light premium airline toward English oral communication of the regional light premium airline cabin crew members.

Level - refers to the range of English oral communication abilities.

Stage of In-Flight working - refers to routine duty for cabin crews including boarding /greeting passenger and farewell, cabin safety, in-flight service, and other services.

Boarding /Greeting passenger and Farewell – refers to greeting and offering help with appropriate English to passengers while they are boarding, guiding the seat directions to passengers with understandable English, answering passengers' inquiries about flight information with understandable English, and clear in-flight public announcements

Cabin safety – refers to the cabin crew making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices) during take-off and landing.

In-flight service – refers to the situation when the cabin crew are offering and explaining choices of meals to passengers, explaining different kinds of beverages available on board, understanding and confirming right orders during drinks and meal service.

Other service – refers to a situation when the cabin crew is clarifying other passengers' requests apart from meals and beverages orders, replying to passengers who ask about flight itineraries and ground service such as booking a ticket, baggage, wheelchairs, giving passengers advice on using passengers' facilities, replying to passengers about in-flight entertainment such as movie programs, and after meal service.

Expert – refer to an English communication in-flight service instructor for the regional light premium airline cabin crew member or a Customer Service Manager of the regional light premium airline who is a specialist in the field of airline business concerning passengers' problems.

ICAO – refer to The International Civil Aviation Organization (ICAO) which is a UN specialized agency, established by States in 1944 to manage the administration and governance of the Convention on International Civil Aviation (ICAO, n.d.).

IATA – refer to The International Air Transport Association (IATA) which is the trade association for the world's airlines, supports many areas of aviation activity and helps formulate industry policy on critical aviation issues.

1.5 Significance of the study

It is an undeniable fact that the competition in the airlines industry is becoming more intense. To be a leading operator in this industry, every airline company needs to consider a way to provide professional individual services to the passengers. There are many key factors that will support those airlines to achieve their excellent professional individual services. Undoubtedly, one of the major factors that helps a company to win their goal is English communication. Thus, professional English oral communication performance is essential to ensure success in the aviation environment.

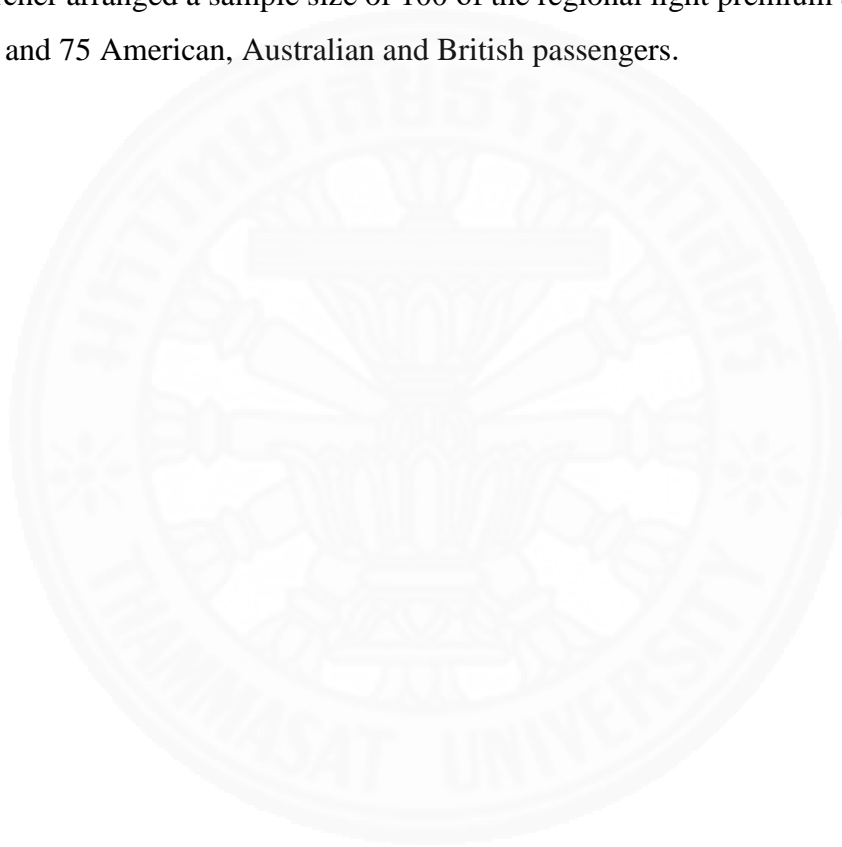
Moreover, the regional light premium airline also considers that the English communication between cabin crew members and passengers on board can affect the level of passengers' satisfaction. This study provided pertinent information concerning the passengers' satisfaction toward English oral communication, together with details on each part of such ability of the regional light premium airline cabin crew and the part of English oral communication that passengers and the regional light premium airline cabin crew members perceived as the same.

The results of this study may benefit the regional light premium airline cabin crew training center to enhance English communication skills of the cabin crew which can increase effectiveness of interaction with passengers. Also, it can be a guideline for potential cabin crew who work with foreign passengers to evaluate themselves and gain the ideas for which stage of in-flight working they should improve. Furthermore, the regional light premium airline might use these findings to help design appropriate courses for cabin crew's training.

1.6 Scope of the Study

(1) This research was focused on passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew during in-flight working of the regional light premium airline only.

(2) For the purpose of collecting appropriate numbers of participants, the researcher arranged a sample size of 100 of the regional light premium airline cabin crew, and 75 American, Australian and British passengers.



CHAPTER 2

REVIEW OF LITERATURE

This chapter reviews the literature in four main areas along with a summary:

(1) Satisfaction (2) English language (3) Communication (4) Related studies

2.1 Satisfaction

2.1.1 Definition of Satisfaction

Satisfaction is a person's feeling of pleasure when his/her demand is fulfilled, or when people have achieved his/her list of goals (Cambridge, 2013). Contemporary usage of the word has an inclination to be substantially more extensive, and the word satisfaction is identified in many different ways (Aigbavboa & Thwala, 2013).

Additionally, satisfaction is a word that has been used in many fields that is used together with evaluation, such as customer satisfaction evaluation in companies, restaurants, hospitals and in airlines. Aigbavboa and Thwala (2013) state that satisfaction has been essential to the marketing concept for over thirty years; as the most widespread use of satisfaction has been in literature involved with customer satisfaction.

In terms of this study, "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire" (Hansemark & Albinsson, 2004, p. 40).

2.1.2 Satisfaction in the Business Area

In the business area, satisfaction is the interaction between products or services and consumers. Kotler and Keller (2009) defined satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (p.789).

Moreover, satisfaction is a general psychological state that mirrors the assessment of a connection between the consumer and a company-environment-product-service. Also, satisfaction consists of one of the following three psychological parts: cognitive (thinking/evaluation), affective (emotional/feeling), and behavioral (Oliver, 1993).

Similarly, Harris (2012) explained that satisfaction is the customer's sense of contentment. Customer satisfaction distinguishes the difference between customer expectations and customer perceptions. Satisfaction may be developed swiftly or it may be encouraged over a period of time. The customers have many apprehensions, and our job is to decrease as much of the customer's stress as possible and to create a pleasing customer experience, while also offering current information and facilitating the solution to problems for the customer. Satisfaction may be a customer's afterthought. The customer may reflect on the experience and recognize how pleasing it was. Customer satisfaction also assists companies in a variety of ways.

Zeithaml, Bitner and Gremler (2009) stated that customer satisfaction is significant information that aids companies to pinpoint the areas for improvements in addition to recognizing which areas that customers distinctly believe to be an important point. These also assist companies to evaluate their capacity in meeting customers' requirements and expectations effectively.

In this decade, customers' satisfaction is granted the highest importance by all service-oriented industries. Gupta, Arif, and William (2013) showed that the civil aviation industry is not exempt. The extremely competitive global aviation arena results in various airlines competing for the top position with a lot of significance being granted to customer service.

2.2 English Language

Language is the ability to obtain and assimilate complex systems of communication or it can be inferred that it is a system of signs for encoding and decoding information. Human language is distinctive (Hockett, 1960) and also varies from other forms of communication system given that it employs grammatical and

semantic classifications such as noun and verb, present and past, which may be used to express exceptionally complex meanings (Deacon, 1997).

A system of communication denotes the ability of humans to exchange verbal or symbolic utterances. Humans use language to express themselves and to control objects in their environment (Evans & Levinson, 2009). In addition, language can be used through numerous channels for communication. For example, sign language and writing employs the visual pattern while spoken language utilizes the auditive pattern (Trask, 2010).

Structure of languages may comprise speaking, writing, and listening which are the different ways to communicate. At present, there are approximately between 5,000 and 7,000 languages in the world (Tomasello, 2008), but people still can communicate because they have an ability to learn to speak other languages. One language family of the world that has the most speakers is the Indo-European language family which includes major world languages such as English (Katzner, 1999).

2.3 Communication

2.3.1 Definition of Communication

Communication can be described as the stream of information (Axley, 1984) or the procedure of conveying information and common understanding from one person to another (Keyton, 2011). Communication needs both a sender and a receiver. The sender is the person who sends the message, whereas the receiver is the person who receives the message. To receive a message, a person must comprehend what is said or done by another person—the sender, and provide it with a name and develop a feeling about it.

Moreover, communication comprises the conveying or interchanging of thoughts, opinions, and information between people by speech, writing, or signs. People communicate in different ways. Communication can be separated into verbal and non-verbal communication (Nayab, 2015). Additionally, communication can be categorized into face to face communication, tone of voice, body language, verbal communication and physical communication.

Regarding the airline business, according to ICAO (2004), the aviation business has its own exclusive simple forms of communication. There are two sorts of communication, verbal and written communication, which are in the form of meetings, speeches or writings, gestures or expressions. The main purpose of ICAO is to highlight some way of joining these two forms to improve the importance of communication in aviation, which is raising the level of safety in operational contexts (Orlady & Orlady, 2016).

2.3.2 Communication in Aviation

Communication is explained in many models. There are three broad communication models as follows: Linear model, Transactional model and Interactive model (Mishra, 2016). The model of communication most found in research studies nowadays is the Transactional model of communication.

2.3.2.1 Transactional Model of Communication

In aviation, communication occurs in the way of a transactional model in which both the senders and the receivers are communicators and play equally key roles in communication. This relates communication with social reality, cultural up-bringing and relational context (relationships). Non-verbal responses, like gestures and body language, are also considered as feedback in this model. Other models that pursue the transactional model of communication are Becker's Mosaic Model, Helical Model and, Barnlund's Transactional Model (Mishra, n.d.).

Communication is an important key to maintaining successful business relations. For this reason, the people who work in aviation environments should be professional in communication skills. There are three common types of communication: verbal, non-verbal, and written. The type of communication can most be found in aviation business area is verbal or oral communication.

2.3.3 Oral Communication

Verbal or oral communication utilizes spoken words to communicate a message (Bilbao, 2014). Verbal communication is the use of words and vocal sounds to impart and receive information. It is basically sending a message via a spoken language that is understood equally by the sender and receiver of the message. Oral communication indicates communication through the mouth. It includes individuals communicating with each other through presentations, speeches, discussions, face-to-face conversation or electronic devices. Likewise, oral communication is normally advised when the communication issue is of a temporary kind or where a straight interaction is needed. For example; listening to a television program, face talking, and listening to a lecture or seminar (Grimsley, n.d.).

In aviation, oral communication can be deemed as the communication where a message is provided verbally and received audibly, irrespective of any coding, decoding and transmission medium used in between. It is possible to be face-to-face (e.g. cabin crew to passengers), remote (e.g. air-ground radio), somewhere in between (e.g. ramp worker using radio and hand signals to a pilot), and two flight crew sitting side-by-side (Eurocontrol, 1997) even though they are focusing on instruments but the oral communication is required to assist non-verbal communication to be effective. Cabin crew members are required to interact with passengers. To be more specific, inform the passengers to follow the aviation guidelines, serve passengers meals, manage in-flight problems, and respond to flight information as they are required to.

2.3.3.1 The Principles of Oral Communication

Rasel (2013) explained the principles of oral communication. First, the speaker takes preparations, both physically and mentally. Second, clear pronunciation by the message sender is also the essential factor for oral communication. If it is not comprehensible, the objective of the message may not be accomplished. Third, the unity and integration of the speech of the message sender is a necessity for effective oral communication.

Moreover, precision is required to provide effective oral communication and the meanings of the words need to be explicit. Also, the speakers

should not fluctuate his/her voice at the time of oral communication. Artificial voice must be avoided. Also, a structured plan is essential for effective oral communication. The speaker ought to make an appropriate plan for delivering speech.

Additionally, the speaker ought to utilize basic understandable words in oral communication. The words should be simple and easy. The speaker should avoid emotions, extreme emotions can redirect a speaker from the principal subject. In addition, the speaker should utilize the maximum number of recognizable words to the receiver of the message to prevent any misunderstanding of the meaning of the words. The speaker's competence and ability is essential for successful oral communication.

2.3.3.2 The Advantages of Oral Communication

Swarthout (n.d.) states that there are elevated levels of comprehension and transparency in conversation from using the advantage of oral communication. Oral communication can be used to get advantages in a communication situation. Likewise, oral communication is the most suitable in situations of problem solving. The disagreements, debates and various issues/differences can be solved through discussion. Furthermore, the response is instinctive in the situation of oral communication. Therefore, choices can be made swiftly without any holdup. Oral communication is not merely time saving, but it also saves money and labor. Additionally, personal and confidential information/matter can be best transferred by oral communication.

The cabin crew members who have excellent oral communication ability tend to achieve one of the most important aspects of airline services, which is to gain high levels of passengers' satisfaction. The oral communication skills that are generally employed for working in airlines are expressing greeting/goodbye/farewell extended to passengers, taking accurate messages from passengers, reassuring/ comforting/ encouraging passengers, and searching for information and solving disagreements on board.

All these oral communication skills can reinforce the cabin crew's ability to meet the individual needs of passengers and enhance the ability to

achieve the goal to increase the passengers' satisfaction. All in all, skillful oral communication is considered the foundation towards passenger satisfaction.

2.3.4 Importance of English Communication

The basis for sustaining successful business relationships is communication, which is used in the airline business. Communication is a vital ability for doing business, particularly in the international environment of aviation (IATA, 2015b).

In the airline industry, all employees need to communicate before, during, and after each task. Information forwarded at shift change will include workload, existing conditions and projected courses of action. This creates the foundation of good continuity and teamwork.

Kutz (2000) reported that a substantial inadequacy in the aviation community's ability to communicate was found. To conquer this disparity, Vieira and Santos (2016) advocated that communication skills ought to be developed from basic writing skills, including grammar, spelling and punctuation up to interpersonal relationships.

As a result of many accidents and problems, there were widespread changes made to international airline procedures and to aircraft. Aviation authorities around the world introduced requirements for standard phrases and a greater emphasis on English as a common working language. Furthermore, to tackle non-formulaic, work-related language, aviation English training needs to embrace a fundamentally communicative approach to language learning with the main focus on speaking, listening and interactive skills, while grammar, syntax, vocabulary and reading underlie oral communications (Mishra, n.d.).

ICAO (2004) states that the principal purpose of aviation English training is for voice-only communication. A language, simple and clear to understand by the aviation community, is the aim of the ICAO Language Proficiency Requirements. In addition, airline companies always discover ways for passengers to be in the loop for the airline to prosper, and successful English oral communication with passengers is essential for the success of the airline business (Illumine Ltd., 2011).

Communication can have a significant effect on the customers' satisfaction (Eftimie & Moldovan, 2012). Effective English oral communication can aid cabin crew improve passengers' satisfaction levels and enhance their experiences. Likewise, Ariffin (2012) states that in order to satisfy the customers, the service providers must guarantee that the desires and wishes of the customers are achieved. Numerous researchers agreed that effective communication skills significantly influence customers' satisfaction. In conclusion, it could be stated that if the cabin crew communicate with appropriate English oral communication to passengers, they tend to understand passengers' wants and needs better and this can guarantee that passengers are satisfied with the airline and this can boost the level of passengers' satisfaction.

2.3.5 Relationship between effective communication and customer satisfaction

The quality of the cabin crew's communication is an indication of the quality of corporate communications to its passengers, so effective communication by the cabin crew becomes increasingly important. There is a positive important relationship between effective communication and customer satisfaction. (Ariffin, 2012). Dealing with a customer is a part of every purchase and interaction with internal and external contacts.

The connection between communication and satisfaction has been examined by numerous communication researchers, for example, Kutney-Lee, A., et al., (2009) showed that the HCAHPS survey section on nurses' communication has been discovered to have the highest overall patient satisfaction and likelihood to suggest the hospital to family and friends. Also, studies have revealed that patient satisfaction is greater when nurses have excellent communication.

Erciş (2011) discovered that effective communication has a positive effect on developing customer attachment. Effective communication is the major goal to establish and develop healthy relations with customers. The most effective way for consumers to attain quality is through the communication between the service provider and the recipient of the service (Headley & Choi, 1992). Research by Bitner, Booms and Mohr (1994) has also presented that, in the hospitality industry, the

quality of the interpersonal communication between the customer and the employee significantly impacts customer satisfaction.

Countless services need personal communications between customers. Effective communication is a complex set of exchange procedures which also impacts customer satisfaction. Communication skills are essential for employees in dealing with customers. Information or messages ought to be clear and should be communicated in a correct way (Webster, 1999).

2.4 Related Studies

Snyder (2014) led a study on customer satisfaction at Low Cost Airlines: a case study of Jetstar Pacific Airlines (JPA). The study discovered that there have been numerous studies on customer satisfaction. Customer satisfaction has a powerful impact on customer retention and business effectiveness of a company (Kwong, Wong & Chan, 2009). The study of linkages between customer service, customer satisfaction and firm performance in the US airline industry; Steven, Dong, and Dresner (2012), found that customer satisfaction of a company will be raised by enhancing the customer service factor and the outcome is that the company's performance would be improved. Consequently, offering inadequate service will lead to a harmful influence on the image and endurance of a service company (Boshoff and Staude, 2003).

Another research by Uraipan (2011) studied problems with English listening and speaking of Thai flight attendants in economy class. The purpose of this study was to assess the listening and speaking difficulties faced by flight attendants of Thai Airways employed in economy class. The study discovered that most flight attendants in economy class thought pronunciation of specific consonants correctly and identifying a range of accents were average difficulties. Concerning the language functions, using appropriate language in various situations including in-flight service were also average. Most of the flight attendants in the study assumed that they were good at English listening and speaking.

Kiatcharas (2011) conducted a research study on English communication difficulties between Thai cabin crew and Korean passengers. The study indicated that seventy-five Thai cabin crew members working with one of the international airlines companies flying between Thailand and Korea were requested to partake in this study. A questionnaire was used to gather data which was analyzed to discover the communicational problems, the significances of these problems, and the approaches that the Thai cabin crew employed while they were communicating with Korean passengers. The outcomes of the study displayed that two main communication difficulties between Thai cabin crew and Korean passengers were the inability of English speaking of the Koreans because the vocabulary was limited for Korean people. The costs of these communication problems for the working lives of Thai cabin crew were that their professional time was wasted and the communication problems perhaps influenced their professional advancement. For the in-flight service, it was discovered that the communication plan used to resolve the difficulty was to employ nonverbal language. Additionally, it was discovered from the contributors' recommendations that both English and Korean information should be given to passengers together with pictures to make it simpler for passengers to comprehend.

Ahmad (2016) conducted a study entitled Importance of English Communication Skills. The study presented that the value of the capability to speak or write English has lately increased considerably as English has developed into the standard. Learning English has become popular for business, commerce and cultural reasons and particularly for internet communication all over the world. It is vital to provide importance to English, so that everyday people are able to keep abreast of world matters. Barriers of race, color and creed are no limitation to the ongoing spread of the use of English. It is the language of the future. Companies all over the world are establishing their branches and business, and outsourcing centers' in India and joining with Indian companies. The initial and leading circumstance of success in these regions is the capacity to communicate effectively in the English language. Most organizations need people in a variety of roles with good communication abilities which encompass interacting with customers and clients, explaining procedures and practices, replying to customer grievances and receiving orders.

Runnakit (2007) examined customer satisfaction with English language communication skills (listening-speaking) at the Windsor Suites Hotel. The results showed that the guests were reasonably satisfied with the English language communication skills of the front desk employees at the Windsor Suites Hotel. The guests assumed the front desk employees to have exceptional English, to be service-minded and to be well-mannered. However, most guests conveyed the opinion that the front desk employees still required English language communication skills training.

Xiaoqin and Wenzhong (2016) studied an integrated approach to cabin service English curriculum outline: a case study of China Southern Airlines' cabin service English training course. The study presented the history of Employers' Orientation Programme (EOP training) development and then demonstrated the curriculum outline of cabin service English training from three viewpoints. Initially, the results recommended that language skills, cabin service practices (skills) and communication competence ought to be the principal hypotheses in cabin service English training. Moreover, developing cross-cultural communication competence ought to be the ultimate goal of the course. The customized framework is composed of three interrelated vital elements: basic language skills, cabin service practices and communication competence. So, this cabin service English training course would focus on integration of language acquisition and cabin service practices and simultaneously emphasizes communication competence as the ultimate course goal of cabin service English training.

Ariffin (2012) conducted a study of the relationship between effective communication and customers' satisfaction: a study in four and five star hotels in Kuching. This study revealed that in the business world now, customer satisfaction is very important because it is the foremost factor influencing a company's competitiveness and success as well as product differentiation and the improvement of robust relationships with customers. Satisfaction is the customer's evaluation of a product or service in terms of whether that product or service has reached their needs

and expectations. Knowing customers' satisfaction levels and their wishes will also assist in discovering the best direction in which the company needs to go.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methodology and describes the methods used in the present study. This chapter is divided into four main sections: (1) methodology, (2) participants, (3) research instruments, and (4) data analysis

3.1 Research Design and Methods

This research attempted to investigate the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew.

To be a guideline for the cabin crew training center of the regional light premium airline in order to enhance initial training curriculum, this study employed a quantitative research method of both to approach the level of passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and the level of English oral communication ability that the present cabin crew is perceived to have. To ensure the validity and reliability of the questionnaire, the researcher consulted with two English-language related experts in the specialist field of airline business: An English Communication In-flight Service Instructor for the regional light premium airline cabin crew, and a Customer Service Manager of the regional light premium airline who are concerned about passengers' problems.

SPSS/PC (Statistical Package for the Social Sciences on Personal Computer) was applied to analyze all data and identify which stage of English oral communication do passengers and the regional light premium airline cabin crew perceived the same.

3.2 Participants

3.2.1 Population

Presently, the total number of the regional light premium airline cabin crew is 284 and the total of foreign passengers that visited Thailand in 2016 was over 3.5 million (Tourism Authority of Thailand (TAT), 2016).

In addition, the regional light premium airline aims to carry 4.5 million passengers in 2017, up from 3.2 million in 2016. The foreign passengers of the regional light premium airline are 20% of all passengers. (Sritama, 2017).

3.2.2 Sample size

The sample involved in this study comprised 78 of the regional light premium airline cabin crew members and 24 Americans, 22 Australians and 25 British passengers of the regional light premium airline.

3.2.1.1 The regional light premium airline cabin crew sample size

To find the number of the regional light premium airline cabin crew sample, purposive sampling was used. The researcher distributed 100 questionnaires to the cabin crew who have an odd staff number by sending them the online link of <https://goo.gl/forms/z5rsgQOkkxw9a2Lx1>.

3.2.2.2 Passengers of the regional light premium airline sample size

The number of foreign passengers of the regional light premium airline Sample size used purposive sampling. The total number of questionnaires was 75. The questionnaires were provided to American, Australian and British passengers who fly with the regional light premium airline and communicate with cabin crews of the regional light premium airline in English.

3.2 Research instruments

The research instrument in this study was in two questionnaires, one was for American, Australian and British passengers, another one was for the regional light premium airline cabin crew members.

3.2.1. The questionnaire for American, Australian, and British passengers; “The passengers’ satisfaction toward English oral communication ability of the regional light premium airline cabin crew”.

The questionnaire contained three parts as follows:

Part 1: Personal Information

This part presents questions regarding the personal information of the participants: nationality, gender, age, frequency of flying. This part was designed in the form of closed-ended questions as to the background of the participants.

Part 2: Passengers’ satisfaction toward English oral communication ability of the regional light premium airline cabin crew

This part contains the statements of how passengers feel towards the ability in English oral communication skills of the cabin crew members. The statements are divided into four main stages of in-flight work. Each statement represents the situation of in-flight service relevant to the cabin crew’s duties as follows: (1) boarding, greeting passenger and farewell, (2) cabin safety (before take-off and landing), (3) in-flight service (drink and meal service), and (4) other service (after meal service). The survey in this part was presented in the form of a five-level Likert scale.

Part 3: Opinions on English oral communication ability that are needed to be improved for in-flight work

This part was presented in the form of an open-ended question for foreign passengers to give comments.

3.2.2 The questionnaire for the flight attendants to respond to: “The perceived English oral communication ability of the regional light premium airline cabin crew”.

The questionnaire contains three parts as follows:

Part 1: Personal Information

The part is composed of questions regarding the personal information of the participants: educational background, working experiences, years of work with the regional light premium airline, extra English courses, activities or job that requires English, and English proficiency background. This part was designed in the form of closed-ended questions.

Part 2: This part of the questionnaire is about “The perceived English oral communication ability of the regional light premium airline cabin crew”.

This second part contains the statement of ability in English oral communication. It is divided into four main stages of in-flight work. Each statement represents the situation of in-flight service relevant to the cabin crew’s duties as follows: (1) boarding, greeting passenger and farewell, (2) cabin safety (before take-off and landing), (3) in-flight service (drink and meal service), and (4) other service (after meal service). The survey in this part was presented in the form of a five-level Likert scale.

Part 3: The part is about English oral communication abilities that are needed to be improved for in-flight work and the English oral communication ability that cabin crew think should be included in an initial training course.

This part is in the form of an open-ended question for cabin crew to give a comment and recommendation.

3.4 Data analysis

The data collected from cabin crew and foreign passengers were analyzed using the descriptive statistics, mean and percentage. Once the completed questionnaires had been received, participant responses were analyzed in order to reveal the level of passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew and the degree of English oral communication ability the regional light premium airline cabin crew was perceived to have. The Statistical Package for the Social Sciences (SPSS) program was used to process the data and report the outcomes in the form of the percentage, frequency, mean, and standard deviation.

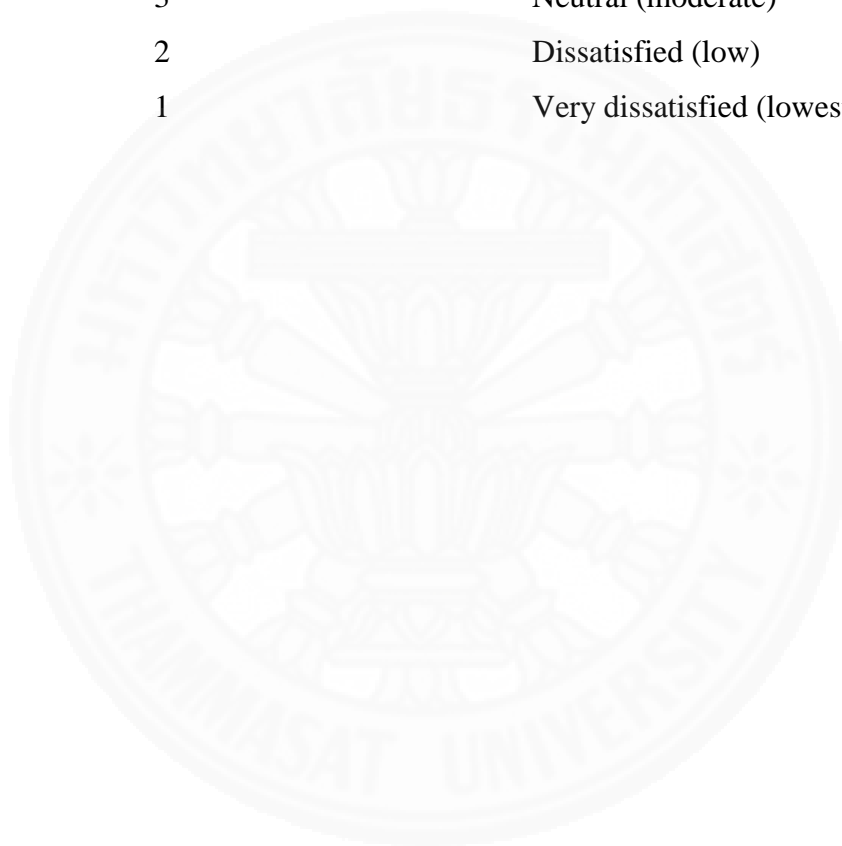
In this study, the standard rating of Likert's scale (Brown, 2010) was used to analyze the degree of passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew and the degree of perceived English oral communication ability of the regional light premium airline cabin crew.

The ranges and corresponding level designations for the rating scale of satisfaction (Vagias, 2006) are presented as follows:

Range of Scale	The degree of passengers' satisfaction
4.50-5.00	Very satisfied
3.50-4.49	Satisfied
2.50-3.49	Neutral
1.50-2.49	Dissatisfied
1.00-1.49	Very dissatisfied

The criteria and meaning of the satisfaction rates were demonstrated as follows:

Rates of satisfaction	Level of satisfaction
5	Very satisfied (highest)
4	Satisfied (high)
3	Neutral (moderate)
2	Dissatisfied (low)
1	Very dissatisfied (lowest)



CHAPTER 4

RESULTS

This chapter reports the outcomes from the data analysis, which was divided into four parts based on the two questionnaires; one has been done by passengers and the other one by the regional light premium airline cabin crew. The data analysis was conducted by using the Statistical Package for the Social Sciences Program (SPSS) to calculate the frequency, percentage, mean and a statistical difference in *t*-test.

The results are divided into four parts as follows:

4.1 The percentage results of participants' general background information.

4.2 The results concerning passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and English oral communication ability that the regional light premium airline cabin crew was perceived to have in each stage of work analyzed by using frequency, percentage, mean and standard deviation.

4.3 The frequency and percentage results of open ended questions and suggestions about which part of English oral communication ability that cabin crew need to improve.

4.4 The results of correlation between passengers' satisfaction and ability that the regional light premium airline cabin crew was perceived to have for English oral communication of the regional light premium airline cabin crew.

4.1 Participants' general background information

4.1.1 The first part of the questionnaire for the foreign passengers

The first part of the questionnaire for the foreign passengers investigated the demographic data concerning nationality, gender, age, and frequency of flying with the regional light premium airline.

The questionnaire was given to 25 each of participants who have American, Australian and British nationalities. The questionnaire was given to 75 participants and the 71 questionnaires were returned.

Table 1. Nationality

Nationality	Frequency	Percent
American	24	33.80
Australian	22	30.99
British	25	35.21
Total	71	100.00

Table 1 shows the nationalities of the 71 participants who attended the questionnaires. 33.80% (24) were American, 30.99% (22) were Australian and 35.21% (25) were British.

Table 2. Gender

Gender	Frequency	Percent
Male	52	73.24
Female	19	26.76
Total	71	100.00

Table 2 displays the gender of the 71 respondents. Most were male 73.24 % (52) and the rest were female 26.76 % (19).

Table 3. Age

Age	Frequency	Percent
23-35	25	35.21
36-45	10	14.08
46-59	20	28.17
above 60	16	22.54
Total	71	100.00

In terms of age, table 3 shows the age of respondents divided into four age ranges. The most common age range of the respondents was 23-35 years old (35.21% or 25 respondents), followed by 46-59 years old (28.17% or 20 respondents), above 60 years old (22.54% or 16 respondents) and the last was 36-45 years old (14.08% or 10 respondents).

Table 4. Frequency of flying with the regional light premium airline

Frequency of flying with the regional light premium airline	Frequency	Percent
First time	19	26.76
2 to 5	33	46.48
6 to 10	4	05.63
more than 10	14	19.72
Total	71	100.00

Table 4 shows the frequency of flying of respondents with the regional light premium airline. It found that majority of the respondents (46.48% or 33 respondents) flew 2-5 times, followed by 26.76% or 19 respondents who flew for the first time. Moreover, 14 respondents (19.72%) have flown with the regional light premium airline more than 10 times and only 4 respondents (5.63%) have flown 6-10 times.

4.1.2 The first part of the questionnaire for the regional light premium airline cabin crew

The first part of the questionnaire for the regional light premium airline cabin crew investigated the data of general information of the regional light premium airline cabin crew including years of working with the regional light premium airline, experience of cabin crew job, degree of education, English potential, extra English courses, and other relevant job experience with English.

The 100 online questionnaires were sent by email and the return were 78 of the regional light premium airline cabin crew questionnaires.

Table 5. Years of working with the regional light premium airline

Years of working with the regional light premium airline	Frequency	Percent
Less than 1 year	32	41.03
1 year - less than 2 years	16	20.51
2 years - less than 3 years	20	25.64
More than 3 years	10	12.82
Total	78	100.00

From Table 5, it can be seen that 41.03% or 32 respondents have worked for less than 1 year, followed by 25.64% or 20 respondents have worked for 1 year - less than 2 years, 2 years - less than 3 years for 20.51% or 16 respondents and more than 3 years was 12.82% or 10 respondents.

Table 6. Experience of cabin crew job

Experience of cabin crew job	Frequency	Percent
have experience	23	29.49
none	55	70.51
Total	78	100.00

Table 6 shows that most of the regional light premium airline cabin crew did not have previous cabin crew experience (70.51% or 55 respondents).

Table 7. Education attainment

Education attainment	Frequency	Percent
A bachelor's degree or majored in English	31	39.74
Other bachelors/majors	47	60.26
Total	78	100.00

As shown in Table 7, 31 respondents or 39.74% have bachelor's degrees or majored in English and 47 respondents or 60.26% have bachelor's degrees or majored in other areas except English.

Table 8. English proficiency background

English proficiency background	Frequency	Percent
Basic	6	07.69
Intermediate	35	44.87
Fluent	35	44.87
Native	2	02.56
Total	78	100.00

Table 8 shows that the level of English proficiency background of cabin crew in terms of English oral communication skill was Intermediate and fluent (35 respondents or 44.87% each), then basic (6 respondents or 7.69%) and native (2 respondents or 2.56%).

Table 9. Extra English courses attended by cabin crew

Extra English courses attended by cabin crew	Frequency	Percent
Have taken English course	3	03.85
None	75	96.15
Total	78	100.00

Table 9 displays the extra English courses that were attended by cabin crew; only 3.85% or 3 respondents have attended.

Table 10. Cabin crew who have done activities or jobs that require English

Have done activities/previous jobs that requires English	Frequency	Percent
Yes	29	37.18
No	49	62.82
Total	78	100.00

Table 10 presents the frequency of cabin crew who have done activities or jobs that require English which is 29 respondents or 37.18%.

4.2 The passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew in each stage of working and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work.

In this part, the respondents were asked about the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew in each stage of working by using closed-ended questions and the Likert-scale to rate the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew in each stage of work from 1-5 (1= Very dissatisfied, 2= Dissatisfied, 3= Neutral, 4 = Satisfied, 5 = Very satisfied).

The opinions of participants in each department with respect to their satisfaction towards English oral communication and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work were analyzed and the mean scores obtained were evaluated based on the following mean range criteria:

Mean Range	level of satisfied
4.50-5.00	highest
3.50-4.49	high
2.50-3.49	moderate
1.50-2.49	low
1.00-1.49	lowest

The results are summarized and presented in the tables as follows.



4.2.1 The passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work.

Table 11. The passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work

Item	Passengers' satisfaction				Ability of cabin crew			
	mean	S.D.	scale	rank	mean	S.D.	scale	rank
1.Boarding, Greeting Passenger, Farewell	4.73	0.48	Highest	3	4.43	0.69	High	3
2.Cabin safety (before take-off and landing)	4.83	0.38	Highest	1	4.54	0.64	Highest	1
3.In-flight service (drink and meal service)	4.67	0.60	Highest	4	4.49	0.67	High	2
4.Other service (after meal service)	4.76	0.49	Highest	2	3.81	0.76	High	4
Average scores	4.75	0.49	Highest		4.32	0.69	High	

4.2.2 The passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in each stage of work.

Table 11 shows that the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew was satisfied as

“highest level” in all the given situations. Cabin safety (before take-off and landing) obtained the highest mean score (4.83) followed by Other service (after meal service) (4.76), Boarding, Greeting Passenger and Farewell (4.73).

The lowest rating of the passengers’ satisfaction towards English oral communication of the regional light premium airline cabin crew was In-flight service (drink and meal service) (4.67). The overall result shows that the passengers were very satisfied towards English oral communication of the regional light premium airline cabin crew. (mean = 4.75, S.D. = 0.49).

4.2.3 The perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work

Table 11 shows that the ability of the regional light premium airline cabin crew in each stage of work was satisfied as “highest and high level” in all the given situations. Cabin Safety (before take-off and landing) obtained the highest mean score (4.54) followed by In-flight service (drink and meal service) (4.49), Boarding, Greeting Passenger, and Farewell (4.43). The lowest rated ability of the regional light premium airline cabin crew in each stage of work was Other service (after meal service) (3.81). The overall result shows that the regional light premium airline cabin crews were very satisfied towards the ability in English oral communication (mean = 4.32, S.D. = 0.69).

Table 12. The passengers' satisfaction towards English oral communication and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Boarding, Greeting Passenger, and Farewell

Item	Passengers' satisfaction				Ability of cabin crew			
	mean	S.D.	scale	rank	mean	S.D.	scale	rank
1. Greeting and offering help with appropriate English to passengers while they are boarding	4.86	0.35	Highest	1	4.49	0.64	High	2
2. Guiding the seat directions to passengers with understandable English	4.77	0.42	Highest	2	4.67	0.57	Highest	1
3. Answering passengers' inquiries about flight information with understandable English	4.71	0.49	Highest	3	4.28	0.74	High	3
4. Clear in-flight public announcements	4.59	0.67	Highest	4	4.27	0.82	High	4
Average scores	4.73	0.48	Highest		4.43	0.69	High	

4.2.4 The passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Boarding, Greeting Passenger, and Farewell

Table 12 shows that the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Boarding, Greeting Passenger, and Farewell was satisfied at "highest level" in all the given situations. Greeting and offering help with appropriate English to passengers while they are boarding obtained the highest mean score (4.86) followed by Guiding the seat directions to passengers with understandable English (4.77), Answering passengers' inquiries about flight information with understandable English (4.71). The lowest rated passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew was in terms of Boarding, Greeting Passenger, and Farewell and was Clear announcing of in-flight public announcements (4.59). The overall result shows that the passengers were very satisfied towards English oral communication of the regional light premium airline cabin crew in terms of Boarding, Greeting Passenger, and Farewell (mean = 4.73, S.D. = 0.48).

4.2.5 The perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Boarding, Greeting Passenger, and Farewell

Table 12 shows that the ability of the regional light premium airline cabin crew in each stage of work in terms of Boarding, Greeting Passenger, and Farewell was satisfied at "highest and high level" in all the given situations. Guiding the seat directions to passengers with understandable English obtained the highest mean score (4.67) followed by Greeting and offering help with appropriate English to passengers while they are boarding (4.49) and Answering passengers' inquiries about flight information with understandable English (4.28). The lowest rated ability of the regional light premium airline cabin crew in each stage of work in terms of Boarding, Greeting Passenger, and Farewell was clearly announced in-flight public announcements (4.27). All in all, the result shows the perceived English oral communication ability of the regional light premium airline cabin crew in terms of Boarding, Greeting Passenger, and Farewell (mean = 4.43, S.D. = 0.69).

Table 13. The passengers' satisfaction towards English oral communication and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of working in terms of Cabin safety (before take-off and landing)

Item	Passengers' satisfaction				Ability of cabin crew			
	mean	S.D.	scale	rank	mean	S.D.	scale	rank
5.Making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices	4.83	0.38	Highest	1	4.54	0.64	Highest	1
Average scores	4.83	0.38	Highest		4.54	0.64	Highest	

4.2.6 The passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Cabin Safety (before take-off and landing)

Table 13 shows that the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Cabin Safety (before take-off and landing) was satisfied as "highest level" in all the given situations. Making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, and turn off portable electronic devices obtained the highest mean score (4.83).

The overall result shows that the passengers were very satisfied towards English oral communication of the regional light premium airline cabin crew in terms of Cabin Safety (before take-off and landing) (mean = 4.83, S.D. = 0.38).

4.2.7 The Perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Cabin Safety (before take-off and landing)

Table 13 shows that the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of working in terms of Cabin Safety (before take-off and landing) was satisfied at "highest level" in all given situations. Making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices obtained the highest mean score (4.54).

The overall result shows that the regional light premium airline cabin crews were very satisfied with the ability in English oral communication in terms of Cabin Safety (before take-off and landing) (mean = 4.54, S.D. = 0.64).

Table 14. The passengers' satisfaction towards English oral communication and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of In-flight service (drink and meal service)

Item	passengers' satisfaction				ability of cabin crew			
	mean	S.D.	scale	rank	mean	S.D.	scale	rank
6.Offering and explaining choices of meals to passengers	4.59	0.65	Highest	3	4.41	0.67	High	3
7.Explaining different kinds of beverages available on board	4.67	0.68	Highest	2	4.59	0.61	Highest	1
8.Understanding and confirming right orders	4.77	0.49	Highest	1	4.47	0.72	High	2
Average scores	4.67	0.60	Highest		4.49	0.67	High	

4.2.8 The passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of In-flight service (drink and meal service)

Table 14 shows that the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of In-flight service (drink and meal service) was at "highest level" in all the given situations. Understanding and confirming orders correctly obtained the highest mean score (4.77) followed by Explaining different kinds of beverages available on board (4.76). The lowest rated passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of In-Flight Service (drink and meal service) was offering and explaining choices of meals to passengers (4.59). The overall result shows that the passengers were very satisfied with English oral

communication ability of the regional light premium airline cabin crew in terms of In-Flight Service (drink and meal service) (mean = 4.67, S.D. = 0.60).

4.2.9 The Perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of In-flight service (drink and meal service)

Table 14 shows that the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of working in terms of In-Flight Service (drink and meal service) was satisfied as “highest and high level” in all the given situations. Explaining different kinds of beverages available on board obtained the highest mean score (4.59) followed by Understanding and confirming right orders (4.47). The lowest rated of the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work was in terms of offering and explaining choices of meals to passengers (3.41). The overall result shows that the regional light premium airline cabin crews were very satisfied with the ability in English oral communication in terms of In-Flight Service (drink and meal service) (mean = 4.49, S.D. = 0.67).

Table 15. The passengers' satisfaction towards English oral communication and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of working in terms of Other service (after meal service)

factor	passengers' satisfaction				ability of cabin crew			
	mean	S.D.	scale	rank	mean	S.D.	scale	rank
9. Clarifying other passengers' requests apart from meals and beverages' order	4.81	0.43	Highest	1	3.77	0.75	High	3
10. Replying to passengers who ask about flight itineraries and ground services such as book ticket, baggage, wheelchairs	4.73	0.51	Highest	3	3.76	0.78	High	4
11. Giving passengers advice on using passengers' facilities	4.77	0.46	Highest	2	3.87	0.67	High	1
12. Replying about in-flight entertainment movie programs, music	4.72	0.57	Highest	4	3.83	0.83	High	2
Average scores	4.76	0.49	Highest		3.81	0.76	High	

4.2.10 The passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Other service (after meal service)

Table 15 shows that the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Other service (after meal service) was satisfied as "highest level" in all the given situations. Clarifying other passengers' requests apart from meals and beverages' order obtained the highest mean score (4.81) followed by giving passengers advice on using passengers' facilities (4.77), replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs (4.73). The lowest rated of the passengers' satisfaction towards English oral communication of the regional light premium airline cabin crew in terms of Other service (after meal service) was replying to passengers about in-flight entertainment such as movie programs, song (4.72). The overall result shows that the passengers were very satisfied towards English oral communication of the regional light premium airline cabin crew in terms of other Service (after meal service) (mean = 4.76, S.D. = 0.49).

4.2.11 The Perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Other service (after meal service)

Table 15 shows that the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Other service (after meal service) was satisfied at "highest and high level" in all the given situations. Giving passengers advice on using passengers' facilities obtained the highest mean score (3.87) followed by replying to passengers about in-flight entertainment such as movie programs, song (3.83), and Clarifying other passengers' requests apart from meals and beverages' order (3.77). The lowest rated perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work in terms of Other service (after meal service) was replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs (3.76).

The overall result shows that the regional light premium airline cabin crews were very satisfied towards the ability in English oral communication in terms of Other service (after meal service) (mean = 3.81, S.D. = 0.76).

4.3 The frequency and percentage results of open ended questions, suggestions about which part of English oral communication ability that are needed to be improved for in-flight work and the part of English oral communication ability that cabin crew think should be included in an initial training course

Table 16. The part of English oral communication ability that are needed to be improved for in-flight work

Part of English oral communication ability	Frequency		Percentage	
	Passenger	Cabin crew	Passenger	Cabin crew
Listening	2	19	09.09	24.35
Pronunciation	14	21	63.64	26.93
Vocabulary	4	14	18.18	17.95
Grammar	2	24	09.09	30.77
Other	0	0	0	0
Total	22	78	100.00	100.00

4.3.1 The part of English oral communication ability that are needed to be improved for in-flight work

As can be seen in Table 16, the part of English oral communication ability that the regional light premium airline cabin crew, in passengers' opinions, need to be improved most was Pronunciation (14 respondents or 63.64%) and for the cabin crew's opinion was Grammar (24 respondents or 30.38%) followed by Pronunciation (21 respondents or 26.58%).

Table 17. The part of English oral communication ability that cabin crew think should be included in an initial training course

Part of English oral communication ability	Frequency	Percentage
Listening	16	20.51
Pronunciation	27	34.62
Vocabulary	23	29.49
Grammar	12	15.38
Other	0	0
Total	78	100.00

4.3.2 The part of English oral communication ability that cabin crew think should be included in an initial training course

As clearly illustrated in Table 17, the percentage of respondents who thought that the part of English oral communication ability that should be included in an initial training course most was Pronunciation (27 respondents or 34.62%) followed by Vocabulary (23 respondents or 29.49%).

4.3.3 Other recommendation

Based on the findings and conclusions drawn from the passengers' satisfaction toward English oral communication ability of the regional light premium airline cabin crew questionnaire, the following recommendations are made by the passengers;

Recommendation group 1: the regional light premium airline cabin crew has great English oral communication ability and provided excellent service.

Recommendation group 2: the regional light premium airline cabin crew has clear English oral communication and is easy to understand.

Recommendation group 3: the regional light premium airline cabin crew makes public announcements very fast / volume is too low / hard to understand.

Recommendation group 4: the regional light premium airline cabin crew should describe the details of meals with food terminology.

However, overall recommendations had positive attitudes with English oral communication ability of the regional light premium airline cabin crew. Most of the foreigner passengers indicated that English oral communication ability of the regional light premium airline cabin crew was enough for communicating, as well as their English was great and they are able to understand.

4.4 The results of correlation between passengers' satisfaction and the perceived English oral communication ability of the regional light premium airline cabin crew in each stage of work

4.4.1 T-test between passengers, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Boarding, Greeting Passenger, and Farewell

Table 18. T-test between passenger, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Boarding, Greeting Passenger, and Farewell

Boarding, Greeting Passenger, and Farewell	passengers		cabin crew		t	Sig
	mean	S.D.	mean	S.D.		
1.Greeting and offering help with appropriate English to passengers while they are boarding	4.86	0.35	4.49	0.64	4.42	0.00*
2.Guiding the seat directions to passengers with understandable English	4.77	0.42	4.67	0.57	1.27	0.21
3.Answering passengers' inquiries about flight information with understandable English	4.71	0.49	4.28	0.74	4.25	0.00*
4.Clear announcing of in-flight public announcements	4.59	0.67	4.27	0.82	2.59	0.01*

*p ≤ 0.05

Table 18 shows the comparison of the satisfaction of the respondents towards English oral communication ability during in-flight work between the passenger and the regional light premium airline cabin crew and that there is a significant difference

of statistics at a significant level at 0.05 in three statements: Greeting and offering helps with appropriate English to passengers while they are boarding, answering passengers' inquiries about flight information with understandable English and clear announcing of in-flight public announcements. In the other statements, there are no statistically significant differences between the passengers and the regional light premium airline cabin crew that the researcher sets out at the significant levels at 0.05. From the results shown, the passengers had satisfied opinions towards English oral communication of the regional light premium airline cabin crew more than the regional light premium airline cabin crew was satisfied towards the ability in English oral communication.

4.4.2. T-test between passengers, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Cabin Safety (before take-off and landing)

Table 19. T-test between passengers, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Cabin Safety (before take-off and landing)

Cabin Safety (before take-off and landing)	passengers		cabin crew		t	Sig
	mean	S.D.	mean	S.D.		
5.Making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices	4.83	0.38	4.54	0.64	3.40	0.00*

* $p \leq 0.05$

Table 19 shows in the comparison of the satisfaction of the respondents towards English oral communication ability during in-flight work between the passenger and the regional light premium airline cabin crew that there is a significant difference of statistics at a significant level at 0.05 in one statement: making understandable suggestions to aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices. From

the results shown the passengers had satisfied towards English oral communication of the regional light premium airline cabin crew more than the regional light premium airline cabin crew had satisfied towards the ability in English oral communication in terms of Cabin Safety (before take-off and landing).

4.4.3 T-test between passenger, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of In-flight service (drink and meal service)

Table 20. T-test between passengers, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of In-flight service (drink and meal service)

In-flight service (drink and meal service)	passengers		cabin crew		t	Sig
	mean	S.D.	mean	S.D.		
6.Offering and explaining choices of meals to passengers	4.59	0.65	4.41	0.67	1.61	0.11
7.Explaining different kinds of beverages available on board	4.67	0.68	4.59	0.61	0.72	0.47
8.Understanding and confirming right orders	4.77	0.49	4.47	0.72	2.98	0.00*

* $p \leq 0.05$

Table 20 shows the comparison of the satisfaction of the respondents towards English oral communication ability during in-flight work between the passenger and the regional light premium airline cabin crew and that there is a significant difference of statistics at a significant level at 0.05 in only one statement: Understanding and confirming right orders. In the other statements, there are no statistically significant differences between the passenger and the regional light premium airline cabin crew that the researcher sets out at the significant levels at 0.05. From the results shown the passengers were satisfied towards English oral communication of the regional light premium airline cabin crew more than the regional light premium airline cabin crew

was satisfied towards the ability in English oral communication in terms of In-flight service (drink and meal service).

4.4.4 T-test between passengers, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Other service (after meal service)

Table 21. T-test between passenger, the regional light premium airline cabin crew and the satisfaction towards English oral communication ability during in-flight work in terms of Other service (after meal service)

Other Service (after meal service)	passengers		cabin crew		t	Sig
	mean	S.D.	mean	S.D.		
9. Clarifying other passengers' requests apart from meals and beverage orders	4.81	0.43	3.77	0.75	10.37	0.00*
10. Replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs	4.73	0.51	3.76	0.78	9.10	0.00*
11. Giving passengers advice on using passengers' facilities	4.77	0.46	3.87	0.67	9.62	0.00*
12. Replying to passengers about in-flight entertainment such as movie programs and music	4.72	0.57	3.83	0.83	7.55	0.00*

*p ≤ 0.05

Table 21 shows the comparison of the satisfaction of the respondents towards English oral communication ability during in-flight work between the passenger and the regional light premium airline cabin crew and that there is a significant difference of statistics at a significant level at 0.05 in four statements: Clarifying other passengers' requests apart from meals and beverages' order, Replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs, Giving passengers advice on using passengers' facilities and Replying to passengers about in-flight entertainment such as movie programs and music.. From

the results shown the passengers were satisfied towards English oral communication of the regional light premium airline cabin crew more than the regional light premium airline cabin crew was satisfied towards the ability in English oral communication in terms of other Service (after meal service).



CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

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

5.1 Summary of the study

This section summarizes the objectives of the study, participants, instrument and data collection of this study.

5.1.1 Objectives of the study

This study attempted to measure the level of passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew and find out the self-perception of the regional light premium airline cabin crew, and levels of passengers' satisfaction. This is followed by the conclusion, discussion, and recommendations for further study.

5.1.2 Participants, instrument and data collection of this study.

The respondents in this study were 78 regional light premium airline cabin crew and 71 passengers flying with the regional light premium airline at Suvarnnabhumi International Airport between April and May 2017. They were selected by purposive and systematic random sampling. The subjects of this study were divided into two groups: the regional light premium airline's foreign passengers and the regional light premium airline's cabin crew members. 75 passengers flying with the regional light premium airline at Suvarnnabhumi International Airport were selected by purposive sampling. After that, 100 sets of online questionnaires were sent to the regional light premium airline cabin crew selected by purposive sampling from the staff of the regional light premium airline cabin crew. The instrument used to

gather information for this study was a questionnaire divided into three parts, which are demographic data, the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew during in-flight work, and comments and suggestions. The data were analyzed using the Statistical Package for the Social Sciences (SPSS software program). It was presented in descriptive statistics in the forms of frequency, percentage, mean and standard deviation. The result of correlation between passengers' satisfaction and the perceived ability of the regional light premium airline cabin crew was analyzed by t-test. All results are presented in tables with full descriptions.

5.2 Summary of the Findings

The results of the study can be summarized as follows:

5.2.1 Demographic Data

The results showed that the majority of the respondents were male 73.24 %, the age range was 23-35 years old (35.21%), and they flew with the regional light premium airline 2-5 times (46.48%) The majority of the regional light premium airline cabin crew did not have previous cabin crew experience (70.51%), have bachelor's degrees majoring in English (60.26%), with half intermediate and half fluent in English oral communication skill (44.87%) and having done activities or job experience requiring English ability (37.18%).

5.2.2 The passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew in each stage of work

The results showed that most participants rated that they were satisfied with English oral communication ability of the regional light premium airline cabin crew in highest level in all given situations; in terms of (1) boarding, greeting passenger, farewell, (2) cabin safety (before take-off and landing), (3) in-flight service (drink and meal service), and (4) other services (after meal services) with mean scores

of 4.67 - 4.83 but the regional light premium airline cabin crew were satisfied in the ability of English in each stage of work in high level in three of the given situations : with (1) boarding, greeting passenger, farewell, (2) in-flight service (drink and meal service), (3) other service (after meal service). They have only one term (cabin safety (before take-off and landing) that they were satisfied with their ability in the highest level. All situations hold the mean scores between 3.81 - 4.54. In addition, in the areas of English oral communication in each stage that passengers' satisfaction and cabin crew have perceived the same were Guiding the seat directions to passengers with understandable English, Offering and explaining choices of meals to passengers and Explaining different kinds of beverages available on board at the highest level.

5.3 Discussion

This section contains the discussion on the finding of the study.

5.3.1 The level of passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew

Regarding the research results on respondents' satisfaction towards English oral communication ability of the regional light premium airline cabin crew, the study showed that almost all of the passengers have high satisfaction towards English oral communication ability of the regional light premium airline cabin crew. The passengers seem to be satisfied with the ability of the regional light premium airline cabin crew when greeting and offering help with appropriate English to passengers while they are boarding and when they are making understandable suggestions to be aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices. This can infer that English is the important factor to be instrumental for communicating with passengers. Kiatcharas (2011) recommended that English information should be given to passengers together with pictures to make it simpler for passengers to comprehend. Also, regarding the result of passengers' satisfaction at highest level, it can be assumed that passengers' needs were fulfilled, and the cabin crew members have provided or reacted correctly to the passengers' demands (Hansemark & Albinsson,

2004, p. 40). This processing will increase the number of passenger and the return of purchase. This is similar to the study of Snyder (2014) on the customer satisfaction at a low-cost airline: a case study of Jetstar Pacific Airlines (JPA) which revealed that there have been many considerable studies on customer satisfaction. Customer satisfaction has a strong influence on the customer retention and business effectiveness of a firm (Kwong, Wong & Chan, 2009). Steven, Dong, and Dresner (2012) reveal that customer satisfaction of a firm will be increased by improving the customer service factor and as a result the company's performance would be better. In other words, providing poor service will lead to negative influences on the image and survival of a service company (Boshoff & Staude, 2003).

From the result of study, the level of passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew is highest in four situations: (1) boarding, greeting passengers, farewell, (2) cabin safety (before take-off and landing). (3) in-flight service (drink and meal service), and (4) other service (after meal service). This is because the regional light premium airline cabin crew can use English oral communication for providing personal services to ensure the safety, security, and comfort of airline passengers during flight such as greeting passengers, verifying tickets, explaining the use of safety equipment, and serving food or beverages. Likewise, the study of the communication can have a major impact on the customers' satisfaction (Eftimie & Moldovan, 2012) as effective English oral communication can help cabin crew increase passengers' satisfaction levels and improve their experiences. Similarly, Ariffin (2012) states that in order to satisfy the customers, the service providers must ensure that the needs and wants of the customers are met. Many researchers agreed that effective communication skills greatly influence customers' satisfaction.

5.3.2 The Self-Perceived English oral communication ability of the regional light premium airline cabin crew

In this study, the respondents perceived the English oral communication ability in high level. The regional light premium airline cabin crew requirements in English oral communication ability were found to be: (1) making an announcement before taking off or landing, (2) performing routine cabin services

(welcome boarding, baggage placement services, safety demonstration, drink and meal services, in-flight entertainment services, special passengers' services, duty-free items services, international flight transfer services and immigration application services), and (3) facing sudden emergencies etc. The regional light premium airline cabin crew perceived their ability of English oral communication less than efficiently in clarifying other passengers' requests apart from meals and beverage orders and replying to passengers who ask about flight itineraries and ground service such as booking ticket, baggage, and wheelchairs. It can be assumed that cabin crew members perceived their English oral communication ability at a lower level than passengers' satisfaction because they tend to be concerned about English communication skills for work. English is a principal skill for this job. Likewise, Ahmad (2016) showed that the importance of the ability to speak or write English has recently increased significantly because English has become the de facto standard. Learning English has become popular for business, commerce and cultural reasons and especially for internet communications throughout the world. It is essential to give importance to English, so that common people can keep up with the world issues. Barriers of race, color and creed are no hindrance to continuing the spread of the use of English. It is a language of the future. Companies throughout the globe are setting up their branches and business out sourcing centres in India and tying up with Indian companies. The first and foremost condition of success in these areas is ability to communicate effectively in English language. Most of the organizations require people in different capacities with good communication abilities such as interacting with customers and clients, explaining policies and procedures, responding to customer complaints and taking orders, etc.

5.3.3 The correlation between passengers' satisfaction and ability that the regional light premium airline cabin crew perceived to have for English oral communication of the regional light premium airline cabin crew

Regarding the results of study, there are some differences between the passengers' satisfaction and the self-perceived English oral communication ability of the regional light premium airline cabin crew which is that the passengers' satisfaction is in the highest level but the English oral communication ability that the

regional light premium airline cabin crew has is in high level. The regional light premium airline cabin crew's viewpoint for English oral communication ability of themselves was less than the passengers' aspect. There are three points that passengers and the regional light premium airline cabin crew perceived as the same, which are (1) guiding to seat, (2) offering and explaining choices of meals, and (3) explaining different kinds of beverages available on board. This is the three parts that the regional light premium airline cabin crew might feel confident in such that they are able to perfectly communicate to passengers. It can be inferred that cabin crew considered the part of main service in (meals and beverages) because it is the simple way to provide the best services for passengers. Also, cabin crew members may have concern that appropriate English oral communicating during meal and beverage service would directly affect passengers' satisfaction and also affect their evaluation on board from the company checker as well. This is similar to the study of Ariffin (2012) which showed that in the business world now, customer satisfaction is very important because it is the leading factor towards a company's competitiveness and success, as well as for product differentiation and to develop strong relationship with customers. It will be good for the regional light premium airline to have cabin crew that have high ability and they seem to be ready to improve themselves all the time.

5.4 Conclusions

In conclusion, the result showed a positive disparity between the passengers' satisfaction towards English oral communication and the satisfaction of the regional light premium airline cabin crew about the ability in each stage of work. The passengers' satisfaction towards English oral communication was higher than the satisfaction the regional light premium airline cabin crew perceived to have in each stage of work. It is obvious that most passengers felt satisfied towards English oral communication ability of the regional light premium airline cabin crew in each stage of work.

5.5 Limitations of the Study

This study has the following limitations:

(1). As this study was conducted with only American, British, and Australian nationalities, the regional light premium airline cabin crew findings may not be applied broadly to all foreign passengers. Other nationalities of English native speaker passengers (e.g. Canadian, Irish, and New Zealander) are not included.

(2). This study was limited to the investigation on the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew. There are other parts of abilities of the regional light premium airline cabin crew that can be investigated further to find the results as a guideline to improve cabin crew courses of training for them.

5.6 Recommendations for Further Studies

There are some recommended points for further studies. First, research could include passengers of other airlines or other nationalities of passengers. Second, it would be valuable to conduct further research concerning the passengers' satisfaction towards English oral communication ability of other service businesses such as restaurants, travel agencies and tourists. Further research in these areas would contribute valuable suggestions for overall improvement of English oral communication ability throughout Thailand. Future research should be empirically conducted on the level of satisfaction towards English oral communication ability as well as measuring satisfaction in order to get comprehensive results for helping improve the hospitality business of Thailand. Additionally, due to the limited sample size of this study, future research is needed to broaden the number of respondents so that the research will be with more generalizability. Moreover, distributing questionnaire to passengers may help increase the number of respondents to avoid problems about time limitation.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a lotus flower at its base. Radiating from the center are eight stylized rays or petals. The entire emblem is enclosed within a circular border. The top half of the border contains the university's name in Thai script, and the bottom half contains the name in English, "THAMMASAT UNIVERSITY".

APPENDICES

APPENDIX A

Questionnaire for Foreign Passengers of a regional light premium airline

This study is made to fulfill a partial requirement of the Master's Independent Study entitled "THE STUDY OF PASSENGERS' SATISFACTION TOWARDS ENGLISH ORAL COMMUNICATION ABILITY OF A THE REGIONAL LIGHT PREMIUM AIRLINE CABIN CREW".

There are 3 parts of the questionnaire

Part I: personal information

Part II : Passengers' satisfaction towards English oral communication ability of a the regional light premium airline cabin crew during in-flight work.

Part III : Comments and suggestions.

This questionnaire is organized for surveying the passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew. Your answers will be complied and analyzed to find out the way to improve the English training courses for cabin crew and to be beneficial for the regional light premium airline Training Center in order to develop the English communication standard of recruitment.

Part I: personal information

Please answer the entire questionnaire by filling in the blanks provided and/or Please put a tick ☒ in the box.

1. Nationality

- ☐ American (please specify city / state)
- ☐ Australian (please specify city / state)
- ☐ British (please specify city / state)

2. Gender ☐ male ☐ female

3. Age

- ☐ 23-35 ☐ 36-45
- ☐ 46-59 ☐ Above 60

4. How many times have you flown with the regional light premium airline?

- ☐ First time ☐ 2-5
- ☐ 6-10 ☐ more than 10

Part II : Passengers' satisfaction towards English oral communication ability of the regional light premium airline cabin crew during in-flight work.

Please put / in the appropriate box to rate the satisfaction in the following language functions that you have received during flights.

(5) = Very satisfied 😊 (4) = Satisfied 😊 (3) = Neutral 😐 (2) = Dissatisfied 😞 (1) = Very dissatisfied 😞

Stages of the in-flight English communication at work	5 😊	4 😊	3 😐	2 😞	1 😞
<i>Boarding, Greeting Passenger, Farewell</i> 1. Greeting and offering helps with appropriate English to passengers while they are boarding. 2. Guiding the seat directions to passengers with understandable English. 3. Answering passengers' inquiries about flight information with understandable English 4. Clear announcing in-flight public announcements.					
<i>Cabin Safety (before take-off and landing)</i> 5. Making understandable suggestions to aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices.					
<i>In-Flight Service (drink and meal service)</i> 6. Offering and explaining choices of meals to passengers. 7. Explaining different kinds of beverages available on board. 8. Understanding and confirming right orders.					
<i>Other Service (after meal service)</i> 9. Clarifying other passengers' requests apart from meals and beverages' order. 10. Replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs 11. Giving passengers an advice to using passengers' facilities. 12. Replying to passengers about in-flight entertainment such as movie programs, song.					

Part III : Comments and suggestions.

Part 3: Open-Ended Question

1. Which part of language do the regional light premium airline cabin crew need to improve most for their in-flight work?

- ☐ Listening ☐ Pronunciation
☐ Vocabulary ☐ Grammar ☐ Other

2. Other recommendation

.....

.....

.....

.....

Thank you very much for your time and cooperation.

APPENDIX B

Questionnaire for the regional light premium airline cabin crew.

This study is made to fulfill a partial requirement of the Master's Independent Study entitled "THE STUDY OF PASSENGERS' SATISFACTION TOWARDS ENGLISH ORAL COMMUNICATION ABILITY OF A THE REGIONAL LIGHT PREMIUM AIRLINE CABIN CREW".

There are 3 parts of the questionnaire

Part I: personal information

Part II : English oral communication ability do the regional light premium airline cabin crew perceived to have during in-flight work.

Part III : Comments and suggestions.

This questionnaire is organized for surveying the English oral communication ability of the regional light premium airline cabin crew. Your answers will be compiled and analyzed to find out the way to improve the English training courses for cabin crew and to be beneficial for the regional light premium airline Training Center in order to develop the English communication standard of recruitment.

Part I: General characteristics of the Cabin Crew

Instructions: Please answer the entire questionnaire by filling in the blanks provided and/or Please put a tick ☒ in the box.

1. Year of work with the regional light premium airlineyears

2. Other previous cabin crew work experiences Years

3. Educational attainment.....(Please specify major subject)

4. To what extent do you have background of English communication skills?

Communication skills

☐ Basic ☐ Intermediate ☐ Fluent ☐ Native

5. Have you ever taken extra English courses on your own while you work at a regional light premium airline?

☐ No ☐ Yes (If Yes, please specify course and institute)

.....
.....

6. Have you got any other work experiences before joining a regional light premium airline?

(apart from cabin crew job)

..... (occupation/ work activities)
.....(duration)

..... (occupation/ work activities)
.....(duration)

Part II : English oral communication ability do the regional light premium airline cabin crew perceived to have during in-flight work. Please put / in the appropriate box to rate the satisfaction that you perceived to have in each stage of in-flights work.

Please put / in the appropriate box to rate the satisfaction in the following language functions that you have received during flights.

(5) = Very satisfied 😊 (4) = Satisfied 😊 (3) = Neutral 😐
(2) = Dissatisfied 😐 (1) = Very dissatisfied 😞

Stages of the in-flight English communication at work	5 😊	4 😊	3 😊	2 😊	1 😊
<i>Boarding, Greeting Passenger, Farewell</i> 1. Greeting and offering helps with appropriate English to passengers while they are boarding. 2. Guiding the seat directions with understandable English. 3. Answering passengers' inquiries about flight information with understandable English 4. Clear announcing in-flight public announcements.					
<i>Cabin Safety (before take-off and landing)</i> 5. Making understandable suggestions to aware of safety (fasten seatbelt, open window shade, seat up right, stow baggage, stow tray table, turn off portable electronic devices.					
<i>In-Flight Service (drink and meal service)</i> 6. Offering and explaining choices of meals to passengers. 7. Explaining different kinds of beverages available on board. 8. Understanding and confirming right orders.					
<i>Other service (after meal service)</i> 9. Clarifying other passengers' requests apart from meals and beverages' order. 10. Replying to passengers who ask about flight itineraries and ground service such as book ticket, baggage, wheelchairs 11. Giving passengers an advice to using passengers' facilities. 12. Replying to passengers about in-flight entertainment such as movie programs, song.					

Part III : Comments and suggestions.

Part 3: Open-Ended Question

1. Which part of English language do the regional light premium airline cabin crew need to improve most for their in-flight work?

- ☐ Listening ☐ Pronunciation
☐ Vocabulary ☐ Grammar ☐ Other

2. Which part of English language do you need to have in the initial training course?

- ☐ Listening ☐ Pronunciation
☐ Vocabulary ☐ Grammar ☐ Other

3. Other recommendation

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.....
.....

Thank you very much for your time and cooperation.

APPENDIX C

Questionnaire for Foreign Passengers of a regional light premium airline
(The questionnaire was adjusted the pattern to be concise and easy to read)



(Questionnaire for Foreign Passengers of
a regional light premium airline)

This study is made to fulfill a partial requirement of the
Master's Independent Study for Thammasat University entitled
**PASSENGERS' SATISFACTION TOWARDS ENGLISH ORAL
COMMUNICATION ABILITY OF A REGIONAL LIGHT PREMIUM
AIRLINE CABIN CREW**.

Part I: personal information

Please answer the entire questionnaire by filling in the blanks
provided and/or Please put a tick ☐ in the box.

1. Nationality

- ☐ American (please specify city/ state)
- ☐ Australian (please specify city/ state)
- ☐ British (please specify city/ state)

2. Gender ☐ male ☐ female

3. Age

- ☐ 23-35 ☐ 36-45
- ☐ 46-59 ☐ Above 60

4. How many times have you flown with Thai Smile Airways?

- ☐ First time ☐ 2-5
- ☐ 6-10 ☐ more than 10

Part II :Passengers' satisfaction towards English oral communication ability of a regional light premium airline cabin crew during in-flight working.

Please mark ⊗ cross the face symbol to rate the
satisfaction in the following language functions that you have
received during flights.

- (5)= Very satisfied 😊 (4)= Satisfied 😊 (3)= Neutral 😐
- (2)= Dissatisfied 😞 (1)= Very dissatisfied 😞

Are you satisfied with cabin crew communication?

2.Guiding to seat 5 4 3 2 1

1.Greeting/Farewell 5 4 3 2 1

5. Explaining about cabin safety preparation for take off (e.g. fasten seat belt, seat up right, open window etc.) 5 4 3 2 1

3.Answering Flight Information 5 4 3 2 1

4.Clear Announcement 5 4 3 2 1



Have you talk to Cabin crew today?

Have you talk to Cabin crew today?

Please help us by rate your satisfaction.

(5)= Very satisfied 😊 (4)= Satisfied 😊 (3)= Neutral 😐

(2)= Dissatisfied 😞 (1)= Very dissatisfied 😡

6. You understand what meals are served



7. You understand what beverages are available



8. Cabin crew understand your meals & beverages orders



9. Cabin crew understand when you ask for other service product

(e.g. cream & sugar, blanket, lemon)



10. You understand when cabin crew inform about flight itineraries and ground service (e.g. book ticket, baggage, wheelchairs).



11. You understand when cabin crew explain how to use passengers' facilities (e.g. tray table, air ventilation, reclining seat).



12. Replying to passengers about in-flight entertainment such as movie programs, song.



Part III : Comments and suggestions.

1. Which part of language do Thai Smile cabin crew need to improve most for their in-flight working?

☐ Listening.....

☐ Pronunciation.....

☐ Vocabulary.....

☐ Grammar.....

2. Other recommendation

.....
.....

Thank you very much for your time and cooperation.

BIOGRAPHY

Name	Miss Anongnat Suwarnnoi
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Educational Attainment	2009: Bachelor Degree in Education, Chulalongkorn University 2009: Bachelor Degree in Arts (Integrated Communication Studies), Ramkhamhaeng University
Work Position	Air Purser/Instructor Thai Smile Airways, Thailand
Work Experiences	2014 - Present: Air Purser/ Instructor Thai Smile Airways, Thailand 2012 - 2014: Cabin crew Qatar Airways, Qatar 2011 - 2012: Cabin crew Oman Air, Oman 2010 - 2011: Child Specialist Plan Creations CO., LTD, Thailand