

การรับรู้คุณภาพการบริการของสายการบิน บางกอกแอร์เวย์

The Perceived Quality of Services of the Passengers:
A Case Study of Bangkok Airways Domestic Flights

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บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อ ศึกษาการรับรู้คุณภาพการบริการของสายการบินบางกอกแอร์เวย์ กลุ่มตัวอย่างในการวิจัยคือ ผู้ใช้บริการสายการบิน บางกอกแอร์เวย์ในประเทศไทย จำนวน 400 คน โดยการสุ่มตัวอย่างแบบสະดວກ และใช้เครื่องมือวิจัยเป็นแบบสอบถามที่ผ่านการตรวจสอบความถูกต้องและความน่าเชื่อถือ ตลอดจนการตรวจสอบด้วยโดยผู้เชี่ยวชาญ ข้อมูลสถิติ และเทคนิคที่ใช้ในการศึกษา ประกอบด้วย ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน Fisher's Least significant difference และการทดสอบ Tukey multiple comparison สถิติเชิงอนุมานที่ใช้ทดสอบสมมติฐานคือ One-way ANOVA ผลการทดสอบ สมมติฐานบนปัจจัยด้านประชาราษฎร์ พ布ว่า เพศ อายุ อาชีพ และความถี่ ในการใช้บริการ มีผลต่อความพึงพอใจต่อคุณภาพการบริการของสายการบิน บางกอกแอร์เวย์ อย่างมีนัยสำคัญทางสถิติที่ 0.05 นอกจากนี้ งานวิจัยนี้พบว่า ปัจจัยที่สำคัญที่สุดที่ส่งผลต่อการเลือกใช้บริการสองคันดับแรกของสายการบิน บางกอกแอร์เวย์คือ ระยะเวลาการส่งมอบสัมภาระ ได้ทั้งเครื่อง ร้อยละ 97.00 รองลงมา คือความสะอาดภายในห้องที่นั่งโดยสาร ร้อยละ 95.30 ส่วนปัจจัยที่ส่งผลน้อยที่สุด ต่อการเลือกใช้บริการคือเครื่องแบบพนักงานต้อนรับ ร้อยละ 66.50

คำสำคัญ : สายการบิน บางกอกแอร์ คุณภาพการบริการ การบินภายในประเทศ

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Abstract

This study examines the perceived quality of services provided by Bangkok Airways. The study's sample group, which was obtained through a convenience sampling selection method, was 400 domestic passengers receiving services from Bangkok Airways. The research tool was a questionnaire which was checked for validity, reliability, and research ethics by experts. The statistical data and techniques for data analysis used in this study included percentages, means, standard deviations, Fisher's least significant difference, and Tukey's multiple comparison test. An inferential statistics test, One-way ANOVA, was used for hypothesis testing. The results showed that passengers' demographic information (i.e., gender, age, occupation, and the frequency of the passengers' service usage) statically influenced their satisfaction with Bangkok Airways' services at the significant level of 0.05. The findings indicated that the two most important factors impacting the perceived quality of Bangkok Airways' services were (1) the delivery time of checked baggage (97.0%) and (2) the comfort of the seats (95.3%). The least important factor was the flight attendants' uniforms (66.5%).

Keywords: Bangkok Airways, Quality of Services, Domestic Flights

Introduction

In the year 2020, the COVID19 pandemic has caused over a million casualties worldwide. It has been over a decade since humanity has faced such pandemics, which can spread worldwide like wildfire. Undoubtedly, the COVID19 pandemic is one of the most devastating phenomena since the start of the 21st century. People worldwide have been affected by the COVID19, resulting in the loss of occupation, loss of income or even loss of someone important in their lives. One of the heavily impacted industries by these pandemics is the tourism industries, especially the Aviation business.

With a decrease in the number of flights, the quality of the services cannot be decreased. The airline must uphold its finest quality of services. To uphold the brand's reputation, the airline needs to provide services that meet the standard operating procedure to every passenger regardless of the COVID19 situations. What do the passengers want? This paper will investigate the quality of services of Bangkok Airways domestic flights. Therefore, this is a call for the cavalry for the researcher to investigate these areas.

The objectives of the study

- 1) To study the perceived quality of services of the passengers in Bangkok Airways flights.
- 2) To investigate the factors which influence the perceivability of the passenger's in Bangkok Airways flight.

Literature Review

Parasuraman et al. (Parasuraman, Zeithaml, Berry, 1985) developed the theory of service quality by proposing the service quality measurement to 5 dimensions. It consists of 1) Tangibility, 2) Reliability, 3) Responsiveness, 4) Assurance and 5) Empathy, called SERVQUAL multidimensional research instrument as in Figure 1. SERVQUAL has been applied in several studies related to the bank, hotel, hospital, or restaurant industry for service quality measurements (Hirmukhe, 2012). The definition of each dimension is listed below.

(1) Tangibles refer to the physical appearances of facilities, such as personnel, equipment, tools, documents used for communications and symbols, including an environment enhancing customers' feelings of being taken care of along with clear senses of the service provider's intention.

(2) Reliability refers to the ability to always perform the promised services to the customer with accurate and appropriate manners for the same outcomes of every service point. The consistency shall enhance the customer senses of reliability and trust towards the service perceived.

(3) Responsiveness refers to the promptness and willingness to serve with the capability to respond to the customer's needs in a timely manner. Customers are able to easily and conveniently access services with extensive attributes of services promptly and thoroughly.

(4) Assurance refers to the ability to establish confidence in customers. Service providers have to demonstrate the knowledge, skills, and abilities to provide services and respond to customer needs with courtesy, gentleness, and good manners, along with the implementation of effective communication assuring that customers shall receive the best possible services.

(5) Empathy refers to the ability to provide caring, individualized attention according to the requirements of each customer.

Conclusively, business is required to emphasize on delivering the services to the consumer, but moreover, the business needs to take the current quality of services into account. When the consumer uses the product or services, consumer satisfaction will depend on two factors: the product quality and the quality of the services. Therefore, if the product quality is exceptional, but the services provided by the staff is unacceptable, the quality of the overall service perceived by the customer will be affected. Especially in a competitive market, the business needs to adapt to its survivability. In previous work (Parasuraman, Zeithaml, Berry, 1985), the study stated five dimensions that influence the service quality, i.e., tangibility, reliability, responsiveness, assurance and empathy. Business is required to create and develop these factors to their business model in order to gain a competitive advantage over their competitors.

Research Methodology

This work applied a survey of quantitative methods for the study.

Population and Sampling

- 1) Population refers to the passengers of Bangkok Airways (5.6 million passengers in 2018/19)
- 2) Sample groups responding to questionnaires are 400 passengers of domestic flights of Bangkok Airways in the past two years

The population in this study is Thai passengers who had travelled with Bangkok airways. Most of the samples are Thai citizens who are currently living in Thailand. The number of sample sizes was determined by Taro Yamane's formula (Kalaya Wanichbancha, 2003) as follows.

$$n = \frac{Z^2}{4e^2}$$

where,

Z = confidence level at 95% (Z equals 1.96)

e = acceptable sampling error by wanting to give results.

Note that, in this research, the error is not more than 5% (e = 0.05).

When substituting values, we will get

$$\begin{aligned} n &= \frac{(1.96)^2}{4(0.05)^2} \\ &= 384.16 \\ &= 385 \text{ samples} \end{aligned}$$

The researchers used the opportunity sampling method. The researchers aimed to hand out the questionnaires more than n value since not all the respondents had experiences with Bangkok airways. As a result, the total number of respondents is 466 participants, where 66 of the participants are not suited to take part in the study due to the fact that they did not have

experiences with Bangkok airways. Finally, we have 400 samples in total, which are acceptable since it is higher than the n value.

Research Instrument

The researcher used questionnaires as the research instrument with an implementation based on the instrument characteristics. There are four parts to the questionnaires. The closed-ended questions in questionnaires are used in the first three parts, and the open-ended question is used in the latter part. Part 1 consists of four questions regarding the respondents' personal factors: frequency of service usage, gender, age, and occupation. Part 2 consists of 21 Yes/No questions regarding the factors affecting the selection of airline services. Part 3 consists of 21 questions measuring the degrees of satisfaction towards the quality of Bangkok Airways featured in a 5-point rating scale in accordance with Likert's principles (Chakgrit Podapol, 2020). Part 4 characterizes an open-ended questionnaire for other comments and suggestions for free responses. The questionnaires used in this study had been sent to test for validity and reliability by three experts. The content validity of the questionnaires has an IOC score of 1. The reliability and accuracy of the questionnaires had been tested using Cronbach's Alpha Coefficient: **α** , where the result is 0.95. Furthermore, the questionnaires had been ethically reviewed by the authorized, ethical committees.

Data Collection

The researcher collected data from the questionnaires according to the following steps. First, the questionnaires were distributed online via the online communication channels where the sample groups are located, such as social media's groups, websites or chat's groups. Then, the number of respondents is monitored until the targeted number is met. Finally, a verification for accuracy and completion was made prior to data analysis.

Data Analysis

After consolidating questionnaire data, the researcher conducted an analysis through Statistical Package for the Social Sciences (SPSS) version 18. The descriptive and inferential statistics used for data analysis are 1) frequency and percentage to describe personal factors of the questionnaire respondents and factors affecting the selection of airline services through an analysis presentation of a table with descriptions of the results, 2) analytical statistics to find the mean () and standard deviation (S.D.) to explain degrees of satisfaction towards the service quality of Bangkok Airways through an analysis presentation of a table with descriptions of the results including Fisher's least significant difference, and Tukey's multiple comparison test, and 3) analysis on the differences of degrees of satisfaction towards the service quality of Bangkok Airways classified by individual factors via One-way ANOVA with Post Hoc analysis.

Finding

All of the sample groups had the experiences of using Bangkok Airways' services. 62.20% of the samples had used the services 1-2 times, 71.50% of the sample were mostly female, and 38.70% were business owners, as shown in Table 1. The majority of the respondents are female in the age between 31-40, where they are business owners. In terms of the passenger's satisfaction towards Bangkok Airways, the results are shown in Table 2. It is found that the Bangkok Airways' airline seats have the highest satisfaction level, followed by Bangkok airways safety equipment and a good hygienic Bangkok Airways lavatory, respectively.

The hypothesis testing is shown in Table 3-5. The summary found that the test results of the average score given by the sample groups regarding the question on their satisfactions towards Bangkok Airways underwent a classification by the demographic background (which consisted of gender, age, occupation, and frequency of the passenger's service usage). There were statistically significant differences as shown in Table 3-5, indicating that the differences in the demographic background can lead to differences in satisfaction of the same Bangkok Airways services. This research found out that the two important factors which influence the selection of Bangkok Airways' services the most are: the delivery time of checked baggage with 97.00% and the comforts of the seats with 95.30%. The least important factor which influences the selection is the flight attendant's uniform, with 66.50%. The additional comments and suggestions regarding the Bangkok Airways services in part 4 of the questionnaires can be categorized into three areas of strength of Bangkok Airways: 1) worthwhile for the money at 11.25% of the total respondent, 2) good flight punctuality at 8%, and 3) 7.25% is about a convenient flight time and good ground facility.

Conclusion and Future Work

The research result shows that seat comforts have a significant impact on passenger decision making when choosing an airline. This result corresponds to the finding of Saha & Theingi (2009) that the aircraft body, seat comfort, and temperature in the passenger cabin have an impact on passenger satisfaction in flights.

The result from part 4 of the questionnaire also shows that Bangkok airways have a good ground facility, which is similar to the study done by Theeraphan Sa-nguanwong, Pornchai Eua-aree, Poonpat Chomjit, Bongkotrat Piamsirikamol, and Weerachai Boonyapattanapong (2018). Their study found that the passenger's perception of the service quality of

Nok Air check-in counter at Phuket station has a high level of satisfaction, which stated that emphasizing the ground facility, which is the first stage of the passenger interaction, helps to create a good first impression leading to better satisfaction. Furthermore, Vasut Chotipanich (2017) found that the sample groups were very impressed with the airline's full services due to the results that show the services from both ground staff and in-flight staff are important factors affecting satisfaction.

In Karn Phatthar Kankaew (2012), the sample groups emphasized their concern to these eight factors when selecting an airline, i.e., 1) safety, 2) flight schedule, 3) comfort of the seating, 4) reasonable price, 5) fast delivery of luggage, 6) convenience of ticket reservation, 7) politeness of staff, and 8) employees professionalism in solving problems, which are in line with this research. This research has found similar results; seat comforts and fast delivery of luggage are the factors which the passenger concerns and Bangkok airways have done a good job on ensuring those factors met the passenger needs with 97.00% of the total sample claims that Bangkok airways have a fast delivery baggage time, and 95.30% of the respondents say that Bangkok Airways seats are comfortable.

The research results found that the different frequency of the usage of services will result in different satisfaction levels towards Bangkok Airways services, which is in line with Saleem, Zahra & Yaseen (2017). The research done by Saleem, Zahra & Yaseen (2017) found that the regular passengers who have experienced the satisfied flights and have taken the services regularly will have a sense of attachment to Brand. This results in an increase in satisfaction and draws more passengers to use the services. Furthermore, Inthira Chantarat (2009) found that those with more travel experiences demonstrated more satisfaction with services resulting in repeating to choose the services.

For the conclusion that the differences in genders impact differently on the satisfaction levels towards Bangkok Airways, which is consistent with Inthira Chantarat (2009) that the differences of passenger genders resulted in differences in the perceived quality of the service in low-cost airlines. Which is in line with this study's results that Bangkok Airways female's passenger perceived a higher level of satisfaction towards Bangkok Airways than male since the female emphasized on comforts perceived from services more than male. For the conclusion that the differences in ages have influenced the satisfaction levels towards Bangkok Airways, this is consistent with Andreas (2001). Andreas (2001) stated that there is a significant difference in the passenger's age's that will lead to the differences in behaviours in terms of suggesting the services to other people. In addition, Inthira Chantarat (2009) found that different ages of passengers resulted in differences in expectations on service quality of low-cost airlines. It shows that older people are more experienced and likely to give advice or share their experiences with others than younger people. For the conclusion that the differences in occupations have an impact on the satisfaction levels towards Bangkok Airways, this is also consistent with Andreas (2001) that the passengers of different occupations are likely to affect the rate of repetition of Thai Airways service. For Thai Airways services, Government officers are likely to use the services of Thai Airways. Inthira Chantarat (2009) findings also support Andreas (2001), where the differences in occupations of passengers resulted in differences in expectations on service quality of low-cost airlines. The research further shows that the student (occupation) group obtained a lower mean than any other groups reflecting that Bangkok Airways responded to the requirements of working people or adults better than children or teenagers' groups.

The research result found the passenger considers the Bangkok airways services to be worthwhile for the money, good flight punctuality, convenient flight time and good ground facility. This evidence is supported by Anongnat Tha-inta (2012)'s findings. It found that the most influencing factors on the selection of low-cost airline service are ticket price, special promotion, reliability of airline, the necessity of service use, travel time, airline advertisement, and airline service. Indicating that a good pricing strategy can help the airline to penetrate the market and gain a fair share of market shares. While Bangkok Airways is a full-service airline, the emphasis on the promotions and appealing prices of the ticket may help Bangkok airways gain better satisfaction levels.

The study results can be applied to the improvement of the airline services by the management teams and service providers, especially for Bangkok Airways. By focusing on all five factors in SERVQUAL, the improvement of their daily operations can enhance the customers' satisfaction.

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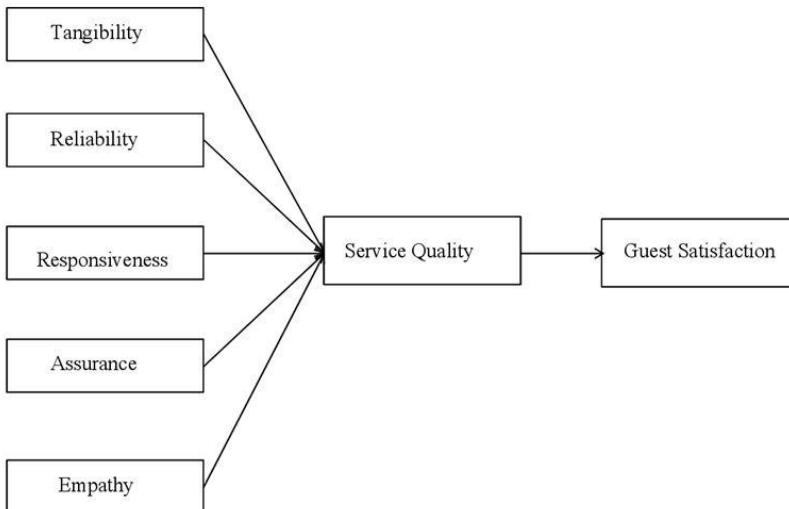


Figure 1 Parasuraman SERVQUAL management framework
(Parasuraman, Zeithaml, Berry, 1985)

Table 1 Demographic information

Question	Option: Number (Percentage)
Have you ever used the service of Bangkok Airways?	Yes: 400 (100.00)
How often do you use the service?	1-2 times: 249 (62.20) 3-5 times: 79 (19.80) 6-10 times: 72 (18.00)
Gender	Male: 112 (28.00) Female: 286 (71.50) LGBTQ+: 2 (0.50)
Age	18-30 years old: 91 (22.80) 31-40 years old: 177 (44.30) 41-50 years old: 70 (17.50) 50 years old or above: 62 (15.50)
Occupations	Government Officer: 38 (9.50) Private Organization Employee: 87 (21.70) Business Owner: 155 (38.70) Student: 67 (16.80) Others: 53 (13.30)

Table 2 Satisfactions toward Bangkok Airways

Topic	Mean	Std.	Interpretation of Satisfaction Level
1. Passenger Seat Comfort	4.34	0.69	Highest
2. Safety Equipment	4.24	0.81	Highest
3. Hygiene in Lavatory	4.04	0.80	High
4. Keeping Promise to Passenger	4.17	0.70	High
5. Passenger Safety	4.17	0.77	High
6. Flights Punctuality	3.98	0.70	High
7. Delivery Baggage In Time	4.06	0.80	High
8. Your inspiration and confidence in the airlines	4.05	0.80	High
9. Privilege for persons with disabilities on the flight	4.02	0.82	High
10. Worthwhileness compared to other airline's fares	4.15	0.88	High
11. Flight Attendant Uniform	4.02	0.81	High
12. Flight Attendant's Expertise	4.25	0.74	Highest
13. Flight Attendant's Willingness	4.21	0.70	Highest
14. Flight Attendant's Politeness and courtesy	3.79	0.97	High
15. Flight Attendant's Gesture and Facial Expression	4.05	0.79	High
16. Flight Attendant Communication skills	4.04	0.69	High
17. Flight Attendant Attitude	3.90	0.82	High
18. Attention of Flight Attendant to passenger	3.91	0.66	High
19. Compromising with Passenger's Demand	4.19	0.80	High
20. Effort to Solve Problems of Flight Attendant	4.18	0.88	High
21. Flight attendant's response to the passenger's questions	4.04	0.85	High

Table 3 Pairwise Testing between satisfactions toward Bangkok Airways classifying by gender with the LSD test method

Gender	Mean	Male	Female	LGBT
Male	3.97	-	.17595 [*]	.13875
Female	4.11		-	-.03720
LGBT	4.45			-

F = 5.184 sig = .006*, * Significantly different at level of 0.05

Table 4 Pairwise Testing between satisfactions toward Bangkok Airways classifying by occupations with LSD test method

Occupations	Mean	Government Officer	Private Organization Employee	Business Owner	Student	Others
Government Officer	4.54	-	.53918 [*]	.56256 [*]	.24134 [*]	.61140 [*]
Private Organization Employee	4.00		-	.02338	-.29784 [*]	.07222
Business Owner	3.98			-	-.32122 [*]	.04884
Student	4.30				-	.37006 [*]
Others	3.93					-

F = 17.348 sig = .000*, * Significantly different at level of 0.05

Table 5 Pairwise Testing between satisfactions toward Bangkok Airways classifying by the frequency of service used with the LSD test method

Frequency of Service Use	Mean	1-2 times	3-5 times	6-10 times
1-2 times	3.97	-	-.14784*	-.48527*
3-5 times	4.11		-	-.33743*
6-10 times	4.45			-

F = 31.062 sig = .000*, * Significantly different at level of 0.05

