

A STUDY OF CUSTOMERS' SATISFACTION TOWARDS CHECK-IN SERVICES AT
BANGKOK INTERNATIONAL AIRPORT

A MASTER'S PROJECT

NONPHAN LAOVIWAT

Presented in Partial Fulfillment of the Requirements for the

Master of Arts Degree in Business English for International Communication

at Srinakharinwirot University

August 2007

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AN ABSTRACT

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In aviation industry, customers' satisfaction is one of the major factors of aviation business. The check-in service is one portion of airline business. In this the study, it was found that at Bangkok International Airport, there are problems about check-in services, for example, queuing, baggage x-ray and expertise of check-in agent. This could effective goal of the airline as well as creating the dissatisfaction to the passengers. The level of passengers' satisfaction can be investigated by the set of questionnaire.

The population in this study was 120 foreign passengers who used check-in services in terminal I and II at Bangkok International Airport. This study was conducted on 15th July 2006 and data analyses were analyzed in frequency and percentage.

The results of this study obviously revealed that the check-in system should be seriously taken care by the senior management. The check-in agents should be well-trained before performing their jobs. International standard service should be observed in order to control the service standard. New technology such as automatic check-in or check-in on-line should be introduced in order to solve the problem of queuing at check-in counter during peak period. International Organization for Standardization ISO 10002:2004 Quality Management—Customer Satisfaction should be applied in order to maintain customers' satisfaction standard.

การศึกษาคความพึงพอใจของผู้โดยสารที่มีต่อการบริการเช็ค-อิน ณ ท่าอากาศยานนานาชาติ กรุงเทพฯ

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ในอุตสาหกรรมการบิน ความพึงพอใจของผู้โดยสารเป็นปัจจัยหลักของธุรกิจการบิน การบริการเช็ค-อินเป็นส่วนหนึ่งของธุรกิจการบิน จากการศึกษาผู้วิจัยค้นพบว่า ณ ท่าอากาศยานนานาชาติ กรุงเทพฯประสบปัญหาดังต่อไปนี้ การเข้าแถวรอการบริการ, การเอ็กส์เรย์กระเป๋า และความชำนาญของพนักงานเช็ค-อิน สิ่งเหล่านี้สามารถมีผลกระทบต่อประสิทธิภาพของสายการบิน และอาจทำให้เกิดความไม่พึงพอใจให้กับผู้โดยสาร ในการศึกษาครั้งนี้ผู้วิจัยใช้การสำรวจระดับความพึงพอใจของผู้โดยสารโดยใช้แบบสอบถามจากการสุ่มกลุ่มตัวอย่าง

กลุ่มตัวอย่างในการศึกษาการวิจัยครั้งนี้ประกอบด้วยผู้โดยสารต่างชาติ 120 คนที่ใช้บริการเช็ค-อินในอาคาร 1 และ 2 ณ ท่าอากาศยานนานาชาติ กรุงเทพฯ ทั้งนี้ผู้วิจัยได้เริ่มต้นสำรวจพร้อมทั้งเก็บข้อมูลช่วงวันที่ 15 กรกฎาคม 2549 และการวิเคราะห์ข้อมูลประเมินผลโดยใช้วิธีแจกแจงความถี่ และคำนวณเป็นเปอร์เซ็นต์

นอกจากนี้ผลการศึกษายังพบอีกว่า ระบบการเช็ค-อินควรที่จะได้รับการดูแลโดยผู้บริหาร, พนักงานเช็ค-อินควรเข้ารับการอบรมเป็นอย่างดีก่อนปฏิบัติงานจริง, ระบบการประเมินควรมีการนำมาประยุกต์ใช้เพื่อควบคุมมาตรฐานการบริการ, ควรมีการนำเสนอเทคโนโลยีใหม่ๆ เช่น การเช็ค-อิน on line แบบอัตโนมัติ เพื่อที่จะแก้ไขปัญหาการยืนเข้าแถวที่เช็ค-อินเคาร์เตอร์ในช่วงเวลาคับคั่ง, มาตรฐานองค์กรระดับโลก ISO 10002:2004 Quality management—Customer satisfaction ควรมีการนำมาประยุกต์ใช้เพื่อรักษามาตรฐานความพึงพอใจของผู้โดยสารต่อไป

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The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee has approved this Master's Project a partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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(Mrs. Sopin Chantakloi)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

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CHAPTER 1

INTRODUCTION

Background

Airline industry is one of the fastest growing industries in the world and customers are the key element in the rise and fall of revenue for the airline industry. They are the ones who can justify the quality of the airlines based on their services. Quality is not just an additional attribute to a company, instead, it is an integrated and derived from all internal departments before carrying out to the customers by quality from the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs. And the way that airline business today defines it as “meeting or exceeding customer satisfaction”.

As the airline industry is marked with intense competition when most of the players are mostly national carriers of the countries with vast financial resources and established reputations. All of these raise the customer’s expectation and demand. Then each airline must be assuring that those customers are satisfied with airlines’ service which is one of the critical factors in the business. Therefore, airlines have to pay attention and understand customer behavior as it is a primary goal of business for long term success. If the services quality meet or exceed customers’ satisfaction, repeat customers will automatically retain and will spread their reputation in their society and business contacts.

The airline industry is a commercial transportation field that provides regular flights for public use. It carries both passengers and cargos from one destination to another. Various international airlines have gradually expanded their services to more cities and international destinations.

Airline business also has high competition. It competes in terms of services that are provided to the passengers such as check-in services, lounge services and in-flight services. Customers don't buy airline meals; they buy airline tickets. The tickets give them a bundle of service features, including check-in service, cabin service, meal, in-flight movies, seating, and timely arrival. Some of these features influence a customer's choice of airline much more than others (Lippincottmercer. 2005: Online).

Further, faster services at the airport also help to assure an on-time departure. For additional staff in high-traffic area and, for instance, check-in at automatic terminals makes the passenger to check-in faster and more convenient. This means the passenger can board the aircraft on time with no further delays. The airline product is not a physical item but it is a service that the consumers find it useful. Safety; on-time reliability; convenience in terms of airport proximity or seat availability; frequency of departures; in-flight cabin service; ground service, including ticketing and baggage handling; aircraft type; and even the carrier's image are part of the airline products and services that satisfy certain customers' needs. This definition is consistent with the airline-marketing concept, which stresses the importance of consumer needs.

All of the services are interconnected but one of the most important services is check-in service which is difficult for check-in agents to deal with. Many problems might occur when the passengers use services such as check-in agents do not provide enough information when it is requested. Whenever the passengers are queuing for check-in, waiting time is a measurement of managerial performance which can predict passengers' satisfactions. The longer the passengers wait, the more dissatisfied they become.

Additionally, language barrier is another problem for services especially when they cannot communicate in other languages besides English. Boone; Kurtz; & Block (1997: 5) explained that communication barriers are the problems that arise at every stage of the communication process and have the potential to create misunderstanding and confusion.

These problems can make passengers dissatisfied and it can affect airline business. Therefore, airline business has to understand what customers' satisfactions are. Oliver (1997: 13) offered the following definition as being consistent with the theoretical and empirical evidence to date:

Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment.

In conclusion, competition in the airline markets is very high. The customer satisfaction is one of the important key issues to make business become successful.

In becoming the leader of an aviation market, the airlines need to keep on developing their strengths and improve their weaknesses in order to maintain the standard and increase their profits. The best ways are to do the survey on customers' satisfactions and then improve their services. To be able to improve their services, the airlines should consider many issues such as group of passengers, frequent routes, preference prices and related services.

Statement of the problem

The check-in service is one of the factors in the competition. Airlines have to be aware of check-in services as well as other services. They have to solve the problems in order to improve customers' satisfaction.

Objectives of the study

1. To study the level of customers' satisfaction towards the check-in services at Bangkok International Airport.
2. To improve the quality of check-in services at Bangkok International Airport.

Research questions

This research seeks to find answers to the two following research questions:

1. Are passengers satisfied with check-in services at Bangkok International Airport?
2. At what level are passengers satisfied with check-in services the most at Bangkok International Airport?

Significance of the study

Most of the airlines considered that check-in services are one of the most important services. In order to enhance customers' satisfaction towards the passengers, the airlines have to reduce the weakness of check-in services; however, it is difficult to do so. Therefore, they have to study the process and factor involved in order to eliminate the problems and create good image to the airlines. This study will be beneficial for the airline businesses to improve the performance of check-in services in order to meet customers' satisfaction in the future.

Scope of the study

The study focused on the important factors that improve customers' satisfaction towards check-in services at Bangkok International Airport. The researcher applied related theories concerning human needs in order to meet their needs.

The sample of this research was 120 foreign passengers who used check-in services at Bangkok International Airport. The researcher selected Bangkok International Airport because it is the gate way of Thailand and in order to support Royal Thai Government's policy that Thailand is aimed to be aviation hub of Asia.

Check-in services are the first step of air transportation. The researcher is investigating the passengers and the airlines which have encountered the problems of the check-in processes. The processes are queuing, document checking, security check, etc. This inspired the researcher to find out the level of customers' satisfaction towards check-in

services. The questionnaires were the main tools for data gathering. One hundred and twenty foreign passengers were requested to fill out the questionnaires. The questionnaires were distributed to the passengers using the check-in services at Bangkok International Airport on 15th July 2006.

Methodology of the study

Subject: 120 foreign passengers who used the check-in services, Terminal I and II, at Bangkok International Airport

Instrument: Questionnaires. It was divided into two parts:

Part I: Personal information of respondents. This part contained questions regarding the personal information of the respondents.

Part II: Customers' satisfaction on check-in services. The questions determined the customers' satisfaction of the respondents on check-in services which focused on four main topics: time, facility, process and check-in agents.

Expected outcomes of the study

The study attempted to analyze the level of customers' satisfaction which leads to the improvement of the services. The conclusion of this study demonstrated the factors that could eliminate the problems of the check-in services. Furthermore, interested people will be able to use this study as a reference for further study in the related topic.

CHAPTER 2

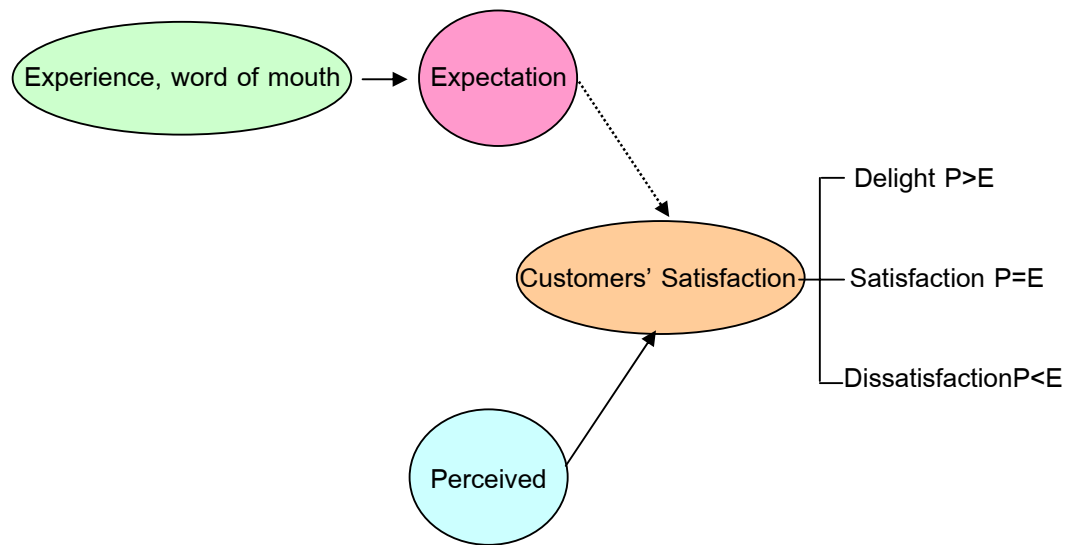
REVIEW OF RELATED LITERATURE

This chapter provides the literature related to the research. In order to investigate the customers' satisfaction towards check-in services at Bangkok International Airport, it is important to understand the following concepts:

1. Model of satisfaction and Hierarchy of needs
2. Communication and customers' satisfaction
3. Understanding customers' satisfaction is one of the most important factors to do the business
4. Related research

1. Model of Satisfaction and Hierarchy of Needs

To study customers' satisfaction, we should know how satisfaction occurs. There are two components to generate satisfaction: expectation and perceived service. Expectation comes from experience, word of mouth, and marketing communication, while perceived service comes from reality after using that service. The space between expectation and perceived service is known as satisfaction, the comparison between the subconscious desire and actual usage experience (see Figure 1.1).



Remark: P = Perceived, E = Expectation

Figure 1.1: Modeling Satisfaction Process

Source: Christopher H.; & Paul G. Rhett H. (2001). *Services Marketing: An Asia-*

Pacific Perspective.

In check-in services, passengers need to be respected and served as good as they expect. According to Maslow's theory, there are general types of needs that must be satisfied before a person can act unselfishly. He hypothesized that within every human being there exists a hierarchy of five needs. These needs are:

1.1 Physiological needs

Physiological needs are the very basic needs such as air, water, food, sleep, sex, etc. When these are not satisfied we may feel sickness, irritation, pain, discomfort, etc.

1.2 Safety needs

Safety needs have to do with establishing stability and consistency in a chaotic world. These needs are mostly psychological in nature.

1.3 Social needs

Social needs include affection, belongingness, acceptance, and friendship.

1.4 Esteem Needs

It includes internal esteem factors such as self-respect, autonomy, and achievement; and external esteem factors such as status, recognition, and attention.

1.5 Self-Actualization

The need for self-actualization is drive to become what one is capable of becoming; includes growth, achieving one's potential, and self-fulfillment (see Figure 1.2).

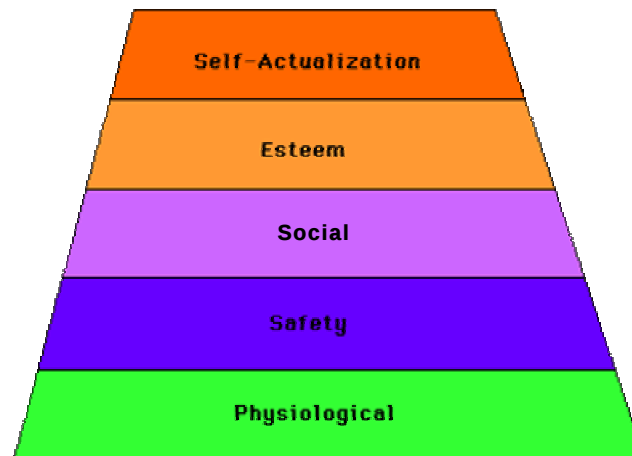


Figure 1.2: Maslow's Hierarchy of Needs

Source: Stephen P. Robins. (1998). *Organization Behavior*. p.170.

Maslow separated the five needs into higher and lower orders. Physiological and safety needs were described as lower-order and social, esteem, and self-actualization as

higher-order needs. The differentiation between the two orders was made on the premise that higher-order needs are satisfied internally; social, esteem, and self-actualization needs, whereas lower-order needs are predominantly satisfied externally; physiological and safety needs (Stephen P. Robins. 1998: 170)

2. Communication is a part of customers' satisfaction

As we know that communication is the process of sending and receiving messages, effective communication, however, occurs when individual achieve a shared understanding, stimulate others to take actions, and encourage people to think in new ways.

Communication can be either formal or informal, spoken or written, and internal or external.

In fact, it can even be a simple smile (Bovee; & Thill LLC. 2000: 4).

Without effective communication, people may misunderstand each other and misinterpret information. Bovee; & Thill LLC. (2003: 3) suggested that with good communication skills, we can anticipate problems, make decision, coordinate work flow, supervise others, develop relationships, and promote products and services in business.

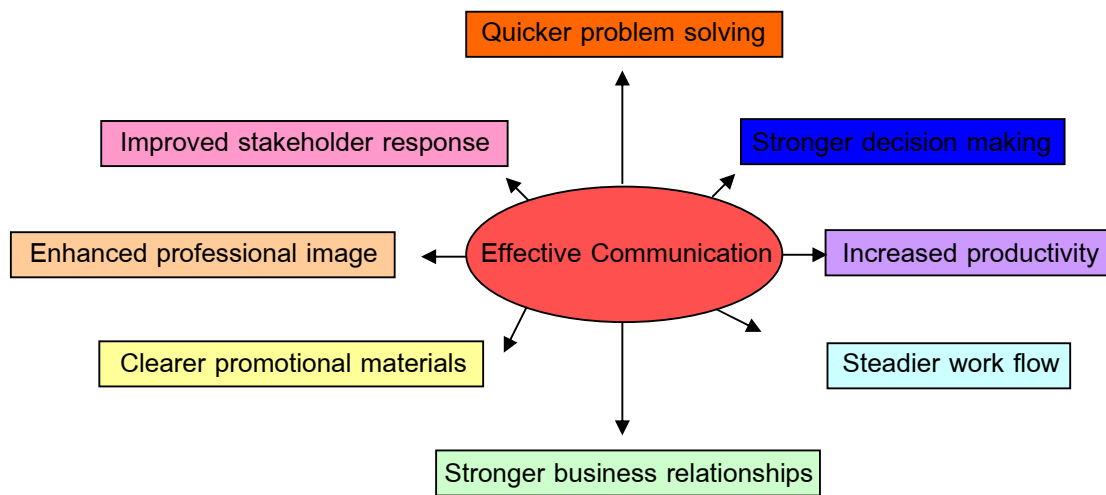


Figure 2.3: The Benefits of Effective Communication

Source: Bovee; & Thill LLC. (2003). *Business Communication Today*. p. 3.

In order to communicate effectively and meet customers' satisfaction, check-in services agent should have skills on communications.

3. Understanding of customers' satisfaction is one of the most important factors to do the business.

Nowadays, most airline businesses come to realize that understanding of customers' satisfaction is one of the most important factors to do the business. Therefore, they have to do the business research in order to understand what customers' need and try to meet their satisfactions.

Oliver, Richard L. (1997: 14) noted that satisfaction has been explained with reference to *fulfillment* as if this latter concept were more basic. In like manner, the notion of fulfillment requires further elaboration. More specifically, it implies that a goal exists,

something to be filled. Thus, fulfillment can only be judged with reference to a standard.

The standard forms the basis for comparison. This raises a very important point.

Accordingly, Peter; & Olson (1994: 8) stated that we must understand what customers think (cognition) and feel (affect), what they do (behavior), and the things and places (environment events) that influence and are influenced by what consumers think, feel, and do.

Therefore, the airline agents should realize that special care should be given to each passenger equally, regardless of his or her status. The satisfaction of each passenger contributes towards the prestige and profitability of the airline. The dominant norms are concepts of straightforward duty without regard to personal considerations. (Weber. 1969: 340)

As noted above, airline agents must try to satisfy their passengers by training their staff to make them understand that customers' satisfaction is one of the important factors, which may lead the business to become successful. Also, they should evaluate the customers' satisfaction frequently to see the statistic of improving the services.

1. Related Research

Apisit Ubolkomut (2004) conducted a research entitled, *"A Satisfaction of Passenger on Domestic Terminal Building under the Design of Department of Civil Aviation (DCA): A Case Study at Khonkaen Airport"*, the findings showed that learning passenger satisfaction levels for the physical features of a terminal building is essential to reveal passenger needs.

Although, the airport authorities cannot select the group of passengers, they can benefit from the results of the research which shows that certain satisfaction levels for different groups of passenger towards physical factors are measurable and do exist. This information from the majority group of users, the trend of the effects on satisfaction levels by physical factors, and weak points concerning the flow of functions will enhance better service design in future. However, the point is how to get satisfaction levels as high as possible with the same capital investment.

Tassanee Santikunaporn (2001) *conducted a research entitled "Customer Satisfaction at Srilankan Airlines"*, the finding stated that the respondents' expectations were met in all aspects surveyed. The lowest rating was queuing at check-in, then efficiency of the check-in and clarifying of announcement all these reflect the fact that nobody likes to wait in a line. The highest rating was seating allocation which was close to the rating for the friendliness of check-in and gate staff. Each respondent, normally, preferred a window or aisle seat but any seat is generally acceptable. It should be noted that SriLankan Airlines did not have control over this function. Thai Airways International Public Company Limited, the national airline of Thailand, has been contracted to undertake the ground handling services. Thai Airways International has its own ongoing programs to improve services and train their personnel staff. (Thai Airways International Public Co., Ltd Financial Report 1999/2000, p17).

According to previous research that had been done by Joustra; & Dijk. 2001: online.

There were findings that could be applied to Bangkok International Airport in terms of saving passengers' time in check-in services in the future as follows:

1. Northwest Airlines recently launched a check-in-services via its web site enabling domestic passengers to check themselves in and print out a boarding pass through the internet.
2. For travelers without direct internet access self-service check-in kiosks were introduced at several airports.

CHAPTER 3

METHODOLOGY

The sources of primary data that the researcher used as the target population of the study were passengers' information that used the check-in services at Bangkok International Airport. A Study of Customers' Satisfaction towards Check-in Services at Bangkok International Airport was studied in the following areas: personal information of respondent, check-in process and customers' satisfaction. The data in this study consisted of two types: primary and secondary data. The primary data came from questionnaires distributed to passengers who used the check-in services at Bangkok International Airport. The secondary data were from the previous research, case study and related textbooks.

Primary Data

Population

The population in this study were 120 foreign passengers who used the check-in services at International Terminal I and Terminal II at Bangkok International Airport.

Data Collection

The data were collected on 15 July 2006. One hundred and twenty questionnaires were equally divided into two groups. The first one was distributed to foreign passengers using the check-in services at the check-in counter, Departure Hall, International Terminal I while the second one was distributed at International Terminal II.

Secondary Data

Secondary data came from a review of related research, case study and related textbooks.

Data Analysis

Data gathered from the questionnaires were analyzed. The results were presented in the form of means scores and percentages in tables and comments. Related studies, researches, and literatures were cited descriptively to support the findings in Chapter 4. Conclusion, discussion, and recommendations for further study are presented in Chapter 4 and Chapter 5.

CHAPTER 4

FINDINGS

The findings in this study are presented in percentage with a descriptive analysis.

Part 1: The Primary Information of the Respondents

This study was conducted with 120 passengers who used check-in services at Bangkok International Airport. The primary data of the respondents in this study included gender, age, nationality, occupation, day of traveling, primary traveling purpose, whom to accompany, travel through Bangkok International Airport, best check-in services and what time passengers come to check-in before departure time. The data were classified and summarized as shown in Tables 1-10.

Table 1.1 Gender

Gender	No.	Percentage
Male	52	43.3%
Female	68	56.7%
Total	120	100%

As shown in Table 1.1, 56.7% (68) of the respondents was female, and 43.3% (52) of them was male.

Table 1.2 Age

Age	No.	Percentage
20-30 years	18	15%
31-40 years	57	47.5%
41-50 years	9	7.5%
Over 50 years	36	30%
Total	120	100%

Table 1.2 showed that the respondents were in different age groups, 47.5% (57) of the respondents was 31-40 years old while 30% (36) of them was over 50 years old, 15% (18) of the respondents was 20-30 years old, and 7.5% (9) of them was 41-50 years old.

Table 1.3 Nationalities

Nationalities	No.	Percentage
American	9	7.5%
Bahraini	18	15%
British	17	14.2%
Canadian	16	13.3%
Emirates	19	15.8%
French	8	6.7%
German	15	12.5%
Hong Konger	5	4.2%
Kuwaiti	1	0.8%
Thai	12	10%
Total	120	100%

Regarding to nationality, most of the respondents were United Arab Emirates accounted for 15.8% (19), followed by Bahraini at 15.0% (18), British at 14.2% (17), Canadian at 13.3% (16), German at 12.5% (15), Thai at 10% (12), American at 7.5% (9), France at 6.7% (8), Hong Konger at 4.2% (5) and Kuwaiti at 0.8% (01).

Table 1.4 Occupation

Occupation	No.	Percentage
Student	6	5%
Employee	42	35%
Business Owner	53	44.2%
Others	19	15.8%
Total	120	100%

Regarding to occupation, 44.2% (53) of the respondents were business owner, 35% (42) were employees, 15.8% (19) were others and 5% (6) were students. The result indicates that the majority of the respondents were business owner.

Table 1.5 Day

Day	No.	Percentage
Monday	1	0.8%
Wednesday	8	6.7%
Thursday	37	30.8%
Friday	26	21.7%
Sunday	48	40%
Total	120	100%

Table 1.5 showed that most of the respondents traveled on Sunday 40% (48), followed by Thursday at 30.8% (37), Friday at 21.7% (26), Wednesday at 6.7% and Monday at 0.8% respectively. The result reveals that the majority of the respondents traveled on Sunday.

Table 1.6 Purpose of traveling

Purpose	No.	Percentage
Business	52	43.3%
Pleasure	32	26.7%
Others	36	30%
Total	120	100%

Table 1.6 demonstrated that the highest percentage of the respondents traveled for business at 43.3% (52), others at 30% (36) and for pleasure at 26.7% (32). This showed that primary traveling purpose was for business.

Table 1.7 Accompanied when traveling

Accompanied	No.	Percentage
Alone	41	34.1%
Family	62	51.7%
Friends	17	14.2%
Total	120	100%

Most of the respondents traveled with family accounted for 51.7% (62), traveled alone at 34.1% (41), and traveled with friends at 14.2% (17). This showed that the majority of the respondents were traveling with family.

Table 1.8 Frequency of traveling through Bangkok International Airport

Frequency of traveling	No.	Percentage
1 time	35	29.2%
2-4 times	40	33.3%
5-7 times	12	10%
Over 7 times	33	27.5%
Total	120	100%

Table 1.8 The frequency of traveling through Bangkok International Airport of the respondents was 2-4 times at 33.3% (40), 1 time at 29.2% (35), over 7 times at 27.5% (33) and 5-7 times at 10% (12).

Table 1.9 Best check-in services

Airlines	No.	Percentage
Air France	8	6.7%
British Airways	29	24.2%
Cathay Pacific	5	4.2%
Etihad Airways	19	15.8%
Gulf Air	18	15%
Japan Airlines	16	13.3%
Lufthansa	15	12.5%
Qantas Airways	9	7.5%
Thai Airways	1	0.8%
Total	120	100%

Table 1.9 showed that the airline that provided the best check-in services was British Airways at 24.2% (29), Etihad Airways at 15.8% (19), Gulf Air at 15% (18), Japan Airlines

at 13.3% (16.6), Lufthansa at 12.5% (15), Qantas Airways at 7.5% (9), Air France at 6.7% (8), Cathay Pacific at 4.2% (5) and Thai Airways at 0.8% (1).

Table 1.10 Time to check-in

Time to check-in	No.	Percentage
0.45	1	0.8%
1	26	21.7%
2	74	61.7%
3	19	15.8%
Total	120	100%

According to International Air Transport Association (IATA), passengers must come to check-in at least 3 hours before departure time. Most of the respondents came to check-in 2 hours before departure time at 61.7% (74), 1 hour at 21.7% (26), 3 hours at 15.8% (19) and 45 minutes at 0.8% (1).

Part 2: Customers' satisfaction on check-in services at Bangkok International Airport.

The respondents were asked to rate the services provided at check-in services counter. The data were summarized and classified as shown in Table 11-23.

Table 2.11 Opening time check-in counter

Rate	No.	Percentage
Excellent	31	25.8%
Very good	15	12.5%
Good	18	15%
Average	30	25%
Poor	26	21.7%
Total	120	100%

Punctuality of opening check-in counter was excellent at 25.8% (31), average at 25% (30), poor at 21.7% (26), good at 15% (18), very good at 12.5% (15).

Table 2.12 Time spent per passenger

Rate	No.	Percentage
Excellent	0	0%
Very good	19	15.8%
Good	62	51.7%
Average	15	12.5%
Poor	24	20%
Total	120	100%

This table showed that time spent per passenger was 51.7% (62), poor at 20% (24), very good at 15.8% (19), average at 12.5% (15).

Table 2.13 Check-in counter signboard quality

Rate	No.	Percentage
Excellent	15	12.5%
Very good	16	13.3%
Good	71	59.2%
Average	17	14.2%
Poor	1	0.8%
Total	120	100%

Table 13 showed that respondents rated check-in counter signboard at good at 59.2% (71), average at 14.2% (17), very good at 13.3% (16), excellent at 12.5% (15), poor at 0.8% (1).

Table 2.14 Number of check-in counters

Rate	No.	Percentage
Excellent	15	12.5%
Very good	12	10%
Good	36	30%
Average	40	33.3%
Poor	17	14.2%
Total	120	100%

Number of check-in counters was average at 33.3% (40), good at 30% (36), poor at 14.2% (17), excellent at 12.5% (15) very good at 10% (12).

Table 2.15 Cleanliness of check-in counter

Rate	No.	Percentage
Excellent	15	12.5%
Very good	0	0%
Good	70	58.3%
Average	35	29.2%
Poor	0	0%
Total	120	100%

This table showed that cleanliness of check-in counter was rated as good at 58.3% (70), average at 29.2% (35), excellent at 12.5% (15), very good at 0% (0), poor at 0% (0).

Table 2.16 Baggage X-Ray

Rate	No.	Percentage
Excellent	0	0%
Very good	12	10%
Good	15	12.5%
Average	53	44.2%
Poor	40	33.3%
Total	120	100%

This table showed that baggage x-ray was average at 44.2% (53), poor at 33.3% (40), good at 12.5% (15), very good at 10% (12).

Table 2.17 Queuing at check-in

Rate	No.	Percentage
Excellent	0	0%
Very good	15	12.5%
Good	48	40%
Average	32	26.7%
Poor	25	20.8%
Total	120	100%

Most of the respondents rated queuing at check-in for good at 40% (48), average at 26.7% (32), poor at 20.8% (25), very good at 12.5% (15).

Table 2.18 Documentation checking

Rate	No.	Percentage
Excellent	0	0%
Very good	9	7.5%
Good	32	26.7%
Average	64	53.3%
Poor	9	7.5%
Total	120	100%

This table showed that documentation checking at average was 53.3% (64), good at 26.7% (32), very good at 7.5% (9), poor at 7.5% (9) and excellent 0% (0).

Table 2.19 Seat allocations

Rate	No.	Percentage
Excellent	34	28.3%
Very good	0	0%
Good	42	35%
Average	35	29.2%
Poor	9	7.5%
Total	120	100%

Seat allocations was rated at good 35% (42), average at 29.2% (35), excellent at 28.3% (34) and poor at 7.5% (9).

Table 2.20 Special services required (meal, wheelchair, etc.)

Rate	No.	Percentage
Excellent	0	0%
Very good	19	15.8%
Good	66	55%
Average	35	29.2%
Poor	18	15%
Total	120	100%

Special services required at good were 55% (66), average at 29.2% (35), very good at 15.8% (19), poor at 15% (18) and excellent 0% (0).

Table 2.21 Friendliness/ Helpfulness of check-in agent

Rate	No.	Percentage
Excellent	1	0.8%
Very good	45	37.5%
Good	35	29.2%
Average	21	17.5%
Poor	18	15%
Total	120	100%

This table showed that most of respondents rated friendliness/helpfulness of check-in agent at very good was 37.5% (45), good at 29.2% (35), average at 17.5% (21), poor at 15% (18) and excellent at 0.8% (1), respectively.

Table 2.22 Professional appearance of check-in agent

Rate	No.	Percentage
Excellent	0	0%
Very good	27	22.5%
Good	36	30%
Average	48	40%
Poor	9	7.5%
Total	120	100%

This table showed that professional appearance of check-in agent at average was 40% (48), good at 30% (36), very good at 22.5% (27), poor at 7.5% (9) and excellent 0% (0).

Table 2.23 Communication skills of check-in agent

Rate	No.	Percentage
Excellent	24	20%
Very good	10	8.3%
Good	43	35.9%
Average	43	35.8%
Poor	0	0%
Total	120	100%

Most of the respondents rated communication skills of check-in agent at good and average at the same level of 35.8% (43), excellent at 20% (24), very good at 8.3% and excellent 0% (0), respectively.

In conclusion, the majority of the respondents considered the services at check-in services at Bangkok International Airport were satisfactory. However, they thought that some areas have to be improved in order to meet the international standard of services and image of the airlines.

CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

This chapter is presented in three parts. The first part summarizes the study personal information of the respondents and discusses the major findings. The second part describes customers' satisfaction on check-in services at Bangkok International Airport. The last part contains recommendations for future research.

This study was conducted with 120 passengers who used check-in services at Bangkok International Airport, aiming at surveying services provided at check-in counter concerning time, facilities, processes and check-in agents as well and the level of customers' satisfaction.

Discussion

The findings of this research showed that some of the check-in counters still have problems with the punctuality of opening. The seniors' management and the supervisor should pay more attention to this issue because it can create a problem on the next processes of the airline. The respondents were satisfied with the overall of time spent per passenger. Minor improvement is still needed in order to avoid the delay of the passenger to board the airplane. The passengers were happy with the check-in counter signboard. The number of check-in counter is adequate according to the satisfaction level of the respondents who used the check-in counter at Bangkok International Airport. Some of the

respondents were not satisfied with the number of check-in counter which might affect the punctuality of the opening check-in counter and the overall time spent per passenger. The respondents were satisfied with the cleanliness of the check-in counter. The standard should be maintained. Some of the respondents thought that the Baggage X-Ray was acceptable but some of them thought that Baggage X-Ray was poor and needed to be improved. Majority of the passengers agreed that the queuing at check-in was good. Further research should be undertaken on this issue because some of the respondents thought that it was poor. The further research could serve Thailand to be Aviation – Hub. The respondents thought that the documentation checking acceptable and some of them thought that it was "good" up to "very good". So the standard of documentation checking should be maintained. The majority of the passengers were satisfied with the seat allocation. The check –in service should be maintained this standard. The respondents were satisfied with the social services required (meal, wheelchair, etc.). None of the respondents thought that it needed to be improved so the standard should be maintained. The respondents were satisfied with the friendliness and helpfulness of the check-in agent. Further research should be done on this issue because some of the respondents thought that it was poor. The further research could serve Thailand to be Aviation – Hub. High level of the passengers said that the professional appearances of check-in agent were satisfactory. So, the standard of the professional appearance of check-in agent should be maintained. The passengers were happy with the communication skills of the check – in agent. So the standard of the communication skills of check– in agent should be maintained.

Conclusion

The first objective is to investigate the satisfaction of the passengers who used the check-in services at Bangkok International Airport. It was found that the passengers were satisfied with all the services. According to the satisfaction of passengers, it was found that the punctuality of opening check-in counter was average at 25%. The overall of time spent per passenger was satisfied by the passengers (51.7%). The check-in counter signboard was easily to be seen (59.2%). Not only the number of check-in counter was adequate to the number of passengers (33.3%) but also the cleanliness of check-in counter was satisfied by the passengers (58.3%). While the baggage x-ray service met the passengers' requirement (44.2%). Most of the passengers were happy with queuing at check-in counter (40%). The documentation checking was satisfied by 53.3% as well as seat allocation 35%. Furthermore, special service requirements such as meal, wheelchair, etc. were extremely satisfied by 55%. The staff at check-in counter had performed an excellent on their friendliness and helpfulness 37.5%. Lastly, professional appearance of check-in agent and communication skills of check-in agent were impressed by 40% and 35.8% respectively.

According to the passengers' satisfaction towards check-in services at Bangkok International Airport, it was revealed that they had positive attitude to the check-in services. The majority of the passengers were satisfied with the services. However, some areas have to be improved. For example, punctuality of opening check-in counter (21.7%), overall of time spent of passengers (20%) and baggage x-ray (33.3%).

The second objective is to examine the satisfaction level of passengers with check-in services at Bangkok International Airport. The result demonstrated that the level of passengers' satisfaction were good in most of the areas. Some were average and excellent respectively.

Suggestion

Based on the findings, the following areas for further research are suggested:

Check-in service agents need to be well-trained. The agent must be reminded of the importance of keeping customers' satisfied, what keep them satisfied, and how they will be satisfied.

Furthermore, to maintain the passengers' satisfaction, the service standard should be maintained and evaluated.

Recommendations for further studies

As this study focused only on Bangkok International Airport which has now become a domestic airport, further studies should be extended to Suvarnabhumi Airport to explore other aspects of customers' need to improve the quality of the services.

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APPENDIX

Questionnaire

This questionnaire is prepared by Miss Nonphan Laoviwat, a graduate student of Business English for International Communication Program, the Department of Western Languages, Faculty of Humanities, Srinakharinwirot University. Miss Nonphan Laoviwat is now working on a Master's Project entitled **“A Study of Customers’ Satisfaction towards Check-in Services at Bangkok International Airport”**. The purpose of this questionnaire is to collect information, which will answer the research questions, posed in the research study.

The questionnaire is divided into three parts as the following:-

Part I: Personal information of respondents

Part II: Customers’ satisfaction on check-in services

Your responses to the questions will greatly provide useful information for this study.

Please provide as much information as you can as it is very important for the study.

Your kind cooperation is most appreciated.

Part I: Personal information of respondent

Direction: Please mark (✓) in the circle and fill data in the blank

1. Gender

☐ Male

☐ Female

2. Age

☐ 20 – 30 years

☐ 41 – 50 years

☐ 31 – 40 years

☐ Over 50 years

3. What is your nationality?

.....

4. Occupation

☐ Student

☐ Business Owner

☐ Employee

☐ Others _____

5. Which day are you like traveling the most?

.....

6. What is your primary traveling purpose?

☐

Business

☐

Pleasure

☐

Studying

☐

Others _____

7. With whom are you accompanied when traveling?

☐

Traveling alone

☐

Traveling with friends

☐

Traveling with family

☐

Traveling with tour group

8. How many times do you travel through out the year at Bangkok International Airport?

☐

1 time

☐

5 – 7 times per year

☐

2-4 times per year

☐

over 7 times per year

9. Which airline provides the best check-in services?

.....

10. How early do you come to check-in?

☐

45 mins before departure time

☐

2 hours before departure time

☐

1 hour before departure time

☐

3 hours before departure time

Part II: Customers' satisfaction on check-in services

Direction: Please mark (✓) in the column that corresponds to your idea.

Factors	Poor	Average	Good	Very Good	Excellent
	1	2	3	4	5
<u>Time</u>					
Punctuality of opening check-in counter					
Overall of time spent per passenger					
<u>Facility</u>					
Check-in counter signboard					
Number of check-in counter					
Cleanliness of check-in counter					
<u>Process</u>					
Baggage X-Ray					
Queuing at check-in					
Documentation checking					
Seat allocation					
Special services required (meal,					

wheelchair, etc.)					
<u>Check-in Agent</u>					
Friendliness/ Helpfulness of check-in agent					
Professional appearance of check-in agent					
Communication skills of check- in agent					

Do you have any extra remarks? Please make any specific comments on any of the above areas:

.....

Thank you very much for your cooperation.

VISTA

VISTA

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