

Thai Passengers' Satisfaction after Receiving Services from Thailand's Domestic Low Cost Airline

Sittichai Charoensettasilp and Chong Wu

*Department of Management Science and Engineering, School of Economy and Management, Harbin Institute of Technology, Harbin, Heilongjiang, P.R. China
kcsittic@yahoo.com, wuchong@hit.edu*

Abstract

There are 3 major low-cost airline providers in Thailand. The demand for low cost airlines in the Thailand has also needs more and growing fast. This research studies about Thai passengers' satisfaction after receiving services from Thailand's low cost airline. Employs sampling method on 400 Thai people who live in Bangkok and have used Low Cost Airline to travel. A random convenience sampling technique together with surveys is used to collect data. At a significance level of 0.05, demographic factors including gender and education do affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline. In addition to the service marketing mix (7P'S) influence Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline. Place, Product, Process and People mostly affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline. Examples are the overall performance of on the ground service, the aircraft used for the travel are safety and checked before use, promotion such as privilege, mileage program, to load more baggage, convenience and speed of check-in process, convenience and speed of baggage claim, and convenience and speed of preparing for flight departure. Following by Physical evidence and Price respectively, while Promotion is among the bottom ranking.

Keywords: *Thailand's domestic Low Cost Airline, Satisfaction after Receiving Services, Thai Passengers, Service marketing mix*

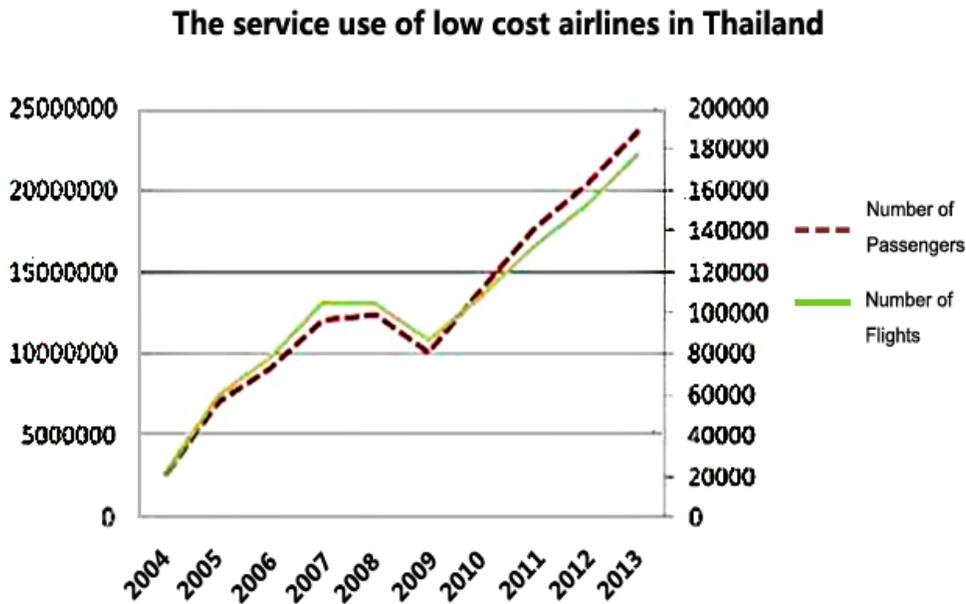
1. Introduction

Nowadays, transportation has become an important part of human's life, especially convenient and rapid land, water, and air transportation. Inevitably, transportation plays a major role in our daily lives. In particular, air transportation has been developed and enhanced to meet consumers' higher demands of communication or transportation in terms of both convenience and speed. Consumers make purchasing decisions when choosing transportation and communication services based on prices and services, whereas airline service providers need to cut costs for higher returns. In the past, air transportation was an expensive choice of traveling due to its high costs. However, air transportation providers have changed their marketing strategies and been trying to lower the costs to meet consumers' demands. Yet, safety and convenience still need to be maintained at an appropriate level. Low-cost airlines became popular and started gaining market shares in the airline business.

Around the end of 2003, low-cost airlines started emerging in Thailand due to the rising popularity of air transportation. Back then, the prices of such airlines were similar to those of other modes of transportation. A variety of benefits from low-cost airline services include expanded domestic aviation market, shortened traveling time, enhanced domestic tourism

business, and boosted a number of Thai and foreign tourists, etc. Hence, more and more investors and frequent air travelers are now interested in low-cost airlines [1]. There are 3 major low cost airline providers in Thailand - Orient Thai Airline or One-Two- Go Airline, Thai Air Asia whose slogan is “now everyone can fly”, and Nok Air or Sky Asia Company Limited. The One-Two-GO brand was retired in July 2010, and the aircraft re-branded as Orient Thai Airlines [2].

Recently, air transportation is indispensable in travelling as it accommodates business and private transactions in terms of convenience and timeliness. Therefore, competition in the airline industry is continually intense. The data showed that the demand for low-cost airlines in the Thailand has also needs more and growing fast from the analysis report of Kasikornthai research center in the title of “The chances of the low cost airline business in 2556 (2013) with access to the AEC” said it can be seen that in the last three years, the low cost airline growth over 20 percent; as shown in Figure 1.



Source: Airports of Thailand, estimates by the kasikornthai Research Center

Source: Airports of Thailand, estimates by the kasikornthai Research Center.

Figure 1. The Service use of Low Cost Airlines in Thailand

The Figure 1 showed that the service use of low cost airlines in Thailand. The right of the Y-axis is the number of flights and the left of the Y-axis is the number of passengers [3].

Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. Studies carried out by companies like Argos and Cadburys have found very high levels of customer satisfaction. It is not surprising because these companies emphasize market research and marketing as the tools to find out what customers want [4].

Low-cost airlines become strategic move of airline business as companies reduce irrelevant expenses such as crew uniform and in-flight catering so tickets can be offered at competitive

price. Moreover, tickets can be sold in advance via the internet so the company can efficiently manage flight schedules and minimize risk of empty seats. Low-cost airline business in Asia has rapidly grown since recent years. Despite significant development of some airlines, the overall situation of business is not promising due to the economic crisis that affects both domestic and international transportation. Low-cost airlines in Asia are severely affected by economic recession. The International Air Transport Association (IATA) has stated that aviation business in Asia is now struggling and forecasted to face a deficit of three thousand million Dollars this year. However, some low-cost airlines can survive in this situation and passengers are likely to reduce travel expenses.

Low cost airlines have always changed marketing strategies to survive in the business and fulfill customers' needs. Service marketing strategy is considered a controllable factor that airlines can apply to enhance customer satisfaction. Service marketing mix: The 7P's consist of Product, Price, Place, Promotion, People or employee, Process, and Physical evidence and Presentation.

Based on the aforementioned information, the researcher would like to study how Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines. Service marketing mix is employed to compare and analyze their effects on the two components. Relationships between personal characteristics and the passengers' satisfaction are analyzed. Research findings can be applied as basic insights and guidelines for market planning to ensure fulfillment of customer satisfaction and brand loyalty in the long run.

2. Literature Review

2.1. Related Research

Safak Aksoy reveals differences between passengers on the Turkish domestic airline and those on four foreign airlines on the same flight destinations with respect to demographic profiles, behavioral characteristics, understanding of airline service dimensions, and satisfaction levels. Differences between the two passenger groups are highlighted in terms of age, sex, education, occupation, sector affiliation, location of domicile, travel purpose, travel frequency, service expectations, and satisfaction levels. It is concluded that the differences in consumer profiles and expectations are valuable clues for domestic and foreign airline firms in understanding their consumers and in designing their marketing strategies [5].

Katanyu Hiransomboon studied the buying behavior and the level of marketing mix (consisting of service product, price, promotion, place /channel of contact, process, people, and physical evidence) on the accommodation service buying decision of backpacker tourists. A direct interview survey of 417 randomly selected backpackers who visited the Inner Rattanakosin Island in Bangkok, Thailand is used. The statistical method used includes frequency, percentage, mean, standard deviation. The results indicated that most backpackers are men, age 20-30 years old, work as the employees in private companies, bachelor degree, annual income is more than 10,000 to 50,000 US\$ and come from Europe. Accommodation service buying behavior includes daily rental expense is more than 10 to 20 US\$, spend a week or less, prefer to stay in the reasonable price guesthouse located nearby tourist site, make decision by themselves, make a reservation and get the information from the website. The important levels of marketing mix ranking respectively are 1) service personnel factor in having a good manner with the friendly personality, 2) physical evidence factor in having a clean place, 3) accommodation product and service factor in being able to go to the tourist sites conveniently, 4) channel of contact factor in being able to contact through agency, 5) process factor in having a convenient reservation process, 6) marketing promotion in

having been advised in travel guidebook column, and 7) price factor in being suitable to their budgets [6].

2.2. Satisfaction Theory

As a summary of psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience [7].

Satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. There are many factors that affect customer satisfaction [8].

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations [9].

Most companies are adopting quality management programs which aim at improving the quality of their products and marketing processes, because it has been proven that "quality has a direct impact on product performance, and thus on customer satisfaction" [10].

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 and desire is concerned [11].

View customer satisfaction as 'the extent to which a firm fulfills customers' needs, desires and expectations [12].

2.3. Concept of Service Quality

Service quality is the excellent service that meets or exceeds customers' needs, thus creating customer satisfaction and customer loyalty [13].

2.4. Service Marketing Mix

Marketing mix is the controllable tool that businesses can apply its combination to satisfy target customers and influence purchase of product or service [14]. Service marketing mix consists of the following factors; (1) Product can fulfill the needs and requirements of people as seller offer product to the customer, and customer gain benefits and value of such products. Commonly, product is categorized into 2 groups which are tangible product and intangible product. Management must select main and additional services that properly satisfy customer needs and remain competitive against those of competitors. (2) Place is the environment of service that affect perception of customers in terms of value and benefits of offerings. Place refers to the location and channel of delivering service. Important factors of service delivery include location, speed, and convenience in which service can be offered through email or website. (3) Price is the monetary value of the product. A customer is likely to compare the value and price of service, and decide to purchase if the value exceed price. Therefore, service price should be clearly determined in correspond to service level so that customers can understand its difference. Moreover, a service provider must concern about non-monetary expense, including time spent in service, unfavorable physical and mental conditions, and dissatisfaction due to under-expected service. (4) Promotion is the communication tool that informs or motivates customers to have particular attitude and behaviors and promotion becomes the key factor of relationship marketing. Products without proper communication are likely to fail. Communication plays important role in conveying information to customers, promote the possible benefits, and stimulate purchase. Key benefits of communication in service marketing focus on sharing customers how they gain benefits from service, when, where, and how to purchase a service. Service marketing mix also has three more factors [15] consist of the following factors; (5) People or employers. This factor requires recruitment,

training, and motivation to be capable of creating better customer satisfaction than competitors do. It is about the relationship between service provider and customer so employee must be competent and possess an attitude to respond to customers, problem-solving skill, be creative and be able to create value to the organization. Many services require the involvement of both customer and employee such as barber service. (6) Process refers to regulations and standard procedures to ensure accurate and quick service. (7) Physical evidence and presentation offer overall quality of service in terms of neat attire, polite communication, quick service, and other benefits that customers deserve, to ensure quality, appropriateness, and efficiency. These factors include building, equipment, clothes, *etc.*

2.5. Marketing Mix in Airline Industry

People Services are deeds, processes, and performance. Service is distinguished from products mainly because they are generally produced at the same time as they are consumed, and cannot be stored away or taken. An enhanced marketing mix needs to be deployed. It's not about simply reaching out to customers with the right service but it's about creating a right desire to possess the service. The 4P's of marketing mix and the 3P's of service marketing mix are, 1) Product mix, design, quality, range, brand name and features. The "Product" is marketed inside a "service" wrapper. Consumers are not demanding the products nor the features of the products but rather the benefits they will be offered. The airline product includes two types of services: On the ground services and in-flight services. 2) Place mix, distribution channels, methods of distribution, coverage, Location, online 24 hour reservation system, consolidation, tour operator/travel agent. Company's affiliation. 3) Price mix, list price, discounts, commissions, surcharges, extras, premium pricing, value for money pricing, cheap value pricing, low cost pricing and apex fares. 4) Promotion mix, advertising, airlines advertisements needs to keep in mind the image of the country, the scenic beauty, tourist attractions, rich cultural heritages or places which would attract a number of tourists, advertisements, receptionist, travel agents and media are very important, In order to publicize the business, sales promotion, travel agents, tour operators and Frontline staff contribute a lot to the promotion of the airlines business, salesmanship and word of mouth "Customer loyalty ladder". 5) People mix, competence, reliability, caring attitude, responsiveness, initiative, problem solving ability, goodwill. 6) Process mix, reservation, flight information, facilities at the airport, baggage handling, meal service, flight entertainment and deliver quality service. 7) Physical evidence mix, on the ground: booking offices or ticket counter, paperwork, brand logos and tickets. In-flight: aircraft, seating configuration, good inner-exterior, cleanliness, uniforms, ambience, baggage and labels or tag [16].

2.6. Research Framework

Based on the literature review in the previous section, the framework for the study was developed and shown in Figure 1.

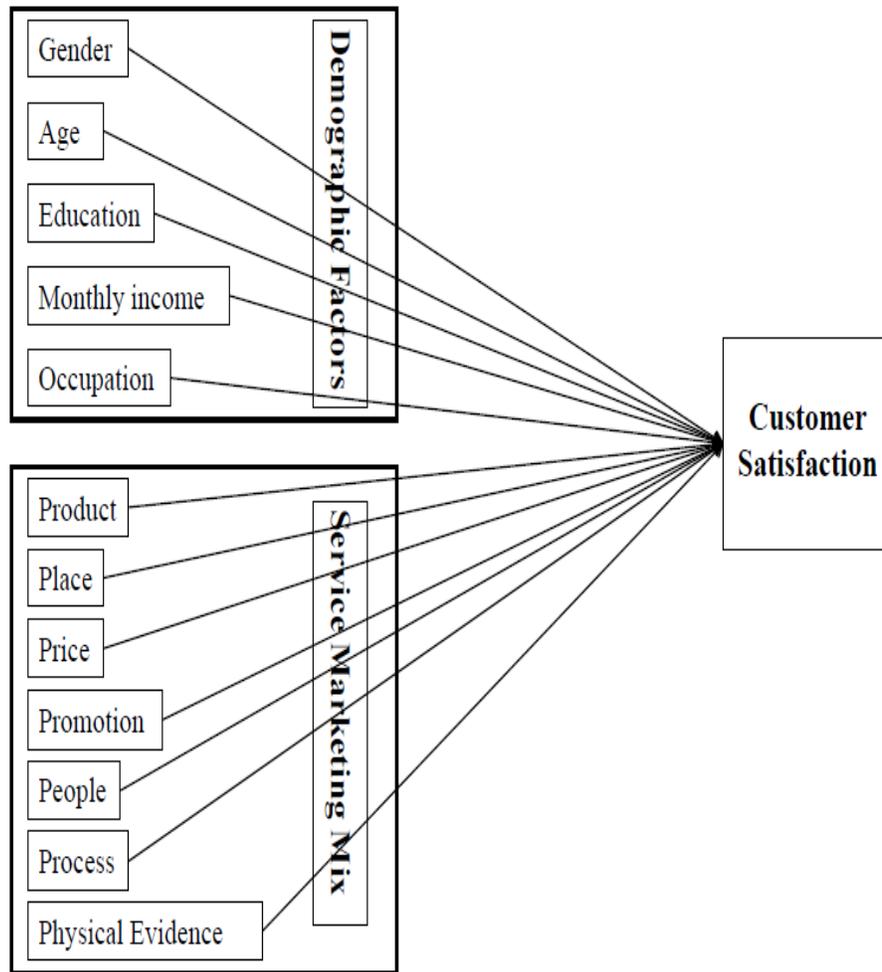


Figure 1. Measure and Appraise Model for Passenger Satisfaction

3. Research Objectives

1. Study Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.
2. Analyze and compare each factor of demographic factors and service marketing mix factor that influence satisfaction of Thai passengers after receiving services from Thailand's domestic low cost airline.

4. Research Hypothesis

1. Demographic factors affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.
2. Service marketing mix factor affects to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.
3. Interaction between demographic factors and service marketing mix that affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

5. Research Methodology

Samples include Thai people living in Bangkok who used to travel by domestic low cost airline. The random convenience sampling method is applied to recruit samples. Size of samples is calculated by estimating a population proportion. In case that the population is large, p and q equal to 0.5, confidence level 95% ($Z = 1.96$), error less than 5% ($e = 0.05$) [17], samples then comprise of 384 persons so the size is enlarged to 400 samples to ensure significant number for factor analysis [18]. The questionnaire is used to gather data in which it is divided into 2 parts as follows; (1) Instruction and guidelines which include research objective, how to fill a questionnaire. (2) The questions are divided into 2 parts which are Part 1: Personal data and Part 2: Questions indicating levels of expectations and service satisfaction based on service marketing mix, 7p's.

The questions in this second part questionnaire are rating scale style or Likert's Scale, which have 5 scales: most important, very important, neutrally important, less important, and least important. Questions according to each service marketing mixed strategy are as follows. Product strategy can be divided into 2 parts with 7 questions in total: 1) on-the-ground services, which contain 5 questions, and 2) in-flight services, which contain 2 questions. Place strategy has 5 questions. Price strategy has 4 questions. Promotion strategy has 5 questions. People strategy has 5 questions. Process strategy has 7 questions. Lastly, the Physical evidence strategy has 7 questions in 2 parts: 3 questions in on-the-ground service part and 4 questions in in-flight service part. Totally, there are 40 questions in Part 2. Each question contains two parts: expectation of consumers before receiving services and satisfaction after services are given.

Research Instrument Testing. (1) Validity is tested in terms of content and wording. (2) Pre-test is applied by distributing questionnaires to 35 samples to find the error, remove low-confidence questions, and adjust some questions to ensure accuracy prior to research. (3) Reliability of the questionnaire is tested by using the Chronbach's Alpha coefficient [19], 35 questionnaires shown 0.973 confidence level.

Data Collection. Adjusted questionnaires are used for data collection, with more than the number specified in research methodology so as to remove unqualified ones. Collected questionnaire will be coded and data will be recorded and analyzed by using statistical programs [20].

6. Statistical Methods

Statistical methods to be used in this research include; (1) Descriptive statistics : Frequency, percentage, mean and standard deviation. (2) Inferential Statistics : The hypothesis test of more than 2 population means, using Two Way Analysis of Variance (ANOVA), and Multiple comparison of Duncan are used to study the differences of mean in ANOVA.

7. Research Results

Research analysis is divided into 2 parts; Part1: Demographic factors of respondents, using descriptive statistics and Part 2: Hypothesis testing, using inferential statistics.

Part1: Demographic factors of respondents, using descriptive statistics

Table 1. Frequency and Percentage of Respondents, by Demographic Characteristics

Demographic factors	Frequency	Percentage
Gender		
Male	176	44.0
Female	224	56.0
Total	400	100.0
Age ranges		
Less than 21 years	10	2.5
21-30 years	123	30.8
31-40 years	112	28.0
41-50 years	98	24.5
More than 50 years	57	14.3
Total	400	100.0
Education level		
Less than bachelor	34	8.5
Bachelor	214	53.5
Postgraduate	152	38.0
Total	400	100.0
Monthly income		
Less than 15,000 Baht	12	3.0
15,001-30,000 Baht	67	16.8
30,001-50,000 Baht	125	31.3
50,001-70,000 Baht	132	33.0
More than 70,000 Baht	64	16.0
Total	400	100.0
Occupation		
Students	14	3.5
Government officer	84	21.0
State enterprise	107	26.8
Private organization/business owner	191	47.8
Others: housewife, retired	4	1.0
Total	400	100.0

From Table 1, proportions of Thai female and male respondents are 56.0% and 44.0% respectively; most of them are in the age range of 21-30 years, 30.8% while proportions of 31-40, 41-50, over 50 years and below 21 years are 28.0%, 24.5%, 14.3%, and 2.5% respectively. Most respondents earned a Bachelor degree at 53.5% while percentage of education which is postgraduate and less than Bachelor degree are 38.0% and 8.5%. Proportions of monthly income in the range of 50,001-70,000 Baht, 30,001-50,000, 15,001-30,000, over 70,000 and below 15,000 Baht are 33.0%, 31.3%, 16.8%, 16.0%, and 3.0% respectively. The proportions of occupations are private organizations/business owner, state

enterprise, government officer, students, and others (housewife/retired) are 47.8%, 26.8%, 21.0%, 3.5%, and 1.0% respectively.

Part 2 Statistical Hypothesis Testing Using Inference Statistics

From the three main research hypotheses research can be analyzed in 11 statistical hypotheses to assume populated as follows;

H1: Interaction between gender variable and service marketing mix variable that affect to Thai consumers' satisfaction after receiving services from Thailand's domestic low cost airline in different levels.

H2: The gender variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H3: Service marketing mix variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H4: Interaction between Age variable and Service marketing mix variable that affect to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H5: Age variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H6: Interaction between Education variable and Service marketing mix variable that affect to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H7: Education variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airline in different levels.

H8: Interaction between Monthly income variable and Service marketing mix variable that affect to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airlines in different levels.

H9: Monthly income variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airlines in different levels.

H10: Interaction between Occupation variable and Service marketing mix variable that affect to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airlines in different levels.

H11: Occupation variable affects to Thai consumers' satisfaction after receiving services from Thailand's Thailand's domestic low cost airlines in different levels.

Hypothesis test of H1: - H11: are more than two-population tests on averages using Two way analysis of variance with a statistical hypothesis that

1. Interaction Hypothesis

H0: $\mu_{A1B1} = \mu_{A1B2} = \dots = \mu_{AiBj}$; $i,j=1,2,3\dots$

H1: At least one pair of average means is different.

2. Main effect (A) Hypothesis

H0: $\mu_{A1} = \mu_{A2} = \dots = \mu_{Ai}$; $i = 1,2,3\dots$

H1: At least one pair of average means is different.

3. Main effect (B) Hypothesis

H0: $\mu B_1 = \mu B_2 = \dots = \mu B_j$; $j = 1,2,3\dots$

H1: At least one pair of average means is different.

The results of testing this hypothesis are shown in Table 2.

Table 2. Test of Mean Difference; using Two Way ANOVA

Source of variation	Sum of Square	df	Mean square	F	Sig
Gender	3.123	1	3.123	9.590	0.002*
Service Marketing Mix	78.835	6	13.139	40.348	0.000*
Gender*SMM	0.202	6	0.034	0.104	0.996
Error	907.247	2786	0.326		
Total	991.235	2799			
Age	2.512	4	0.628	1.916	0.105
Service Marketing Mix	34.493	6	5.749	17.540	0.000*
Age*SMM	1.837	24	0.077	0.234	1.000
Error	906.223	2765	0.328		
Total	991.235	2799			
Education	3.412	2	1.706	5.230	0.005*
Service Marketing Mix	43.622	6	7.270	22.286	0.000*
Education*SMM	0.577	12	0.048	0.147	1.000
Error	906.583	2779	0.326		
Total	991.235	2799			
Monthly income	2.908	4	0.727	2.222	0.064
Service Marketing Mix	42.045	6	7.008	21.418	0.000*
Monthly income *SMM	3.009	24	0.125	0.383	0.997
Error	904.656	2765	0.327		
Total	991.235	2799			
Occupation	3.796	4	0.949	2.906	0.021
Service Marketing Mix	12.853	6	2.142	6.561	0.000*
Occupation*SMM	4.040	24	0.168	0.516	0.975
Error	902.737	2765	0.326		
Total	991.235	2799			

Remark: SMM derived from Service Marketing Mix and Sig with * that mean factors have different at 0.05 significance level.

H1: hypothesis testing showed that the interaction between gender variable and service marketing mix variable got (F (6,2786) = 0.104, p = 0.996). Due to p-value > 0.05, so H0 should be accepted at significance level of 0.05. This result implies that the interaction between gender variable and service marketing mix variable do not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

H2: hypothesis testing showed that gender variable got (F (1,2786) = 9.590, p = 0.002). Due to p-value < 0.05, so H0 should be rejected at a significance level of 0.05. This result

implies that Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines are different based on each level of gender that is male and female are different. In other words, gender variable does affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines. Results are shown in Table 3.

H3: hypothesis testing showed that service marketing mix variable got ($F(6,2786) = 40.348, p = 0.000$). Due to $p\text{-value} < 0.05$, so H_0 should be rejected at a significance level of 0.05. This result implies that Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines are different based on each aspect of the service marketing mix variable for at least 2 aspects. In other words, service marketing mix variable does affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines. Multiple comparison of Duncan is used to study the differences of such level; results are shown in Table 3.

H4: hypothesis testing showed that the interaction between age variable and service marketing mix variable got ($F(24,2765) = 0.234, p = 1.000$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the interaction between age variable and service marketing mix variable do not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines.

H5: hypothesis testing showed that age variable got ($F(4,2765) = 1.916, p = 0.105$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the age variable does not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

H6: hypothesis testing showed that the interaction between education variable and service marketing mix variable got ($F(12,2779) = 0.147, p = 1.000$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the interaction between education variable and service marketing mix variable do not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines.

H7: hypothesis testing showed that education variable got ($F(2,2779) = 5.230, p = 0.005$). Due to $p\text{-value} < 0.05$, so H_0 should be rejected at a significance level of 0.05. This result implies that Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines are different based on each level of education level for at least 2 levels. In other words, education variable does affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines. Multiple comparison of Duncan is used to study the differences of such level; results are shown in Table 3.

H8: hypothesis testing showed that the interaction between monthly income variable and service marketing mix variable got ($F(24,2765) = 0.383, p = 0.997$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the interaction between monthly income variable and service marketing mix variable do not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

H9: hypothesis testing showed that monthly income variable got ($F(4,2765) = 2.222, p = 0.064$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the monthly income variable does not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

H10: hypothesis testing showed that the interaction between occupation variable and service marketing mix variable got ($F(24,2765) = 0.516, p = 0.975$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the interaction

between occupation variable and service marketing mix variable do not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

H11: hypothesis testing showed that occupation variable got ($F(4,2765) = 2.906, p = 0.021$). Due to $p\text{-value} > 0.05$, so H_0 should be accepted at significance level of 0.05. This result implies that the occupation variable does not affect to Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline.

Table 3. Multiple Comparison of Duncan of Demographic Factors and Service Marketing Mix (7P'S) Factor

Variable	Level	Mean
Gender	Male	3.6772 ^a
	Female	3.5984 ^b
Education	Less than bachelor	3.5487 ^a
	Bachelor	3.6648 ^b
	Postgraduate	3.6802 ^b
Service Marketing Mix	Product	3.7466 ^d
	Place	3.8920 ^e
	Price	3.5150 ^b
	Promotion	3.3375 ^a
	People	3.7465 ^d
	Process	3.7465 ^d
	Physical Evidence	3.6415 ^c

Remark: Mean score with different alphabet marked has different at 0.05 significance level

Table 3 showed that the multiple comparison results of average means of Thai consumers' satisfaction after receiving services from Thailand's domestic low cost airlines for a gender variable. Average means of the satisfaction in male is higher than female. As for the education variable can be divided into 2 groups. The first group is Less than a bachelor degree. The second group includes bachelor degree and postgraduate. The mean of the satisfaction in the second group is higher than the first group. As for each aspect in the service marketing mix (7P'S) can be divided into 5 groups. The first group is promotion. The second group is price. The third group is physical evidence. The fourth includes product, people and process and the fifth group is place. Average means of the satisfaction in the fifth group are the highest. Following by the fourth, third, second and the first group respectively. These results imply that Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline for each aspect in the service marketing mix (7P'S) such as place, product, promotion and process are higher than other factors. When looking into the details, aspects of services that passengers satisfy after receiving at a high level are a call center for providing advice and 24-hour reservation, convenience in terms of ticket availability and payment, location of the ticket office is easy-to-find and convenient to contact, the overall performance of on the ground service, the aircraft used for the travel are safety and checked before use, promotion such as privilege, mileage program, to load more baggage, sales techniques with a wide variety of formats, convenience and speed of check-in process, convenience and speed of baggage claim, and convenience and speed of preparing for flight departure.

8. Conclusion and Discussion

The female is the majority of these samples, most of them are of age 21-30 years old, 31-40 and 41-50 years old, respectively. Most of the samples have Bachelor's degrees and Postgraduate, respectively. The group with less than Bachelor's degree is the smallest. Samples mostly have income between 50,001-70,000 Baht, followed by 30,001-50,000 Baht, and 15,001-30,000 Baht, respectively. A group of samples with private/own business occupation is the largest, followed by state-owned enterprise and government occupation.

Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines is different according to gender and education. In other words, Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines do depend on gender and education. By gender, average mean of the satisfaction in male is higher than female. As for education, mean of the satisfaction in less than a Bachelor's degree is the least.

As for average means of Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airlines, they vary across different aspect of the service marketing mix (7P'S). The mean of satisfaction for place is the highest, followed by product, people and process, respectively.

The above results imply that demographic factors (gender and education) that do affect Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline. Thai passengers' satisfaction differs for each aspect of the service marketing mix (7P'S), in particular, for place, product, process, and people. Examples of aspects affecting Thai passengers' satisfaction after receiving services from Thailand's domestic low cost airline are a call center for providing advice and 24-hour reservation, convenience in terms of ticket availability and payment, location of the ticket office is easy-to-find and convenient to contact, the overall performance of on the ground service, the aircraft used for the travel are safety and checked before use, promotion such as privilege, mileage program, to load more baggage, sales techniques with a wide variety of formats, convenience and speed of check-in process, convenience and speed of baggage claim, and convenience and speed of preparing for flight departure.

References

- [1] Airport of Thailand Public. The Global Gateway . Annual Report, Bangkok, (2012), pp. 45-54.
- [2] M. Sriwong, "Do it by heart", MBA. Bangkok, vol. 11, (2011), pp. 128-129.
- [3] Than. The chances of the low cost airline business in 2556 with access to the AEC. Than Printing Company Limited, (2012), pp. 10-22.
- [4] The times 100, Operations theory: Customer satisfaction, (2013) from <http://businesscasestudies.co.uk/business-theory/operations/customer-satisfaction.html#ixzz2Vfqor2OI>.
- [5] A. Safak, A. Eda and A. Serkan, "Airline services marketing by domestic and foreign firms: differences from the customers' viewpoint", Journal of Air Transport Management, vol. 9, no. 6, (2003), pp. 343-351.
- [6] H. Katanyu, "Marketing Mix Affecting Accommodation Service Buying Decisions of Backpacker Tourist Traveling at Inner Rattanakosin Island in Bangkok Thailand", Procedia Economics and Finance, vol. 3, (2012), pp. 276-283.
- [7] R. Oliver, "Measurement and Evaluation of Satisfaction Process in Retail Settings", Journal of Retailing, vol. 57, (1981), pp. 25-48.
- [8] W. D. Hoyer and D. J. MacInnis, "Consumer Behaviour", 2nd Ed. Boston: Houghton Mifflin Company, (2001).
- [9] P. Kotler, Marketing Management: The Millennium edition, New Jersey: Prentice Hall, (2000).
- [10] P. Kotler, G. Armstrong, J. Saunders and V. Wong, "Principle of Marketing", 3rd Edition, Pretence Hall, (2002).
- [11] O. C. Hansemark and M. Albinson, "Customer Satisfaction and Retention: The Experiences of Individual with Employees", Managing Service Quality, vol. 14, no. 1, (2004).
- [12] W. D. Perreault, Jr. McCarthy, E. Jerome, S. Parkinsen and K. Stewda, "Basic Marketing", European Edition, London: Mcgraw Hill, (2000).

- [13] C. Chaisompon, *Service Marketing*. 8th Edition, Se-ed-uktion, Bangkok, **(2006)**, pp. 106.
- [14] P. Kotler and K. L. Keller, "Marketing Management", 12th Edn., Pearson/Prentice Hall, Upper Saddle River, NJ, **(2006)**, pp. 134-138.
- [15] S. Siriwan, "Strategic marketing and strategic marketing focus", Tanaratchagorn, Bangkok, Thailand, **(2007)**.
- [16] G. Biswajit, "Service marketing mix in airlines industry", from http://www.slideshare.net/biswajit_86/service-marketing-mix-in-airlines-industry, **(2009)**.
- [17] T. Yamane, "Statistics: An Introductory Analysis", 2nd Edn., Harper and Row, New York, **(1967)**, pp. 919.
- [18] B. Chanagan, "The community of practice document faculty of medicine", Siriraj Hospital, Bangkok, Thailand, **(2011)**.
- [19] L. J. Cronbach, "Coefficient alpha and the internal structure of tests", *Psychometrika*, **(1951)**, pp. 297-334.
- [20] S. B. Green and N. J. Salkind, "Using SPSS for Windows and Macintosh: Analyzing and Understanding Data", 6th Edn., Pearson/Prentice Hall, USA, **(2008)**.