The Factors Influencing Low-cost Airline Passenger Satisfaction and Loyalty in Bangkok, Thailand

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ABSTRACT

In this research, we address the following questions that are becoming increasingly important to managers in low-cost airline industries: is there a relationship between marketing mix and service quality with customer satisfaction and loyalty in the context of the Thailand low-cost airline industry? If yes, how is the relationship between these four variables?

The low-cost airline industry in Thailand is one of the largest in the Asian country and one of the fast growing globally. Loyalty is an important issue for the sustainability of business of the companies. Relationships with the customers should be built well in order to achieve their satisfaction and consequently loyalty. Furthermore, the airlines sector has its own specific circumstances to be considered in order to earn the customer satisfaction. In this study the service marketing mix and service quality are the most important factors that affect the low-cost airline passenger satisfaction and loyalty in Thailand. The concept of marketing mix divided into product and service marketing mix. In this study would focus on the service marketing mix. The service marketing mix consists of 7 P’s (Product, Price, Place, Promotion, People, Physical Evidence, and Process). To measure functional quality and perceived quality satisfaction in the low-costs airline industry, there are some models. However, in this study, the proposed model was developed by the help of the most popular and complete service quality measurement model of SERVQUAL.
The population of the study is all of the low-cost airline passengers in Don Mueang international airport. And the survey research will be through distributed questionnaire to low-cost airline passenger in Don Mueang international airport to collect data. After that use the multiple regression analysis to analysis the result and examine the relationship among above factors. Results of the study show that there are high positive correlation between the constructs of marketing mix and service quality with customer satisfaction and loyalty. And the research also showed that (1) the service marketing mix factors have partially affects low-cost airline passenger’s satisfaction. (2) The service quality factors have partially affects low-cost airline passenger’s satisfaction. (3) The service quality factors have partially affects low-cost airline passenger’s loyalty. (4) The passenger’s satisfaction factor affects passenger’s loyalty. Finally, Understanding customers’ responses to airline service quality and the factor effect the low-cost airline passenger satisfaction and loyalty, airline managers can gain a better understanding of how to improve their service offers to satisfy customers and improve the customer loyalty. And the results of the study can be a useful resource for future research.