

# **THE ANALYSIS OF SERVICE MARKETING THORUGH THAI AIRWAYS INTERNATIONAL PUBLIC COMPANY LIMITED ' PASSANGER DECISION: A CASE STUDY OF THE ROUTE FROM BANGKOK TO SINGAPORE**

by

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## **ABSTRACT**

The objectives of this research study are as follows 1. To analyze the need of passengers who flew the Thai Airways' Bangkok – Singapore route and 2. To present the Service Marketing Strategy that affects the Thai Airways' passenger decision of the Bangkok – Singapore route. The research's methodology composes of qualitative and quantitative techniques by interviewing the airline experts and former passengers in order to set the questions, later, 23 questions were acquired by using the questionnaire as a tool. At the first stage, the suitability of contents and relevance with research theories were checked through 5 Item Objective Congruent (IOC) experts. After that, the data from 400 sample size population were compiled. According to the result of the primary analysis, the Alpha Coefficient of the reliability of the questionnaire is 0.923 which is considered well accepted. By using the Exploratory Factor Analysis – EFA to analyze the first objective, it is found that there were 22 factors from 23 accepted factors. The Focus interview technique was used to confirm the result acquired in order to apply with the strategy according to the second objective. We found that the ways and means of the Service Marketing Strategy that affect the Thai Airways' passenger decision towards the Bangkok – Singapore route can be presented with 3 strategies as follows: 1) The variety of services, 2) The hearty of the journey, and 3) The willingness of service respectively.

## **KEYWORDS**

Service Marketing Strategy, Airline Strategy, Airline's Passenger Decision

## **INTRODUCTION**

Singapore is a developed country is a country with a growth rate of travel and tourism in Asia. Hong Kong was ranked second. Overall economy of Singapore. Most of the travel. Followed by a conference or seminar. By the year. Singapore the tourism industry can revenue a record 1.48 billion Singapore dollars (about 9.8 billion U.S. dollars), while the number of visitors at 10.1 million, down 1.6% compared to 2550. (University, 2012) The current commonly used aircraft travel for shorten during the trip. To provide a greater vacation. And the traveller just short time a transportation convenience and not expensive; Singapore is the one choice for Thai people to destination in vacation with family or travel although seminar. Singapore are many places foe attract people ex. Universal studio Singapore flyer marina bay or Santos islands ; a little island filled of magic and locate. And shopping mall are attract to Singapore especially woman; as the brand name hi end street ware and casual . Also transportation is complete is make Singapore is the choice for the other people that “ the city of living” on the travel marketing, Thai Airways International company

limited. Aware of the importance of focusing on the must increase sales even more. Many airline recognize the potential of Singapore. The focus is on Singapore. Singapore as a hub or a stopover for visitors to have the opportunity to come to Singapore once. The dismal performance of the convenient grade. I can not even trip voyage. Traveling l to Singapore's fast growth. Making Singapore Changi airport has built up three passenger terminal buildings to handle the volume of tourists the service this airport. And one of this airlines that come to used is Thai airways. Thai Airways flight to five per day and have led to large aircraft to meet the needs of passengers who want to travel to Singapore.

The objectives of this study are: 1) to analyze the need of passengers who flew the Thai Airways' Bangkok – Singapore route, and 2) to present the Service Marketing Strategy that affects the Thai Airways' passenger decision of the Bangkok – Singapore route.

## **METHODOLOGY**

The research's methodology composes of mixed-methods (qualitative and quantitative techniques). The qualitative methodology obtained by secondary data from review literatures and history data, emphasis on airline passenger, service marketing strategy. The quantitative methodology obtained by primary data by collected from 400 people as Thai Airways' passenger used to serve by Bangkok – Singapore route. The questionnaire technique created by interviewing the airline experts and former passengers in order to set the questions was about 23 questions. The criteria to estimate from the reliability of questionnaire used by Item Objective Congruent (IOC) from expertise about questionnaire tools and involving in airline.

The first of objective used by the questionnaires were answered, and then to explore the 23 questions as factors to rearrange for each of factors were related into the group by used Exploratory Factor Analysis(EFA) and then find the average (mean) and standard deviation (S.D.) after found that the strategy and component. The result of research to ensure that focus group with experts, airline manager, passengers. Then present the service marketing strategy were effect of Thai Airways' passenger decision.

## **RESULTS ANALYSIS, DISCUSSION, AND CONCLUSION**

The result found that the Exploratory Factor Analysis (EFA) was determined the group of factor should be separate in 3 groups; therefore this research found that 3 strategies are consist of 1. The variety of services Strategy, 2. The hearty of the journey Strategy, and 3. The willingness of service Strategy. There are called "VHW Strategy" and the component of each strategy were shown as table 1:

**TABLE 1**  
**VHW STRATEGY FOR SERVICE MAREKTING THROUGH THAI AIRWAYS '**  
**PASSENGER DECISION IN A CASE OF BANGKOK TO SINGAPORE ROUTE**

<b>Exploratory Factor Analysis</b>	<b>Score</b>
<b>The variety of services Strategy</b>	
The benefits of reduced fares airline.	.645
Convenience of the airline ticket.	.640
The services of the airline mileage.	.637
The process provides for the carriage of passengers and baggage.	.625
Cleanliness of the facilities such as toilets, round trip fare.	.601
The seat reservation services via the Internet.	.597
The use of advertising media continuously.	.595
Fares comparable prices with other airlines are appropriate.	.581
Service Lounge airline.	.580
Service inquiries through the call center.	.554
Modern of service technology.	.552
A variety of thousands of airline ticket reseller.	.546
<b>The hearty of the journey Strategy</b>	
The image of Thai Airways.	.741
Diversity in the flight schedules of the airlines.	.728
Service model of the aircraft. Appropriate routes.	.720
During the service, the drinks on the plane.	.588
Belongings insurance carriers.	.573
The comfort of the seats available on the aircraft.	.567
<b>The willingness of service Strategy</b>	
The willingness of service Strategy	.737
Willingness to help airline passengers.	.665
Service is friendly to airline staff.	.643
Available in the reservation of an airline seats.	.561

From Table 1 shown that VHW Strategy was consisting of the following:

1. The variety of services Strategy compliance with 1.1 The benefits of reduced fares airline., 1.2 Convenience of the airline ticket., 1.3 The services of the airline mileage., 1.4 The process provides for the carriage of passengers and baggage., 1.5 Cleanliness of the facilities such as toilets, round trip fare., 1.6 The seat reservation services via the Internet., 1.7 The use of advertising media continuously., 1.8 Fares comparable prices with other airlines are appropriate., 1.9 Service Lounge airline., 1.10 Service inquiries through the call center., 1.11 Modern of service technology., and 1.12 A variety of thousands of airline ticket reseller, respectively. Because of airliner should offer by variety of services and should focus on the service to serve satisfaction of passenger greater than expectation then received the cut point of target market from variety of services. Therefore the services variety became the core strategy.(Bush, 2011; Shu-Fang & Tzai-Zang, 2011; Sickert, 2011; Wall, Anselmo, Flottau, & Norris, 2011)

2. The hearty of the journey Strategy compliance with 2.1 The image of Thai Airways., 2.2 Diversity in the flight schedules of the airlines., 2.3 Service model of the aircraft. Appropriate routes., 2.4 During the service, the drinks on the plane., 2.5 Belongings insurance carriers., and 2.6 The comfort of the seats available on the aircraft., respectively. Because of the hearty of the journey strategy was a key factor to stimulated the band and image of airline. The many products and services were served the passenger by modern of aircraft and used new technology of aircraft to promote for safety and comfortable for traveling. Therefore this strategy focus on the airline products and services emphasis on modern and new of technology to be a leader of airliner. (Hofmann, 2011; Royal, 2011; Shu-Fang & Tzai-Zang, 2011)

3. The Willingness of service Strategy compliance with 3.1 Willingness to help airline passengers., 3.2 Service is friendly to airline staff., and 3.3 Available in the reservation of an airline seats., respectively. Because of the willingness of services strategy were focus on passenger should be received the services by warm welcome between used of service with airline. The willing or empathy of services known as the basis criteria to be promoted the standard and high level of airline that depend on human resource management and human development management. Therefore this strategy cannot be ignored cause of the figure of standard of airline. (Kuo, 2011; Philp, 2011; Shu-Fang & Tzai-Zang, 2011)

From the table 1 found that the exploratory factor analysis is the tools of arrange the strategy then this research focus on the passenger' decision, therefore table 2 would be shown that the passenger decision of each factor determined by each strategy as following:-

**TABLE 2**  
**THE PASSENGER DECISION OF EACH FACTOR DETERMINED BY EACH STRATEGY**

<b>The variety of services Strategy</b>	<b>Mean</b>	<b>Std. Deviation</b>
A variety of thousands of airline ticket reseller.	4.04	.700
The seat reservation services via the Internet.	3.97	.737
Cleanliness of the facilities such as toilets, round trip fare.	3.96	.753
Convenience of the airline ticket.	3.92	.727
Fares comparable prices with other airlines are appropriate.	3.92	.761
Service inquiries through the call center.	3.91	.797
The services of the airline mileage.	3.90	.710
Service Lounge airline.	3.88	.765
The process provides for the carriage of passengers and baggage.	3.87	.765
Modern of service technology	3.87	.785
The use of advertising media continuously.	3.83	.790
The benefits of reduced fares airline.	3.80	.762
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<b>The hearty of the journey Strategy</b>	<b>Mean</b>	<b>Std. Deviation</b>
The image of Thai Airways.	4.21	.650
During the service, the drinks on the plane.	4.09	.744
Diversity in the flight schedules of the airlines.	4.04	.700
The comfort of the seats available on the aircraft.	3.97	.739
Service model of the aircraft. Appropriate routes.	3.97	.721
Belongings insurance carriers.	3.94	.756
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<b>The willingness of service Strategy</b>	<b>Mean</b>	<b>Std. Deviation</b>
Service is friendly to airline staff.	4.00	.672

Willingness to help airline passengers.	3.98	.729
Courtesy of employees in the airline services.	3.97	.723
Available in the reservation of an airline seats.	3.88	.752

From the table 2 would be shown that the factor that passenger selected top 3 average of each strategy as 1. The variety of services Strategy consist of 1.1 A variety of thousands of airline ticket reseller., 1.2 The seat reservation services via the Internet., and 1.3 Cleanliness of the facilities such as toilets, round trip fare, respectively. 2. The hearty of the journey Strategy consist of 2.1 The image of Thai Airways., 2.2 During the service, the drinks on the plane., and 2.3 Diversity in the flight schedules of the airlines., respectively. And 3. The willingness of service Strategy consist of 3.1 Service is friendly to airline staff., 3.2 Willingness to help airline passengers., and 3.3 Courtesy of employees in the airline services., respectively. Therefore airline should be focused on the factors that had average greater than 3.5. This research found all of the average has pass and should be emphasis of all the factor to be provided service as passenger received high standard of services from airline.

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