

A CAUSAL MODEL OF PASSENGER SERVICE QUALITY FACTORS AT SUVARNABHUMI AIRPORT

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Abstract

This research on a casual model of passenger service quality factors at Suvarnabhumi Airport aimed 1) to study integrated marketing communications, service quality, passenger satisfaction, and passenger loyalty, 2) to analyze both direct and indirect factors of service quality, and 3) to develop a casual model of passenger service quality management factors. The hypothesized model was based on the service quality, satisfaction, and loyalty. The results will be beneficial to airport management for planning and marketing communications. Both quantitative and qualitative methods were used. Data were collected during 2014 until mid 2015. Firstly, in-depth interviews were conducted with the Director of Public Relations Division, the Director of Planning and Statistics Division, the Senior Officer Terminal Service, the Senior Officer Building Maintenance, the Executive Officer Suvarnabhumi Airport one stop service, the Corporate Communications Officer, and observer as participant were made at Suvarnabhumi Airport. Documents were analyzed from newspapers, related news, articles, books, and magazines. Secondly, a survey was conducted among 900 samples, selected from Suvarnabhumi Airport passengers. The respondents were over 16 years old, both Thais and foreigners, who had visited the airport at least once during 2014 until mid 2015. Results showed that the model fitted well with the empirical data ($\chi^2/df= 4.98$ CFI = .99; RMR = .03; RMSEA = .06; GFI = 0.95; NFI = .98; AGFI = .86). Service quality had a positive direct effect on passenger satisfaction. Integrated marketing communications had a positive direct effect on passenger satisfaction. Overall passenger satisfaction had a positive direct effect on passenger loyalty. The respondents perceived marketing communications at medium levels, with high levels for service quality, passenger satisfaction, and passenger loyalty. The findings indicated that passenger satisfaction and passenger loyalty should be significantly established focusing on service quality and integrated marketing communications.

Keyword: Service Quality, Suvarnabhumi Airport, Causal Model, Satisfaction

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Introduction

A report issued by the International Air Transport Association: IATA (2015) revealed that the number of air travelers in 2014 was 3,300 million, increased by 5.9% from 2013, and the largest growth in the world aviation business in the last decade. The reliability of plane transportation, which is ranked as the safest means of travel. Most of these passengers were served by new commercial airlines in the Asia Pacific region (AFP, 6 February 2015). The Master Card Global Destination Cities Index (2014) found that Bangkok, Thailand was the top destination cities in 2013, followed by London, Paris, Singapore, and New York. This has caused a large expansion of air transportation in Thailand. The World Economic Forum (2013) graded the competency of tourism in Thailand, and revealed that the country is ranked 9th in the Asia Pacific region, and 43rd in the world. Furthermore, the passenger increase of 15 million in 2010 and 26 million in 2013 resulted in income growth from 547,781 million to 1,171,651 million baht (Tourism Authority of Thailand, 2014). These numbers reflect Thailand as a very popular tourist destination. Most tourists are from abroad and arrive by plane. Tourism is very important for Thailand and boosts the economy, society and culture, as it generates substantial foreign exchange income. The increase in the tourism industry and the quantity of air transportation impact directly on the internal airport management. If the airport lacks a good quality service at international standards, then this will negatively affect the tourism industry. Tourist first impressions of Thailand are at the airport; therefore service quality here is paramount. The aura of culture, Thai tradition, and unique Thai architecture starts at the airport, extending from the first day to the last day of the trip. If the airport provides good service quality, this will enhance and promote the image of Thailand in a positive direction and bring joy to the population.

Every year the airport is evaluated on an international ranking scale. A higher ranking boosts the popularity

of Thailand. The Airport Council International (ACI) ranks member airports regarding the air traffic rate, number of passengers, and airport service quality. ACI ranking are acceptable as standards of reliability. For the numbers of arrival/departure passengers in September 2014, ACI ranked Suvarnabhumi Airport, symbol BKK, and the main airport in Thailand in 16th place with 2,756,300 foreign visitors. Within Asia, Thailand was ranked 5th, behind Hong Kong, Singapore, South Korea, and Taiwan.

A report by the aviation service, section of aviation operation of Suvarnabhumi Airport (2015) found that the number of flights, passengers, cargo, and parcel post from 2011-2014 continuously increased until 2013. At that time Thailand was faced with political issues which resulted in many flight cancellations and reduced passenger numbers; cargo and parcel post volumes also dropped dramatically. The situation returned to normal once the problems were resolved.

The Airports of Thailand Public Company Limited (AOT PLC) manages the six international airports in Thailand. The AOT is keen to develop Suvarnabhumi Airport as the center of aviation, tourism, and air freight in Asia. The proactive tourism policy of the Tourism Authority of Thailand (TAT) encourages all public services to welcome and provide a good experience for passengers using the services of Suvarnabhumi Airport, to promote its global ranking. All services are ready to support the increase in passengers, including cooperation with Immigration Division 2 to install 16 automatic passport checking machines at the airport.

This research about Suvarnabhumi Airport was hampered by limitations of data resources. Previous researchers during 2010-2015 examined the impact of noise levels and public relations. These are not covered by this study which is concerned about the guidelines for the service quality management of the passengers that is mainly variable leads to world class airport. As mentioned above, the researcher aimed to study the causal relationship model of factors of service quality

for passengers at Suvarnabhumi Airport, and establish guidelines for managing the development and arrangement of the airport in the future. The results will increase the understanding of service quality management, and assist in planning and marketing communications for Suvarnabhumi Airport to increase future efficiency.

Aims of the Research

1. To study marketing communications, service quality, passenger satisfaction and passenger loyalty at Suvarnabhumi Airport
2. To analyze both direct and indirect factors of service quality
3. To develop a casual model of passenger service quality management factors

Scope of the Research

This research studied Thai and foreign passengers at Suvarnabhumi Airport who were over 16 years old. The respondents had used the airport at least once during 2014 until mid 2015.

Expected Benefits

1. The directors of Suvarnabhumi Airport and entrepreneurs can improve their management structures and plan ahead for businesses related to the airport. The data and results from the research can be applied in planning.
2. The research will provide new ideas and understanding to promote quality management guidelines and increase customer satisfaction and loyalty.
3. A causal model of passenger service quality factors at Suvarnabhumi Airport will be presented.
4. The government, private sectors, and organizations concerned with marketing communication and service quality management in the application of the causal model of passenger service quality factors, will benefit from the increase in customer satisfaction and loyalty toward the airport.

Literature Reviews

1. Service Business and Service Quality

Characteristic of products and service are different. These fundamental differences require a different marketing approach and strategy in order to successfully market the product or services. Products are essentially tangible and they can be touched, felt, smelled, taste and heard. Consumers can therefore sample the product prior to purchase and marketers can make use of these five senses as part of their marketing strategy but service is intangible, inseparable, heterogeneous. Furthermore, service has more intensive interaction with service users in both direct and indirect ways. In order to evaluating service quality, Zeithaml, Parasuraman and Berry (1996) found 5 important dimensions and named their survey instrument SERVQUAL. The 5 SERVQUAL dimension are

- (1.) Tangible - Appearance of physical facility, equipment, personnel and written materials.
- (2.) Reliability - ability to perform the promised service dependably and accurately.
- (3.) Responsiveness - willingness to help customers and provide prompt service
- (4.) Assurance - knowledge and courtesy of employees and their ability to convey trust and confidence.
- (5.) Empathy - caring, easy access, good/communication, customer understanding and individualized attention giving to customers. Moreover, previous researcher found the potential of physical setting as valuable and appropriate strategy in attracting customers in the service business. service setting also plays a critical role in shaping expectations, differentiating service firms, facilitating customer and employee customer goals, and influencing the nature of customer experiences. According to Bitner (1992) point out that Servicescape is considered as the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service" Bitner (1992) identifies three primary dimensions of the servicescape that influence customers' holistic

perceptions of the servicescape and their subsequent internal and external responses. The three dimensions are:

- (1.) Ambient conditions
- (2.) Spatial layout and functionality
- (3.) Signs, symbols and artifacts

2. Integrated Marketing Communications

Integrated marketing communications has evolved in recent years. The goal of integrated marketing communication is to develop marketing communications programs that coordinate and integrate all elements of promotion such as advertising, sales promotion, personal selling and public relations so the organization presents a consistent message. Integrated marketing communications have to manage all sources of company contact with customer (Kotler, 2008)

3. Customer Satisfaction

Satisfying customers is one of the main objectives of every business. Businesses recognize that keeping current customers is more profitable than having to win new ones to replace those lost. Good customer satisfaction has an effect on the profitability of nearly every business. Base on research done by numerous researchers and academicians, it can be implied that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repeat purchases on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention.

4. Customer Loyalty

Customers are the lifeblood of any business and this post explains the importance of building customer loyalty for business success. According to Zeithaml et al. (1996) propose a comprehensive multi dimensional framework to measure customer loyalty. In their research, loyal customer have

- (1.) Purchase Intension – repurchase intension.
- (2.) Price Sensitivity
- (3.) Word of mouth

- (4.) Complain Behavior

Study Methods

This study integrated quantitative research as the major, and qualitative research as the minor factors of data input.

Tool Developments

Step 1. Collect qualitative data for study to enhance service quality communication and increase the satisfaction and loyalty of passengers at Suvarnabhumi Airport, by conducting document analysis, observer as participant, and in-depth interviews were conducted with the Director of Public Relations Division, the Director of Planning and Statistics Division, the Senior Officer Terminal Service, the Senior Officer Building Maintenance, the Executive Officer Customer Service Department and the Corporate Communications Officer,

Step 2. Conduct quantitative research to design a model of service quality management for integrated marketing communications of Suvarnabhumi Airport's passengers, through survey research to collect data from a questionnaire.

Content Validity Evaluation

The researcher conducted an evaluation of the questionnaire through consultation with an advisor and expert, to check the content validity against the Content Validity Index (CVI) in each sentence, and whether it corresponded with the theory. To qualify the CVI should be above 0.80 (Polit and Beck, 2008).

Tool Reliability Evaluation

The researcher conducted a pilot test of the questionnaire to prove the validity of the question content, and the difficulty-easiness in language use applicable to the requirements. The questionnaire was tested by 30 people who closely matched the population used in the research, to check the reliability by alpha coefficient. Results showed that the perception of marketing communication at Suvarnabhumi Airport was .952, the reliability of the questions concerning the satisfaction toward the service quality was .972, the

reliability of the questions about the satisfactions of the passengers was .810, and the reliability of the questions about passenger loyalty was .908. The construct validity of tool quality, confirmatory factor analysis, and the measurements of all latent variables in the model were proved.

Data Analysis

1. Descriptive data analysis was performed on the demographic data of participants, information from passengers who used the service of Suvarnabhumi Airport, the perceptions of integrated marketing communication, and satisfaction toward the service quality and passenger loyalty.

2. Basic agreement statistics were used to analyze the construct model. The researcher conducted multicollinearity problem checking, using the correlation coefficient (r) to determine the level of relationship between two observable factors, by application of the criteria of Batz's relation classification (Vichien Khetsing, 2003). The

correlation coefficient of each pair of variables should not exceed 0.8. In addition, the researcher conducted a test of construct validity for the measurement model of all seven latent variables, using confirmatory factor analysis. Prior to analysis, the researcher checked the statistical value of Bartlett's test of sphericity, and the Kaiser – Meyer – Olkin Index (KMO), to determine the suitability of these factors for the confirmatory analysis.

3. Data analysis was performed on the harmony and correspondence of the empirical causal model of passenger service quality factors of Suvarnabhumi Airport. The researcher analyzed the data using structural equation modeling analysis, to estimate the model parameters by the maximum likelihood method, and various statistical index values to check the harmony and correspondence of the model and the empirical data, using index criteria developed by Wheaton, Muthen, Alwin, and Summers (1977) and Chadcham (2003) (Table 1).

Table 1: Structural model of fitness indices

Fitness indices	Suggested value
1. χ^2	($p > .05$)
2. χ^2/df	<5.00
3. Goodness of Fit Index : GFI	>0.90
4. Comparative Fit Index : CFI	>0.95
5. Standardized Root Mean Square Residual :RMR	<0.08
6. Root Mean Square Error of Approximation: RMSEA	<0.06
7. Normed Fit Index : NFI	>0.90
8. Adjusted goodness of fit index : AGFI	>0.90

Results

Section 1 Demographic data of the samples

The samples included 459 males (51.0%) and 441 females (49.0%). Most were aged 23-30, 314 people (34.9%), followed by 31-40 (27.3%), and 41-50 (15.4%). Salary ranged from 60,001-90,000 Baht, 268 people

(29.8%), followed by 30,001 - 60,000 Baht, 214 people (23.8%), and above 90,001 Baht, 207 people (23.0%).

Section 2 Information of passengers who used the services of Suvarnabhumi Airport

During 2014 until mid 2015, most of samples

were come to Suvarnabhumi airport average 3 times. Passengers who used the airport once totaled 407 people (45.2%), and 205 (22.8%) had two flights. The purposes for air transportation were relaxation/traveling for 593 people (65.9%), business/working 170 people (18.9%), and visiting relatives/friends 96 people (10.7%). Most respondents took a taxi to the airport 333 people (37.0%), personal car 285 people (31.7%), and airport rail link 169 people (18.8%). The samples commented that the Airport Tax or Passenger Service Charge: PSC at the airport was regarded by most at medium level 512 persons (56.9%) and low level 244 people (27.1%). Regarding the Value of money of Passenger Service Charge, 551 people (61.2%) rated it as medium, followed by high level 147 people (16.3%).

Section 3 Descriptive statistics analysis result of factors

3.1 Sensible factors of integrated marketing communication perception of Suvarnabhumi Airport

The satisfaction of marketing quality at Suvarnabhumi airport was analyzed. Most samples perceived the integrated marketing communication of the airport through advertisement (mean = 2.71), followed by public relations (mean = 2.63), and special activity (mean = 2.62). The total score for all kinds of integrated marketing communication gave a mean value of 2.65 and standard deviation of 0.77 at the intermediate level.

3.2 Sensible factors of service quality for the passengers at Suvarnabhumi Airport

The satisfaction of service quality at Suvarnabhumi Airport was analyzed. Most samples were satisfied with the service quality (mean = 3.72), followed by reliability (mean = 3.71), assurance (mean = 3.62), empathy (mean = 3.53), responsiveness (mean = 3.47), and tangible (mean = 3.46). The total score for all kinds of satisfactions of service quality gave a mean value of 3.59, and standard deviation of 0.60 at the high level.

3.3 Sensible factors of satisfaction for the passengers at Suvarnabhumi Airport

The overall satisfaction of passengers gave a mean of 3.65, and standard deviation of 0.84 at the high level. The satisfaction of service quality at the airport gave a mean of 3.73, and standard deviation of 0.83 at the high level. The satisfaction of marketing communication gave a mean of 3.58, and standard deviation of 1.00 at the high level

3.4 Sensible factors of loyalty of the passengers at Suvarnabhumi Airport

Loyalty was analyzed at the airport. Most samples realized loyalty through the purchase intention (mean = 4.06), followed by word-of-mouth (mean = 3.63), complaint behavior (mean = 3.52), and price sensitivity (mean = 3.40). The total score for all kinds of loyalty gave a mean of 3.65, and standard deviation of 0.75 at the high level.

Section 4 The analysis results of correspondence of the causal model of the quality factors of passenger service at Suvarnabhumi Airport

The quality factors of the airport were determined by Structural Equation Modeling (SEM). The results corresponded to and were harmonic with the data from analysis by $\chi^2/df = 4.98$, (< 5), Goodness of Fit Index: GFI = 0.95 ($>.90$), Comparative Fit Index: CFI = 0.99 ($>.95$), Standardized Root Mean Square Residual: RMR = 0.03 (<0.08), Root Mean Square Error of Approximation: RMSEA = 0.067 (< 0.06), Normed Fit Index : NFI = 0.98 ($>.90$) and Adjusted goodness of fit index : AGFI = 0.92 ($>.90$). The path coefficient of variables in SEM found that the relationships of all variables were statistically significant. Service quality factors influenced passenger satisfaction at .680, the perception of marketing communication influenced passenger satisfaction at .453, and passenger satisfaction was influenced by loyalty at .702. The path coefficients of the latent variables in the model showed that all path relations of variables were statistically significant. The perception factors of marketing communication were influenced by the satisfaction

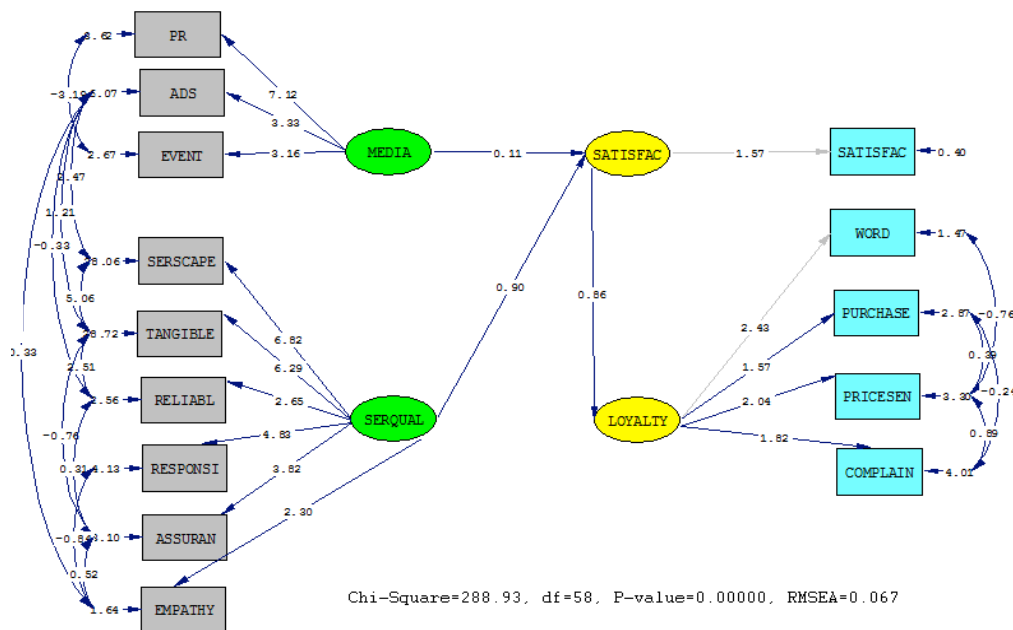


Figure 1. A modified path model of passenger service quality factors at Suvarnabhumi Airport

of passengers at .453, service quality at .680, and passenger loyalty at .702 (Figure 1).

Section 5 The analysis results of direct effects, indirect effects, and total effects of variables in SEM of service quality factors at Suvarnabhumi Airport

1. Direct Effects

The perceptions of integrated marketing communication had positive direct effects on the satisfaction, significant statistically at a level of .01, and path coefficient of .11, service qualities had positive direct effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .89, and satisfaction had a positive direct effect on loyalty, significant statistically at a level of .01 and path coefficient of .86.

2. Indirect Effects

The perceptions of integrated marketing communication had positive indirect effects on the satisfaction, significant statistically at a level of .01

and path coefficient of .09, and service qualities had positive indirect effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .77.

3. Total Effects

The perceptions of integrated marketing communication had positive direct effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .11, service qualities had positive direct effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .89, the perceptions of integrated marketing communication had positive total effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .09, service qualities had positive total effects on the satisfaction, significant statistically at a level of .01 and path coefficient of .77, and satisfactions had positive total effects on loyalty, significant statistically at a level of .01 and path coefficient of .86.

Section 6 The analysis results of path coefficient of variables in SEM

All relations of variables were statistically significant. Service qualities influenced passenger satisfaction at .680, while the perceptions of marketing communication influenced passenger satisfaction at .453, and passenger satisfaction influenced passenger loyalty at .702. The pair relationships in the service quality model are shown in Figure 5.5.

Discussion

The results from the casual factor model developed by the researcher revealed crucial factors, such as the perception of mixed marketing communication, part of promotion and service quality that is part of the physical evidence. The results confirmed that both factors were important in establishing the satisfaction of passengers and passenger loyalty, especially physical evidence that reflected the service quality. These results concerned with Kotler (2008). He noted that general business required 4P marketing components; product, price, place and promotion. 4P however is not enough for service business, which requires additional strategy. The 3P's for service business include personnel, physical evidence, and process. Service business has more intensive interaction with service users in both direct and indirect ways. When analyzed in detail with the mean of each factor and the path coefficients of the casual factor model, results showed that passengers evaluated service quality at high level (mean = 3.59), and service quality also had a positive relationship with passenger satisfaction at high level (coefficient = .680). This means that passengers who used the service at the airport had the perception of service quality at high level. Such service quality is a key factor for satisfaction. These results agreed with Zeithamal, Bitner and Gremler (2013) They presented various factors that led to customer satisfaction and customer loyalty, including product quality, price, situational factors, personal factors, and service quality. They recognized five 5 dimensions of reliability, responsiveness, assurance,

empathy, and tangibles. Furthermore, The American Customer Satisfaction Index (2011) stated that the important factors which define customer satisfaction included three main components; customer expectations, perceived quality, and perceived value.

If the customer satisfaction is in the positive direction, it will affect customer loyalty, and if it is in the negative direction, it will result in customer complaints. Briefly, in terms of business administration, if Suvarnabhumi Airport can elevate service quality and the passengers perceive this, then passenger satisfaction and passenger loyalty will increase. On the other hand, if the airport promotes service quality without actively advertising or other integrated marketing communications tool, then the passengers may not notice any difference. They will be unhappy with the service provided and also have no loyalty to the service. Therefore, if the airport aims to satisfy the passengers and promote loyalty it must actively advertise the service quality improvements. This will result in a higher global ranking for the airport. The airport director should support service quality and mixed marketing communication. The perception of mixed marketing communication is another component of service business. The passengers perceived mixed marketing communication at the intermediate level (mean = 2.65) and the perception of mixed marketing communication at the intermediate level (coefficient = .453). This means that in terms of service business, if Suvarnabhumi Airport wanted to raise the level of customer satisfaction, it should concentrate more on marketing communication in the future. Passenger perception of marketing communication is an important factor at the intermediate level which influences satisfaction. Without good communication customer satisfaction will be reduced.

Therefore, we can conclude that Suvarnabhumi Airport is aware of passenger needs and the importance of service quality. Frequent marketing communication is important to pass on information to the passengers. When the passengers perceive the service quality and marketing communication of Suvarnabhumi Airport, then, this will improve their satisfaction

in using the service. Berkman, Lindquist and Sirgy (1996) opined that when customers buy or use any product, the result will be compared against expectation. Marketing must know how to create product or service which best meet customer expectations. There are three groups : 1) confirmation, the product achieves expectation, 2) positive disconfirmation, the product exceeds expectation and enables satisfaction at a high level, and 3) negative disconfirmation, the product does not achieve expectation and gives dissatisfaction. Guntalee Ruenrom (2005) stated that customer satisfaction would occur from the perception of properties or benefits of a product or service, when compared against customer expectation. The factors that influence customer satisfaction include learning and understanding their requirements; identifying the customer, their needs and expectations. Berkman, Lindquist and Sirgy (1996) noted that customer satisfaction indicators are complex due to 1) satisfaction has a different meaning for each customer, 2) the satisfaction level may change from satisfaction to dissatisfaction, and dissatisfaction back to satisfaction over time, as the evaluation of some products or services takes time, and 3) the satisfaction may change due to customer requirement and flavor. The relation between performance and customer satisfaction can be divided into two types as 1) object performance 2) affective performance. When reach to customer satisfaction and product performance, the marketing will make satisfaction or chance of dissatisfaction by closing the gap between expectation and performance by providing the product which meet customer requirement. The presentation has a role in making the expectation to customer. The product information and marketing communication must be clear in product benefit and application.

Regarding the relation between satisfaction and loyalty, the researcher found that airport passengers had satisfaction at high level (mean = 3.58), and passengers had loyalty also at high level (mean = 3.65). The path coefficient test determined that passenger satisfaction related to passenger loyalty at high level (path coefficient = .702). The

model confirmed the relation between passenger satisfaction and passenger loyalty as positive. If passengers have more satisfaction in using the service, then they will have more loyalty. The data confirmed the relation between satisfaction and loyalty and this agreed with Bennet (1996) who mentioned that customers will evaluate service quality by comparing with their expectations. If their expectations are satisfied, then they regard the service as high quality. A satisfied customer will repurchase the produce because of loyalty (Lovell and Wright, 2002). Mowen and Minor (1998) classified the loyalty on brand to 5 types, the passenger loyalty of Suvarnabhumi airport correspond with undivided loyalty which has the buying behavior in the same brand such as AAAAAA and corresponds with Adul Jaturonkakul (2000) has split plan of brand buying at different level of loyalty to be 4 level, the passenger loyalty of Suvarnabhumi airport correspond with hard core loyalty which is the pattern of customers who buy only one brand in their whole life that is AAAAA.

The passengers selected the opinion level toward service quality in six areas which included service scope, tangible, reliable, assurance, empathy, and responsiveness. For the overview, all samples agreed that service quality at the airport was high level. The passengers regarded service quality in the area of service scope at the highest level (mean = 3.72), and area of reliable (mean = 3.71), followed by area of assurance (mean = 3.62). This revealed that Suvarnabhumi Airport achieved customer expectation in the area of service scope management, and performed well in reliability and assurance.

Regarding satisfaction, the researcher found that the samples who were passengers at the airport were satisfied with the service at a high level. The customers were satisfied with the total service quality and satisfied with marketing communication at high level with mean scores of 3.73 and 3.58 respectively. In the area of loyalty, customers had loyalty in buying behavior, word of mouth, and validation at a high level, with mean scores of 4.06, 3.63, and 3.52

respectively. This indicated that the airport should concentrate on maintaining customer satisfaction by emphasizing on areas of service quality and marketing communication. In the long-term, customer loyalty should emphasize more on the attendance of buying behavior, word of mouth, and validation. Kotler (2008) mentioned that satisfaction is a level of feeling caused by the value comparison between product or service and expectation. Thus the decision to buy is based on the customer expectation. Each customer has a different expectation. Satisfaction can be classified into three levels, dissatisfaction, satisfaction, and high satisfaction. Customers who have high satisfaction change their mind harder than customers who have low satisfaction because customer emotional closeness to the brand which not regular flavor. Its result is the loyalty of customer on brand in high level. Therefore the organization should develop the customer satisfaction as customer requirement as much as possible to let them have the loyalty.

Suggestions

The results revealed that the level of good service quality and mixed marketing communication positively affected satisfaction levels and loyalty of passengers who used the services of Suvarnabhumi Airport. The researcher made the following suggestions.

1. The airport should use this causal model of passenger service quality factor in order to improve overall passenger satisfaction and passenger loyalty especially the reception rooms, car park, seats in the terminal, and the website of the airport. Suvarnabhumi Airport needs to be different, maybe by having a general reception room with no limitation of airline and low charge, or support the airlines to set aside reception rooms for their own passengers. The car park area needs to be expanded, with increased CCTV, to monitor the security in the building. The seats in the terminal must be improved by allocating areas as living rooms with sofas, tables, and lamps to make the feeling 'warm' in the terminal.

People will feel comfortable to use the service. Seats should be made from thick synthetic fabrics with colors that do not show dirt easily. Passengers will then feel comfortable when waiting for departure. The airport website should be easy to understand, and be convenient and elegant to use.

2. The airport should perform public relations and add new information with the presentation of new facilities and technology. There should be TV media, websites, newspapers, and welcoming activities for travelers. The media mentioned above are the most popular for passengers to learn information about Suvarnabhumi Airport. If the airport uses these channels more in public relations, then passengers will perceive the development of the airport continuously, realize better service quality, and be proud of the airport. This will enhance satisfaction and loyalty.

3. Staff must be trained at all levels, emphasizing on service to the passengers as the most important thing, and understanding and promoting service quality. The airport director must get involved to ensure that passengers who use the service will be satisfied and tell others about their experiences in a positive way. They will then return to use the service again, even if other airports have the same flights or more convenient transportation. Therefore, if business can develop the service quality in each area as mentioned above, this will establish loyalty among passengers, and they will use the service again and tell other people about their good experiences. Finally, this will increase the competition of entrepreneurs and also the level of service quality of the airport to be ranked in the top five of the world.

4. The airport should concentrate on improving the Internet service and Wi-Fi for passengers urgently, because the mean result here was 2.64. Internet is crucial for transportation nowadays, and passengers expect to be able to contact other people while at the airport. The foreign passengers need to contact

their families and friends to update their situation. The lack of Internet connection will result in dissatisfaction. If the Internet service is good and easy to use, then the passengers will feel safe, get higher satisfaction, and maybe use the service again in the future.

Implication for Future Research

A similar study should be performed at a large airport

in a foreign, which has over 50 million passengers per year to compare how different service quality factors and marketing communications affect customer satisfaction and whether these lead to long-term loyalty while also taking into account other factors such as price, behavior, personal factors, value, attitude and image to test relations that lead to building service quality and mixed marketing communication of an airport.

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