Service quality improvement of ground staff at Don Mueang International Airport

Sittichai Sricharoenpramong
Graduate School of Tourism Management, National Institute of Development Administration, Bangkok 10240, Thailand

A R T I C L E  I N F O

Article history:
Received 14 October 2015
Received in revised form 16 November 2016
Accepted 23 November 2016
Available online xxxx

Keywords:
airport,
ground staff,
quality of service

A B S T R A C T

The purposes of this research were to: 1) evaluate the service quality of the ground staff at Don Mueang International Airport (DMK), 2) compare the ground staff quality service perception of Thai passengers at DMK, and 3) provide guidelines for service quality improvement of the DMK airlines ground staff. A sample size of 400 Thai domestic passengers was accidentally selected at DMK. A questionnaire was used as a research tool for data collection. Five dimensions of service quality were evaluated: reliability, responsiveness, assurance, empathy, and tangibles. It was found that the service quality of ground staff was moderate. The highest dimension of service quality realization was tangibles, followed successively by reliability, assurance, empathy, and responsiveness. The passengers’ perception of the ground staff’s service quality varied by gender and age group. Guidelines were proposed for the improvement of ground staff service quality at DMK based on the findings.

© 2017 Kasetsart University. Publishing services by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).

Introduction

The World Wide Web has changed the global dynamic of air transport by rapidly developing advanced technology to facilitate traveling and increasing the expectation for service quality and the demand for passenger air-travel. In addition to providing a public utility service, air transport has played a significant role in national economic development. It provides more business-to-businesses in the supply chain industries such as restaurants, tourism, hospitality, and travel agents. The International Civil Aviation Organization (2013) forecasts that air transport of worldwide passengers will continually increase by 4.8, 5.9, and 6.3 percent in 2013, 2014, and 2015, respectively, as depicted in Figure 1.

Data from the International Air Transportation Association (IATA) show that the demand for international air transport of world passengers between 2013 and 2017, expressed as revenue passenger kilometers, will expand at an average growth rate of 5.4 percent per annum. This is in line with the World Tourism Organization’s 2014 forecast, which predicted that the number of passengers traveling internationally in Asia and the Pacific will increase by 5–6 percent (The United Nations World Tourism Organization Asia-Pacific [UNWTO Asia Pacific], 2013, p. 11), whereas Airport Council International (ACT) expected that the growth rate of world passengers in the next 20 years (2008–2027) will increase on average by 4.2 percent per annum, and the growth rate in Asia-Pacific passengers at 6.3 percent is the highest compared to other regions of the world (Thai Airways International Public Company Limited, 2012, p. 61).

In Thailand, according to Table 1, DMK, which serves low-cost airlines (LCAs) and/or domestic and international point-to-point routes (Bureau of Policy and Strategy, Office

E-mail address: sittichai.sr@hotmail.com.

Peer review under responsibility of Kasetsart University.

https://doi.org/10.1016/j.kjss.2017.12.001
2452-3151/© 2017 Kasetsart University. Publishing services by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).

Please cite this article in press as: Sricharoenpramong, S., Service quality improvement of ground staff at Don Mueang International Airport, Kasetsart Journal of Social Sciences (2017), https://doi.org/10.1016/j.kjss.2017.12.001
of the Permanent Secretary, Ministry of Transport, 2013, p. 26), experienced substantial increases in the volume of aircraft movements and passengers. This demonstrated a change in demand and modes of air transport, revealing that more passengers chose LCA services.

Currently, LCAs play an important role as competitors to full-service airlines as well as among themselves. The pricing strategy is a key factor in competition. However, service strategy was extremely important and numerous studies and research have shown that price competition is negative in the long term for LCAs (Chang & Yeh, 2002, pp. 166–177). Passengers still expect impressive service quality. According to the Travel Consumer Report issued in February 2014 (Table 2), the U.S. Department of Transportation, statistics showed that both full-service airlines and low-cost airlines received customer service complaints. Thus, passengers traveling with LCAs were not only impressed with the cheaper air fare, but they also wanted good service quality from the airline staff.

Service quality is an important achievement indicator. Airline business organizations set strategies and develop service quality to win the kudos for its organization of being at the top level and globally recognized. They use service excellence as a main organizational strategy to inspire and assure the passengers that their service quality is excellent. In addition, it establishes satisfaction, reliability, distinction, organization image, and loyalty of passengers or new customers who are interested in using their service (Heskett, Sasser, & Schlesinger, 1997, p. 75).

Under the new global dynamic, airline businesses have changed and now focus on gaining a competitive advantage...
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات