

# Quality Development Service Thai Issuing Branch of International Airport in Thailand

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**Abstract**— This study has objectives To study the quality of Serve and to study Customer satisfaction level of Suvarnabhumi Airport Study population Is those who use the services of Suvarnabhumi Airport 400 people It is simple randomness using questionnaires. Is the average Hypothesis testing t-test, F-test (One-Way ANOVA), Person Product Moment Correlation Multiple? Regression Analysis The study found that Most Respondents Is female, age 31-40 years. Marital status, Bachelor's degree Personal business career Have lower average monthly income or equivalent to 30,000 baht Come to use the service 1-2 times per year and the purpose of the trip for tourism Quality of Service Factors The overall picture is very level. Quality of service and Service Satisfaction Is very important Service Quality Have a relationship With the satisfaction of Serving at a high level Same direction Service quality Influence on satisfaction In the service that implies Statistically significant at level 0.05 Feedback from the study Development of service quality Should focus on every aspect Whether it is an appearance And within the organization To make an impression In the service quality of employees Intention to work and service To meet the needs of clients To be even better continuously and forever.

**Keywords**— Quality of Service, Satisfaction of Service, Suvarnabhumi Airport.

## I. INTRODUCTION

Airports of Thailand Public Company Limited (AOT) (Palawongse,2013)or AOT (AOT, an agency that ranks the best airports in the world, has announced the results of the ranking of "SKYTRAX World Airport Awards ( Skytrax,2014) The airport is the 10th best in the world in the category of the award category "Best Airport Staff in Asia" and it ranks them as the 47th best airport in the world in the category of "The World's Top 100 Airports" award category. "By this airport rating, SKYTRAX has allowed passengers from 112 nationalities around the world more than 13 million people to vote for the airport. ( Kobkrit,2018) Through the website number 550 www.worldairportsurvey.com And from answering questionnaires and opinions on the phone Between July 2014 and early 2015, and the Provincial Administrative Organization was ranked by other airport rating agencies, such as the 6 Best International Airport Awards 2014 from the website smarttravelasia.com. And one of Asia's 10 Best Sleepiest Airports Awards by Sleepinginairports.net Because it provides space and facilities for passengers to rest while waiting to board.

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This time is the result of cooperation of various departments operating in Provincial Police Station, both government agencies, entrepreneurs, and airlines that intend to improve their service until making the Provincial Administrative Court ranked the world in service of the Provincial Police Station (Bangkok New, 2015)

Skytrax, a British aviation consulting company Reveal the ranking The "Best Airport of the World" of 2017 ( Gordon, 2020) showed that Thailand's Suvarnabhumi Airport has fallen two places from No. 36 last year to 38 this year, while No. 1 remains Singapore's Changi Airport. (Bok, 2015) Having been in this position for five consecutive years, Changi Airport was also chosen as the best airport in Asia. And is the airport with the best recreation in the world as well. The second and third place goes to Haneda Airport In Tokyo, Japan ( hibata,1999) and South Korea's Incheon Airport, (2019) ( Bae, Damnjanoic, & Kang,2019) with Germany's Munich Airpor ( Baxter, Wild,Sabatini,2014,) Hong Kong Airport. (Heung, Wong, & Qu,2000) Following in the fourth and fifth place, the rankings were organized by a survey of 13.82 million travelers from 105 countries around the world. There are 550 airports in the survey, assessing the satisfaction of airport users. From a number of main topics in the service area and airport products

From the above information Make students interested in studying Quality Improvement of Thai Departure Service at Suvarnabhumi Airport (Nukulchai & Vimuktayon (2009)The information obtained from the study can be developed. Service of Suvarnabhumi Airport Satisfaction to Suvarnabhumi Airport service users In line with the slogan of Airports of Thailand Public Company Limited that said "Safety is the standard. Service is the heart ( Samrong, 2018).

## II. OBJECTIVES OF THE STUDY

To study service quality of Suvarnabhumi Airport to study the level of customer satisfaction of Suvarnabhumi Airport in order to compare the level of user satisfaction of Suvarnabhumi Airport. Classified by personal information To study the relationship between service quality and user satisfaction of Suvarnabhumi Airport.

### A. Study scope

Content used to study service quality Human Using the Parasuraman theory, Zeithaml & Berry (1988)(Mahamud et.al,2021) consists of five aspects: the concrete aspect of the service. Reliability or reliability The response to the needs Confidence The understanding of user needs and the concept of

satisfaction SERVICE MIND consists of 11 aspects, namely: S = Smile is to smile, E = Enthusiasm is enthusiasm. R = Responsiveness is the responsibility of the service users V = Value is the value of service I = Impression is impression C = Courtesy is gentleness E = Endurance is patience M = Make Believe is Yes The belief that I = Insist is to accept N = Necessitate is the focus, D = Devote is the demographic dedication used in the study, is a former user. Suvarnabhumi Airport, amount 400, period Used in education From June 2020 to September 2020.

*B. Retetrature review*

Parasuraman et al. (1990: 18) said that what constitutes a good quality of service? Must be a service That meets or exceeds users' stated that the perception of service quality = service received - service expected There are four factors that affect customer expectations: 1. Word of mouth is how customers hear, be heard from other customers. Personal needs of each customer are different.3. Past Experience (Past Experience), which will affect the level of expectations of each customer differently. 4. External communications (External Communications) communication from the service of Service provider to customer Whether it is direct communication Or indirect communication, it will affect the level of customer expectations. ( Zeithaml, Berry,& Parasuraman,1993).

*C. Theories about service quality*

Measuring the quality level with SERVQUAL is a comparison of the level of expectation of the customer and the level of quality of service received, in other words, a measure of the gap in service. Service can be divided into 5 factors which are

1. Tangible is the nature of things that are used to facilitate that are tactile and tangible, such as a person who provides services, a place, materials for communication. And various appliances
2. Credibility or trustworthy (Reliability) is the promise that the service provider has made, including the service at all times, must be appropriate. Punctual, accurate and reliable service
3. Meeting the needs (Responsiveness) is the willingness for the service provider to help quickly and accurately to make the customer convenient.
4. Assurance is what customers get, it is confidence and trust in the skills, knowledge, capabilities and good human relations from the service provider.
5. Understanding the perception of the client's needs (Empathy) is a behavior that shows determination, determination and care of customers who understand their wishes, problems and provide accurate service
6. From the above idea It is popular to be used for extensive study in order to build understanding of client perceptions. And as a way to measure the quality of the organization's services with the goal of providing development Provide efficient and effective service.

III. RESEARCH MYTHOLOGY

To study the level of service users satisfaction of Suvarnabhumi Airport. Quality Improvement of Thai Departure Service Service at Suvarnabhumi Airport Have a purpose To study the quality of service and the satisfaction of service users of Suvarnabhumi Airport Compare the satisfaction of using the service. Classified by personal information And relationship Service quality and satisfaction of Suvarnabhumi Airport service users To use the results of the study as a guideline for quality improvement In accordance with the needs of the user In the method of study as follows

*A. Study Populations and Samples*

Study population Is a people who come to use the service or those who have used Suvarnabhumi Airport Services by answering the questionnaire Choose a sample of 400 items to study this time. Using the calculation for sample size without knowing the exact population of (W.G. Cochran) at 95% confidence level as follows:

$$n = P(1-P)(z)^2 / (e)^2$$

$$n = (.5)(1-.50)(1.96)^2 / (.05)^2$$

$$n = 384.16$$

*B. Method of data collection*

In order to complete the study, there is a method for collecting data. As follows: information gathered from Study and research from various sources including textbooks, documents and other relevant research findings. Information obtained from Audience Questionnaires And self-recovery Carry out a clean check To ensure that the questionnaire is complete And can be used for further data analysis To process the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and mean (Mean) Microsoft Excel program, a package for creating pie charts and bar charts (Bar Chart) with explanations.

*C. Statistics used in data analysis*

Descriptive Statistics Statistics used are Percentage and Mean and Standard Deviation to describe the demographic data of respondents and their variables. Inferential statistics are used to test hypotheses. The statistics used were t-test. ANOVA was used for F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. The t-test was used to compare two independent variables with the average service quality of Suvarnabhumi Airport. The statistics of F-test (One-way ANOVA) were used to compare the independent variables of more than two groups with the average service quality of Suvarnabhumi Airport. When differences were found, the study authors examined the differences. The LSD (Least Significant Difference) method is used to find out whether the mean pairs are different. Statistically significant at a level of 0.05.

THE ANALYSIS OF THE RELATIONSHIP BETWEEN SERVICE QUALITY WAS RELATED TO THE SATISFACTION OF THE SUVARNABHUMI AIRPORT SERVICE.

Service quality factor	Relationship, value, satisfaction in service			
	r	sig	Level related	Level
The concrete aspect of the service	.810**	.000	Very high, direction	5
Reliability	.867**	.000	Very high, direction	4
Response to service recipients	.886**	.000	Very high, direction	2
Confidence in service recipients	.887**	.000	Very high, direction	1
perception of the client's needs	.877**	.000	Very high, direction	3
total	.935**	.000		

\*\* Statistically significant at the .05 level.

The quality of service was related to the satisfaction of using the services at Suvarnabhumi Airport. Overall, the mean is high-level, same direction (r) = .935, consider the relationship from the relative coefficient r in descending order as follows: 1. The tangible aspects of the valuable service, the satisfaction in the service of the employees of Suvarnabhumi Airport High level of relationship, same direction (r) = .810 2. Reliability, reliability, value, and satisfaction in service of Suvarnabhumi Airport employees. High level of relationship, same direction

(r) = .867 3. Responding to valuable service recipients, satisfaction in service of Suvarnabhumi Airport employees. High level of relationship with the same direction (r) = .886 4. Confidence of valuable service recipients Satisfaction in service of Suvarnabhumi Airport employees. High level of relationship, same direction (r) = .887 5. Understanding the perception of valuable service recipients, satisfaction in service of Suvarnabhumi Airport employees. High level of correlation, same direction (r) = .877.

COMPARISON OF SERVICE QUALITY INFLUENCES THE SATISFACTION OF THE SUVARNABHUMI AIRPORT SERVICE.

(Service Quality)	Std.		Beta	t	Sig.	Test
	B	Error				
(Constant)	0.148	0.064		2.301	0.022	yes
1. Materiality of the service	0.157	0.032	0.158	4.889	0.000	yes
2. Reliable	0.131	0.040	0.137	3.257	0.001	yes
3. Respond to service recipients	0.228	0.040	0.242	5.697	0.000	yes
4. Believe in the service recipient	0.242	0.039	0.264	6.205	0.000	yes
5. Understanding, perception of need	0.188	0.038	0.206	4.992	0.000	yes

\*\* Statistically significant at the .05 level (2-tailed).

Comparison of service quality influenced the satisfaction of the Suvarnabhumi Airport service, it was found that the quality of service influenced the satisfaction of the Suvarnabhumi Airport service. Service concrete (sig = 0.022), reliability (sig = 0.000), customer response (sig = 0.001), customer confidence (sig = 0.000) and Understanding the perception of clients' needs (sig = 0.000) influences the service satisfaction value. With statistical significance at the .05 level.

IV. DISCUSSION OF RESULTS AND SUGGESTIONS

1. Responding to service recipients The results of the study showed that Response to service recipients The overall picture is at the highest level. With detailed level of opinions Is in a very important level 5 items in regard to the service staff polite Beaming friendly Employees are available to assist users whenever they request. Accurate, fast, accurate service staff in case of emergency illness, staff and medical team Ready to serve And has a service system in urgent and emergency cases

2. Providing confidence to service recipients The results of the study showed that In providing confidence to service recipients The overall picture is at the highest level. With detailed level of opinions Ranked the most important level 4 in terms of employees with knowledge and skills in providing international standards. Employees have a good human

relationship with users. Employees work according to international standards. And there is a strict inspection of the user's baggage

3. Understanding the perception of the client's needs The results of the study showed that To know and reach the mind The overall picture is at the most important level. With detailed level of opinions It was at the highest level of 4 items in regard to employees. Users were asked for information every time. And ready to provide assistance upon request Employees are aware of the problems of their users. Employees have the ability to correct problems for users correctly. And has organized staff to guide you through the use of the passport detector service for those who want to receive assistance

4. Trust and reliability The results of the study showed that Reliability The overall picture is at the most important level. With detailed level of opinions At a high level of 5 items in regard to employees having knowledge and ability to provide accurate information to users There is a service that ensures the safety of the users. Employees are able to provide services that meet international aviation standards. The baggage inspection service is transparent, verifiable and the number of service personnel is provided. Each time

5. The concrete aspect of the service The results of the study showed that The concrete aspect of the service The overall picture is at the most important level. With detailed level of

opinions In the list of the top 9 most important places to park, there is enough number of signs, signs the meaning of the place. Or a service point that is clear and easy to understand There are adequate and appropriate facilities for the users. The number of check-in counters within the airport is sufficient for use. The number of passport examination counters within the airport is sufficient for the service. The number of information counters in the airport is sufficient to use the service. Chair There is a sufficient number for the shop user, the restaurant is sufficient to provide the service. And provide basic services necessary for the user such as drinking water, phone charger

#### V. INFORMATION ON SATISFACTION OF THE SERVICE OF AIRPORT EMPLOYEES

From the study of the level of service satisfaction of Suvarnabhumi Airport employees, it was found that the overall level of service satisfaction, Service Mind, of service satisfaction was at the most agreeing level. By considering the value of satisfaction 11 items, consisting of Employees do not express inappropriate emotions in the service. Followed by employees who love their dedication and service fully and willingly. Employees listen to feedback. From service users in a polite manner Employees pay more attention to service duties. Employees are reliable and build trust. Employees are well mannered and humble. Staff are willing to help. Which is equal to the staff, has provided good service and is impressed. Employees provide services with speed and equality. The staff are dressed politely. Compliance with regulations And the staff are polite, smiling, willing to serve.

*A. Feedback from the study Study, there are suggestions from the study as follows:*

1. On the concrete aspect of the service, the service provider should focus on There is a large number of parking places available for customers to use the service, there are signs indicating the meaning of the location. Or a service point that is clear and easy to understand Along with increasing the number of check-in counters Passport examination counterpublic relations There are enough numbers within the airport to use the service. And provide adequate and suitable facilities for users In order to further develop the quality in terms of concrete service

2. Reliability, the service provider should focus on training the employees to have knowledge and ability to provide accurate information to service users. There is a service that ensures the safety of the users. And staff are able to provide services that meet international aviation standards

3. Responding to the needs Service providers should focus on building awareness for The service staff are polite. Beaming friendly To meet the needs of service recipients even better

4. Assurance aspects Service providers should pay more attention to governance. Control the employees to have knowledge and skills in providing services according to international standards. And employees have good human relations with service users In order to make the service recipient feel safe in using the service and create a good impression on the client

5. Understanding the perception of service recipient's needs The service provider should ask for user information every time. And ready to provide assistance upon request And pay attention to the user's knowledge of problems.

#### VI. SUGGESTIONS FOR THE NEXT STUDY

Should study guidelines to increase the efficiency of the service of Suvarnabhumi Airport.

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