

SURVEY THE BEHAVIOR AND STUDY THE CUSTOMER SATISFACTION OF QATAR AIRWAYS

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ABSTRACT

The objective of this research was to survey the behavior and satisfaction of Qatar Airways customers using online questionnaires as a tool to collect data. A total of 400 data sets can be stored as follows: The analysis of data on users revealed that the majority of users are female, aged 31-40 years, with a bachelor's degree and a career in self-employment. Monthly income 50,000 baht or more. Most Qatar Airways users have used Qatar Airways more than 2-4 times a year, using the service with friends or colleagues as much as possible. Secondly, family services and customers used for business trips, followed by tourism trips. The main reason for using Qatar Airways is that it is a reliable airline. In addition, it was found that most of the aviation customers purchased tickets through travel agents, and objective 2 was to study the satisfaction of Qatar Airways customers. Qatar Airways customers' satisfaction in terms of confidence and Qatar Airways customers' satisfaction in terms of service is the highest overall.

Keywords; Qatar Airways, Behavior, Satisfaction

INTRODUCTION

The aviation industry is important to the economy of the European Union (EU) both in terms of the overall economy. [1] It generates over 300 billion euros in revenue, accounting for 2.1 percent of the EU's GDP, and is also a source of more than 5 million jobs. Airbus is one of the world's largest aircraft manufacturers, which produces both commercial aircraft military aircraft Helicopters and satellite systems and established 180 subsidiaries and factories in the EU and abroad. In 2019, Airbus had the highest total commercial aircraft sales in the world. Capable of winning market share in commercial aircraft production from its eternal competitor, Boeing Company of the United States. In 2021, the EU produced more than 65 percent of all new commercial aircraft on the global market and is the world's largest aircraft manufacturer. [3] which has the potential for modern aviation innovation This gives the EU an important role and responsibility to lead the transition of the aviation industry towards sustainability. Aiming to reduce carbon dioxide emissions in the aviation industry, as well as reducing environmental impacts such as air pollution and noise pollution (Globthailand, 2023). Qatar Airways first opened for service in 1998 and has a fleet of more than 200 aircraft with a network A world-class flight network of more than 160 routes around the world. It is an airline with the third largest air cargo volume in the world. [2] It has air cargo storage capacity of 4.4 million tons per year. [7] It uses Hamad International Airport as a hub for connecting planes to other regions of the country. the world by virtue of good geopolitics connecting different regions around the world, being a strong national airline contributes to the economic

development of Qatar. Of course, the excellence of Qatar Airways has earned it reward "Best Airline of the Year" by SKYTRAX, which collected votes from airline passengers around the world for 5 consecutive years, able to beat the former champion, Singapore Airlines, in 2016. 2019 The World's Best Airline Award is considered a valuable award, while Thai Airways is only ranked 10th. It also received the award for the best First Class Airline Lounge (World's Best First Class Airline Lounge) and [3]In the year B.E. 2018 operating results affected by the proportion of business with countries that have a share of approximately 100% 11 resulted in a loss of approximately 252 million Qatari riyals, from a profit of 2,797 million Qatari riyals in 2017. 2017 Akbar Al Baker Chief Executive Officer Revealed that it has adjusted its strategy for managing flight routes and seeking income to compensate by diversifying risk into hotel investments. The goal is to purchase 50 hotels around the world in the next 5 years, including 2 hotels in Bangkok. It will also buy shares in several leading airlines. [9]To increase the portfolio that can control European airlines. (Krungthep Thurakit, 2020)

[5]Even though the year 2020 has passed, continuing business in 2021 is still not easy for the airline business. Because even though many countries have begun to vaccinate against COVID-19 already given to citizens But distributing vaccines thoroughly and adequately is still a big challenge for governments around the world. Therefore, eliminating the COVID-19 virus Until travel and tourism can return to normal. Therefore, it will take a lot of time. The airline business estimates that it will take at least 2-3 years, or as early as 2023, for the airline business to return to its original point again. (The Standard, 2021) From the above, the researcher therefore wanted to survey the behavior and to study the satisfaction of Qatar Airways service users. [8]To know information about service users Qatar Airways and use research results to develop greater customer satisfaction.

RESEARCH OBJECTIVES

1. To survey the behavior of Qatar Airways users.
2. To study the satisfaction of Qatar Airways users.

RESEARCH METHODS

This study is a quantitative research, which is to survey the behavior and study the satisfaction of Qatar Airways users. The researcher performed the following steps:

1. Study of behavior and satisfaction By using an online questionnaire Identification form by entering the email address of the respondent to the satisfaction survey of users who use the services of Qatar Airways. The population in this study is Thai service users who have used the Qatar Airways service.

2. Study of satisfaction behavior to evaluate the behavior of the sample group and determine the ratio. The sample size of 4,00 people will be used in the study.

3. The tools used to collect data are divided into 3 parts: 1. General information and tourist behavior It is in the form of a checklist (Checklist) consisting of gender, age, education level, occupation, income. 2. Satisfaction of Qatar Airways service users is a 5-level opinion measurement (Rating Scale) and 3. Additional suggestions

RESEARCH RESULTS

Objective 1 To survey the behavior of Qatar Airways users.

The results of the analysis of information about the respondents, gender, found that the majority of respondents were female, accounting for 52.9 percent, aged 31-40 years, accounting for 32.0 percent. Educational level, found that most had a bachelor's degree. Occupation was 85.3%, found that most had personal business occupations. Accounted for 28.6 percent. Monthly income of 50,000 baht or more accounted for 24.5 percent.

Information about the behavior of Users of Qatar Airways can explain it as follows: Most service users Have used the Qatar Airways service more than 2-4 times per year, using the service with friends or co-workers the most, followed by using the service with family, with the purpose of traveling for business. Followed by traveling for tourism. The main reason for using Qatar Airways airline service, most responded that it is a reliable airline. In addition, it was found that most users of the aviation service purchase tickets through travel agents.

Objective 2 : To study the satisfaction of Qatar Airways users.

Table 1

Information about satisfaction Qatar Airways users In terms of value	\bar{x}
has a reasonable price	4.21
Feel the service is worth it.	4.63
It is worth the money paid.	4.55
Feel that you have received the most benefit from the airline	4.39
together	4.44

From Table 1 shows information about satisfaction. Information about the satisfaction of Qatar Airways users in terms of value for money. The overall level was at the highest level ($\bar{x}=4.44$), with the first level of satisfaction being the feeling that the service was worthwhile ($\bar{x}=4.63$), followed by that it was worth the money spent ($\bar{x}=4.55$) Feel that you received the most benefits from the airline ($\bar{x}=4.39$) There is a reasonable price ($\bar{x}=4.21$) respectively.

Table 2

Information about satisfaction Qatar Airways users In terms of confidence	\bar{x}
Qatar Airways conducts business with honesty and integrity.	4.19
Feel safe every time you use Qatar Airways.	4.33
Believe in the quality of airline service.	4.48
You place your trust in Qatar Airways .	4.20
Trust the reputation of Qatar Airways .	4.50
together	4.34

From Table 2 shows information on satisfaction of Qatar Airways users in terms of confidence. The overall picture is at the highest level ($\bar{x}=4.34$) with the first level of satisfaction being confidence in the reputation of Qatar Airways. ($\bar{x}=4.50$) followed by confidence in the quality of airline service ($\bar{x}=4.48$) Feel safe every time you use Qatar Airways. ($\bar{x}=4.33$) You trust in Qatar Airways ($\bar{x}=4.20$) and Qatar Airways conducts business with honesty and integrity. ($\bar{x}=4.19$) respectively

Table 3

Information about satisfaction Qatar Airways users in terms of service	\bar{x}
Overall service of Qatar Airways employees	4.34
Qatar Airways employees _ There is speed in providing service.	4.41
Qatar Airways employees _ Be attentive and enthusiastic in providing services	4.29
Qatar Airways staff provide convenience. and is accurate in providing services	4.18
together	4.30

From Table 3 Show information about satisfaction Qatar Airways users in terms of service The overall picture is at the highest level ($\bar{x}=4.30$), with the first satisfaction being that Qatar Airways employees are quick in providing service ($\bar{x}=4.41$), followed by the service of the employees. of Qatar Airways as a whole ($\bar{x}=4.34$) Qatar Airways staff are attentive and enthusiastic about providing service. ($\bar{x}=4.29$) Qatar Airways staff are very accommodating and are accurate in providing services ($\bar{x}=4.18$) respectively

CONCLUSION AND DISCUSSTION

Results of data analysis on respondents Objective number 1 can be answered as follows: information about the behavior of Users of Qatar Airways can explain it as follows: It was found that the majority of respondents were female, aged 31-40 years, had a bachelor's degree and had their own business careers. [6] Monthly income of 50,000 baht or more, most service users Have used the Qatar Airways service more than 2-4 times per year, using the service with friends or co-workers the most, followed by using the service with family, with the purpose of traveling for business. Followed by traveling for tourism. The main reason for using Qatar Airways airline service, most responded that it is a reliable airline. It is also consistent with the research of Apinya Sakdasirorat (2018) [1], who said that passengers who receive services from high quality low cost airlines within the country place importance on their expectations. highest level and satisfaction is at a high level, which the airline is able to respond to passengers very well; therefore, the airline should maintain the level of Service and operations on the ground and in-flight services continue to be better and go even further to exceed passenger expectations. In addition, it was found that Most airline users purchase tickets through travel agents. [5] In addition, Phada Rerksurarong, Supasak Ngaoprasertwong and Weera Weerasopon (2022) studied the guidelines for services and facilities for elderly

people who use wheelchairs when traveling by plane on premium airlines and found that Summary opinions of elderly people who use wheelchairs They are more in need of assistance than passengers in general and have opinions about employees that they are polite, concerned and attentive, and that the airline puts safety first. Therefore, the results of this analysis can be used to improve and provide additional suggestions in terms of convenience and safety of passengers, and objective number 2 is to study the satisfaction of Qatar Airways users . Data about satisfaction Data on Qatar Airways user satisfaction regarding overall value for money is at the highest level. [7]The first level of satisfaction is feeling that the service is worthwhile. The second is that it is worth the money spent. In accordance with Pitcharut Little Piao , Nanthawan Inthachart and Areerat Send fresh (2021) The results of the study found that full-service airline passengers were satisfied with the average marketing mix factors at a high level and full-service airline passengers were loyal to the brand at a high level. which is the satisfaction of Qatar Airways users in terms of confidence The overall picture is at the highest level. Their first priority is confidence in the reputation of Qatar Airways. Next is confidence in the quality of the airline's service and also feeling safe every time when using Qatar Airways. Satisfaction of Qatar Airways users in terms of service The overall picture is at the highest level. The first priority is that Qatar Airways employees are quick in providing service. [7]This is consistent with the research of Bongkocharat Piamsirikamon. (2022), the study results found that Airline image has a positive direct influence on satisfaction. But airline image has no direct influence on loyalty. As for the airline's reputation, it has a positive direct influence on satisfaction. and has a direct and positive influence on customer loyalty

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