

Previous Seminar Review:
**FACTOR AFFECTING THE DECISION IN TO CHOOSE FULL-SERVICE
AIRLINES AMONG THAI PEOPLES**
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Objective:

This study aims to explore the factors that affect decision making to select full service airlines among Thai customers by analyzing the factors that affect the decision of a full-service airline among Thai people living in the Thailand area at the age of 18-65 years old.

Methodology:

Use 2 categories of independent variables, explanatory variables named Socio-Economic factors and Factor affecting the customer's decision to choose full-service and low-cost service airline. The customer decision is the main indicator of whether to choose a full service airline or not, it can be treated as the summation of all components for this study which are 1. Budget 2. Bus 3. Train 4. Friendly of people 5. Full information 6. Baggage services 7. Changing dates services 8. Food 9. Wifi 10. Movie 11. Gender 12. Age

Focuses on Thai peoples so we collected the age of respondent to be between 18-65 because all of this age are able to travel and pay for the flight themselves. The total of 353 responses were collected by the google forms in April 2018.

The question consisted of 4 sections: 1. Question of factors affecting Airline decision in Asia among Thai peoples 2. Behavior in booking flight 3. Factor affecting the airline decision 4. Social-Economic factors of the respondents

Conclusion:

This study finds that Thai peoples view the decision to choose full-service as a normal good because when the income increases, the demand to book the flight increases so the probability of booking also increases. The bus seems to be the largest effect on the decision to choose full-service airline since a group of customers who choose in full service airline are not choosing the public bus to travel in domestic countries because this group concerns high quality and convenience although the price is higher. However, the service mind and socio economics factor seem to be not significant factors. This shows that the customers don't mind about the service compared to the decision to go abroad.

Comments:

In my opinion, the things that this paper should do better is the variable to calculate is not that reflect to factors that affect the decision making to choose full service airline. The factors should add e.g. the reputation of the airline, How many number of low cost airlines that are going in the same route, time spent in the airplane per trip. Also, the questionnaire is too biased to High income group and Bachelor's students since the targeted survey group has a wide range from 18 to 56. So, this can't conclude that it's a thai people's decision. And adding more Economics theory to back up the conclusion will be more interesting.