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Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



An Empirical Investigation of Factors Affecting Passenger's Repurchase Intention Towards Low-Cost Airline in Thailand

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Abstract

With the economic situation at this time, being able to generate some profits for the airlines is difficult. However, to be able to survive in this changing world is harder. As there are many competitions in the aviation industry in Thailand. Airlines are competing with one another either by price promotion, or cost. Many factors are affecting the world's economy right now. For example, economic war between the united states of America and China, the appreciation of Thai Baht, the political problems, and others to be able to survive in this crisis, creating the factor of repurchase intention would be the solution to all the airlines. The motive of the study is to investigate the influence of affecting factors: service quality in terms of tangible factors, schedule factors, service provided by ground personnel, service provided by flight attendants, trust, brand image, perceived value, and customer satisfaction on repurchase intention towards one particular budget-airline in Thailand. The researchers gathered data from real passengers of the low-cost airline at Don Mueang International Airport and Suvarnabhumi Airport, Thailand. The sample size of this study is 409 respondents. The data is collected by the questionnaire distribution. Descriptive research with quota sampling, judgement sampling, and convenience sampling under non-probability was applied. The five Liker-scale was used to help with the research instrument. The researchers applied descriptive and inferential analysis methods to complete the process. Besides, the Multiple Regression Linear was adopted to help test all the hypotheses. Based on the findings, the researchers found that service quality in terms of tangible factors, service provided by ground personnel, service provided by flight attendants, except schedule factors, trust, brand image, perceived value and customer satisfaction statistically have an influence on repurchase intention.

Keywords: service quality, trust, brand image, perceived value, customer satisfaction, and repurchase intention.



Introduction

Gustafsson (2005), Hellie (2003), and Lin and Lu (2010) stated that to be able to remain in the industry of service providing, the intention of repurchasing is required to be generated. As result of this, Gustafsson (2005), Hellier (2003), and Zeithaml (1988) also mentioned that there were many studies raised to investigate the factors, such as the quality of service and satisfaction of consumers, influencing the determination of customer's repurchasing. Numukasa (2013), Ostrowski (1993), and Reichheld (1996) discussed that it is cheaper to keep the old consumers around than finding or making the new ones. Based on the study of Muhammad, Sadaf, and Asif (2017) discussed about the airline industry of Pakistan that it is stated that repurchased intention can be generated through the quality of service, trust, brandimage, satisfaction of customers and word of mouth. While, the study of behavioral intention which consists of the intention to repurchase done by, Gour, and Theingi (2009) discussed that the determination of repurchasing from consumers could occur from quality of service in terms of tangible factors, schedule factors, service provided by flight attendants, and service provided by ground personnel, word of mouth, feedback, and satisfaction of customers. Last but not least, Andreas (2001) supported the previous two researches with the study of repurchase intention through loyalty of consumers in the aviation business. it is shown that there are two more influencing factors, taken to consideration of generating repurchase intention, which are perceived value and quality. Thus, in this research, the main focus on generating the determination of repurchasing is on these factors; service quality in terms of tangible factors, schedule factors, service provided by flight attendants, and service provided by ground personnel, trust, brand image, perceived value, and customer satisfaction.

The aviation industry is one of the most convenient means of transportation which quickly and safely helps transport people and things from place to place. In other words, it connects the world together. As a result of this, the industry is getting more and more popular. Furthermore, the industry is considered to be very crucial to move the countries forward as good transportation can reflect to other industries such as tourism industry and others. However, the industry itself comes with the

uncertainty as it has to rely on many factors. For instance, economic situations, politics, government policies, and more. In order to survive, being able to adapt quickly is required, stated by Boonlert (2005).

According the information provided by Civil Aviation Authority of Thailand (CAAT) (2019), it showed that Thai aviation

industry is growing over the past ten years, from year 2009 to 2018 as the number of passengers raised around 2.8 times from 58 million in 2009 to 162 million in 2018. As a result of this, the competition in the industry is very high as there are many airlines competing in one industry. For example, Thai AirAsia, Nok Air, Thai Airways, Thai Lion Air, and others. However, the airline that holds the biggest market share international routes in Thailand is Thai AirAsia with the market share of 28.7 percentage, followed by Thai Airways, 19.3 percentage, and Thai Lion Air 15.6 percentage. While, for domestic destinations, Thai AirAsia is still at number one with 32 percentage of market share, followed by Nok Air 18.6 percentage, and Thai Lion Air 18.1 percentage, respectively, (<https://www.caat.or.th>).

Therefore, the researcher of the study decided to study mainly on the factors influencing the intention to repurchase of consumers of Thai AirAsia as it is considered to be strongest in the industry.

Research Objectives

The motive of this study is to explore the factors affecting customer's repurchase intention towards Thai AirAsia. In the study, the variables that influence determination of repurchasing is to be emphasized on. Even if there are various factors that have an impact on repurchase intention, the researcher is to mainly pay attention to these factors related to previous study: service quality (in terms of tangible factors, schedule factors, service provided by ground staff, service provided by flight attendants), trust, brand image, perceived value, customer satisfaction, and repurchase intention. Seven hypotheses were developed by the researcher. Thus, the objectives of the study are as the following

1. To investigate the impact of service quality on passenger trust towards Thai AirAsia.
2. To study the impact of service quality on brand image towards Thai AirAsia.
3. To examine the impact of service quality on perceived value towards Thai AirAsia.



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4. To study the impact of service quality on repurchase intention towards Thai AirAsi
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5. To examine the impact of passenger's trust and perceived value towards brand image.
6. To study the impact of passenger's trust, brand image, and perceived value towards Thai AirAsia.
7. To investigate the impact of passenger's trust, customer satisfaction, and perceived value on repurchase intention towards Thai AirAsia.

Literature Review Service Quality

Zeithaml (1988), Ostrowski, (1993), and Kotler and Keller (2012) mentioned about service quality that in the market, people or clients who are satisfied or happy with products and services they received, seem to have a preference of keeping and building rapport with the ones they got those products or services from. Service quality is defined as personal thoughts in customer's perspectives towards the received services whether it meets their expectations, stated by Gronroos (1984). Cheng and Chi (2007) stated that there are two factors affecting service quality; expectation of service, the actual service provided. The actual service experienced is a consequence of customer's perspectives on the service. Bolton and Drew (1991) mentioned that service quality is a kind of perception from customers where their expected service meets the actual service provided. Parasuraman (1985) described service quality as the comparison of what customers actually get and their feelings towards services before getting them. Tsoukatos and Mastroianni (2010)

called the difference between the actual performance and the expected one as quality of service perceived by consumers. Parasuraman (1985) came up with the method known as SERVQUAL to measure or evaluate the quality of service by using 10 factors which are tangibles, credibility, security, competence, and courtesy. Parasuraman (1988) adjusted the SERVQUAL method by cutting down 10 factors to 5 factors which was stated as five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Park (2005) stated that the five dimensions technique cannot be applied with the aviation industry. Cronin and Taylor (1992)

enhanced the measurement scale to be SEVPERF as a method that only evaluate how customers feel about the received service. Cronin and Taylor (1994), and Ostrowski (1993) stated that the measurement scale provides a greater result as an evaluating method to measure customer satisfaction in the aviation business. Ekiz (2006) introduced another method to evaluate the quality of service for the airline business as AIRQUAL which focused on 5 factors; tangibles of airline, tangibles of terminal, personnel, empathy, and airline image. Gour and Theingi (2009) adopted the SERVQUAL model of Cronin and Taylor (1992) and conducted a focus group with seven people, then came up with 4 factors, which are tangible factors, Flight schedule factors, flight attendants, and ground staff, to measure service quality of the aviation industry. Cronin and Taylor (1992) described tangible variables as the condition of aircraft, seats, air-conditioner and other things, flight schedule variables as how convenient the schedules are, the on-time performance both departures and arrivals, and more, flight attendants as the grooming, know-how in the field or knowledge when offering services, and friendly actions to customers, ground staff as the same factors as flight attendants. As result of this, the

researcher in this study applied the four factors to measure service quality, stated by Gour and Theingi (2009).

Trust

Chaudhuri and Holbrook(2001) defined trust as the feeling of assurance customers have on goods, services, safety, and performance towards brands. It' what customers expect from and are assured by the brand to keep up the good work. Chiu (2012), and Han and Hyun (2013) stated that trust, a powerful feeling of customer's assurance towards a certain thing, is a crucial factor to retain connection between both consumer and service offeror. Doney and Cannon (1997), and Morgan and Hunt (1994) explained that trust is created when service providers are able to display assurance and honesty.

Trust is something that makes customers happy to be involved in any activity in the future with as well as assured about service provider's actions, mentioned by Steenkamp (1998), Hennig and Hansen (2000), and Kotler and Keller (2012).

(Palmer, 2008; Kotler and Keller (2012) explained that trust is something that takes time to be generated as it helps boost customer's assurance towards the actions of service providers.

Brand Image

Brand image is customer's points of view that display their thoughts towards brands which is installed in their minds, mentioned by Keller (1993). Ries and Trout (2001) stated that trust comes from a competition between brands that has the ability to capture customer's hearts. Lin and Ryan (2016) discussed that in aviation industry, trust was considered to very crucial as an optimistic feeling that customers had could reflect the assurance and safety provided by airlines they selected. Wang (2018) stated that brand image is the factor

that affects the intention behaviors of customers which leads to purchasing determination. Chan (2018), Dobni and Zinkhan (1990) mentioned that brand image is part of customer's mindsets and perceptions towards brands.

Keller (1993) stated that brand image is the customer's points of views or thoughts towards a brand which is stored in the memories of customers. Riezebos (2003) identified brand image as a crucial element affecting customer's feelings towards goods and services. Robert and Patrick (2009) brand image is the picture or imaginary created in customer's heads and minds regarding products and services. It is used as tool to acquire new customers. Keller (1993) stated that brand image is a group of feelings of customers which could show how impressed they feel towards a brand.

Perceived Value

Zeithaml (1988) defined perceived value as the consequence of customer's evaluation or assessment whether what they paid matched what they received. Bolton and Drew (1991) said that perceived value can be affected by quality of goods and services. McDougall and Levesque (2000), Andreassen, and Lindestad, (1998), and Ryu (2008) mentioned that perceived value could lead to satisfaction of consumer and intentions of customer's behaviors.

Dodds and Monroe 1991, Sheth (1991), and Zeithaml (1988) stated that perceived value is the whole picture of customer's evaluation on a product according to what they get and what they give. Ruiz (2008) mentioned that perceived value

is the exchange of between what customers obtain and what they have to give when purchasing or using goods and services. Woodruff (1997) identified perceived value as the differentiation in customer's minds about what they are provided and what they have sacrificed. Swaddling and miller (2002) stated about perceived value that it is what customers compare between quality that is offered and the money that they spent. Chiou and Chen (2010) stated that in aviation industry, perceived value is a crucial element that all airlines long to possess in a long run. Dennett (2000) discussed that for airlines to obtain competency, something extra or something more than just service provided needs to be added up.

Customer Satisfaction

Rust and Oliver (1994) stated that customer satisfaction is the feelings, thoughts, emotions that customers have towards products and services which happens when customers compare their feelings of the quality of service with the actual service performance on their expectations. Nguyen and LeBlanc (1998), and Saleem and Raja (2014) mentioned that customer satisfaction is the feeling of happiness that comes from customers towards products and services of a brand. Oliver (1981) identified the word satisfaction as personal positive perceptions that comes from the comparison of actual service received and expected serviced received. Hansemark and Albinson (2004) stated that it's the whole picture of customer's thoughts on those who provides services or customer's feelings generated by comparing what they predict to get and what they actually get.

Parasuraman (1988) discussed about customer satisfaction that the quality that customers received and the quality that customers anticipated by using the SERVQUAL model. Singh (2015) discussed that satisfaction is what every service provider aims to achieve. Nam (2011) described satisfaction as one of the popular factors used in marketing study or research as it can imply the success of businesses in a long run. Liang and Zhang (2012) mentioned that maintaining customer satisfaction standard can lead to customer retention.

Beerli (2004) stated that the results of better in profits, more word of mouth, and decrease in



marketing costs comes from enhancing customer satisfaction standard.

Repurchase Intention

Hellier (2003) stated that repurchase intention is a personal decision of customers about purchasing or using services from the old service providers again in the future. Griffis (2012) defined repurchase intention as a crucial factor as consumers who come back to buy the products again after their first purchase, would buy more of the products than the first time they did. Reichheld and Schefer (2000) mentioned that repurchase is critical and demanded as it costs a lot to find new consumers. Chiu (2012) described repurchase intention as the chance that experienced customers would keep buying products and services again from the same provider.

Rajaobelina and Bergeron (2009) stated that repurchase intention is the degree of customer's emotional feeling of assurance and trust to buy a certain products or services again from a certain company. Harris and Goode (2010) mentioned that repurchase intention is using the service of a certain brand again in the future. Goh (2016) mentioned that repurchase intention is generated when clients are determined to buy goods and services from the same brand again. Harris and Goode (2004) mentioned that repurchase intention is the result of customer loyalty which provide good things to companies. Repurchase intention is the stage when customers are happy to buy the same products or services from the same brand again which will benefit the brands in terms of performance forecasting, mentioned by Jones and Sasser (1995), Lin and Liang (2011), and Seiders (2005).

Related Literature Review

Service quality in terms of tangible factors schedule factors, service provided by flight attendants, service provided by ground staff and trust.

Doney and Cannon (1997) discussed that trust is formed by the quality of service. It is assured that the quality of service received positively effects on trust of consumers, stated by Forster and Cadogen (2000). Rodolfo (2005) discussed that service providers with better quality of service is more likely to be trusted by consumers. Cho and

Hu (2009) stated that there is a good connection between both performance of service and trust. Zhou (2009) mentioned that trust could be enhanced by the performance or quality of service provided. Su (2016) discussed that trust could be affected by the quality of service in a long run. Shpetim (2012) stated that customers who received greater and better quality or performance of service hold better chance to be assured by and trust the service providers. Hazra and Srivastava (2009) stated that trust and the quality of service positively hold a connection between each other. Lee (2014) stated that due to the study of quality of service in hotel business, Korea, it is stated that the quality of service greatly influences trust.

Service quality in terms of tangible factors schedule factors, service provided by flight attendants, service provided by ground staff and brand image

Dobni and Zinkhan (1990) mentioned that brand image can be generated by the most essential factor called the quality of service. Nguyen and Leblanc (1998), stated that consumers who receive quality of service from the same service providers hold a preference towards the brand image of the providers. Friedmann and Lessig (1987), and Kotler and Keller (2012) described the image of a brand as things that customers perceived which has the quality of service as

part of it. Kim and Kim (2005), Ostrowski (1993), and Nyadzayo and Khajezadeh (2016) discussed that the quality of service has an influence on repurchase intention through brand image. Kandampully and Suhartanto (2000) studied about the image of hotel and they found that customers who used the service provided by the hotel are defined as a variable that highly has an impact to the hotel image.

Aron 1961, Oxenfeldt (1974), Dichter (1985), and Keaveney and Hunt (1992) stated that companies that are able to provide better standard of service could be able to gain satisfaction of customer as well as generated great brand image. According to Jay, and Hsin (2007) found that there is a positive relationship between quality of service and brand image.

Service quality in terms of tangible factors schedule factors, service provided by flight attendants, service provided by ground staff and perceive value

Robldo (2001) stated that the assessment of quality of service and the perception of value is crucial in hospitality industry. Hapsari (2016) studied about the connection between 3 variables which are quality of service, received value and satisfaction of customer from customers of Indonesian airline and the consequence displayed there is a positive relationship between the quality of service and the value perceived by customers. Singh (2015) mentioned that in the aviation business, the quality of service affects the value perceived by customers in a good way. Kuo and Jou (2014) discussed that what makes companies profitable is because of customer's perceptions towards received value and quality of service.

Park (2007) stated that customers from aviation industry hope to get better quality of service which matches the value that they pay. Dabholkar (2000) discussed

that in order to remain in the competition, a great standard of quality of service needs to be provided for raising the value of perception from customers. Tam (2004) discussed about when customers getting better service quality than what they spend, they would receive more of the perceived value. Rasheed and Abadi (2014) stated that according the hospitality business in Malaysia, it is shown that the quality of service and value of perception from customers have a connection between each other in a good way. Based on the research studying about the connection between three variables which are quality of service, perceived value, and satisfaction of customers in the telecommunication business, it is displayed that there is a positive connection between service quality and perceived value.

Service quality in terms of tangible factors schedule factors, service provided by flight attendants, service provided by ground staff and repurchase intention

Boulding (1993) stated that the quality of service positively has an influence on the intention to re-purchase as well as make some suggestion to

others. Cronin and Taylor (1992) mentioned that the connection between quality of service and the determination of repurchasing really do exist. According to Gonzalex (2007) mentioned that in the field of tourism business, the quality of service and satisfaction of customers positively and greatly affect the intention to repurchase from customers which can be put other words as the quality of service received by customers generate their actions to buy the services again.

Wang (2004), Alexandris (2002), and Cronin and Taylor (1992) mentioned that there is a connection between the quality of service and the determination of repurchasing in a good way. Caruana (2002), and Zeithaml (1996) mentioned that the quality of service

has an influence on repurchase intention in a good way. He and Li (2011), and Swaen and Chumpitaz (2008) stated that the determination to repurchase from customers happened after customers received good quality of service. Boulding (2010), and Zeithaml (1990), and Ladhari (2009) also supported that there is connection between the quality of service and loyalty or customers which consist of the intention to purchase the service again.

Trust, perceived value and brand image.

Lien (2015) mentioned that the relationship between trust and brand image do exist. J. Power, and Whelan (2008), discussed that there is a connection between trust and the image of a brand. For example, if the customers have low level of assurance towards a brand, it also implies that the brand contains low level of brand image. Cretu and Brodie (2007) stated about brand image that by having a grand brand image could lead to better results in better trust of the brand, loyalty, and commitment. According to the study of the industry of airline in Pakistan by Muhammad, Sadaf, and Asif (2017) showed their results that the variable trust has an influence on repurchase intention through the image of a brand

Hsi (2016) discussed about Tea Chain Store in Tainan city on the study that perceived value has an impact on the image of the brand in an optimistic way. Tatiana (2016) stated that there is a positive relationship between the 2 factors which are perceived value and brand image.



Trust, perceived value, brand image, and customer satisfaction.

McDougall and Leavesque (2000) stated that customers who received the great standard level of value for the airlines, would have higher chance to be happy with those airlines. Chen (2008) mentioned that there is a connection between the value that customers perceived and the satisfaction of theirs in a good way. Hapsari (2016) discussed that the higher satisfaction of customers would result in the better of value that customers perceived. Kuo, and Jou (2014) stated that the satisfaction of customers is directly and positively affected by value perceived by customers of airline in Taoyuan international airport and Kaohsiung international airport. Han (2014) supported that there is a connection between value perceiving and satisfaction of customers in a good way for budget-airlines. Wu (2014) also stated that value perceiving has an impact on satisfaction of customers in a positive way.

According to the study of the industry of aviation, in Pakistan, by Muhammad, Sadaf, and Asif (2017) they found that there is positive connection between trust and intention of repurchasing through satisfaction of customers. Zhou (2006) stated that there is a connection between trust and satisfaction of customers in an optimistic way. Zboja and Voorhees (2006) discussed that the positive relationship between trust and satisfaction of customers really do exist. Chen and Chang (2013) supported that trust and satisfaction are connected with each other.

Andreassen and Lanseng (1988), and Gronroos (1984) mentioned that brand image is a factor that influences perception and satisfaction of customers. Sayed and Leila (2017) they found that the image of a brand positively influences on satisfaction of Iranian consumers. Pop (2010) and Chih (2012) supported that the image of a brand has an influence on satisfaction of customers.

Trust, perceived value, customer satisfaction, and repurchase intention

Due to the study by Zeithaml (1996), and Cronin and Taylor (1992) they found that there is a strong positive relationship between quality and the intention to repurchase. Namukasa (2013), and Hussain (2016) also supported the previous study that the quality

of service and satisfaction of customers truly have an influence on the determination of repurchase of customers in the aviation industry. Oh (1999) stated that the quality of service, and the satisfaction of customers resulted in having a positive connection between towards repurchase determination of customers. Hellier (2003), Gustafsson (2005), and Ringle (2011) mentioned that the intention to re-buy is greatly and positively influenced by satisfaction of customers. Zeithaml (1996), Mittal and Kamakura (2001), and Cronin and Taylor (1992) pointed out that happy clients have higher chance of returning to use the service again. Zeithamal (1996), Cronin and Taylor (1992), and Pakdil and Aydin (2007) mentioned that the satisfaction of clients has turned into powerful factor in the industry of service as the intention to repurchase can be created from it.

According to Chen and Chen (2010) stated that perceived value and satisfaction of customers positively have an influence on customer's determination of repurchasing. Based on the study by Heesup, Kai, and Hakjun, Sanghyeop, and Bee-Lia (2019) they mentioned that with the combination of satisfaction of customers and the perceived value could generate the intention to repurchase from customer. From the study of online shopping, the value perceiving from customers contain a connect between repurchase intention in a good way stated by Kuan, Po-Yuan and Shu-Ling (2014). Sweeny and Soutar (2001) stated that the intention to repurchase is influenced by value perceiving.

Palmer (2008), and Park (2007) stated that trust is basically a very crucial part in generating repurchase intentions of the aviation industry. Verhoef (2009) mentioned that it is widely discussed that trust is truly essential for creating customer's intention to make a purchase again in the future if they have had an experience towards a certain

brand before. Palm (2008), and Park (2007) also mentioned that trust in the pre-consuming stage and after-consuming stage of products or services are factors affecting the determination of customers to repurchase. According to Gustafsson (2005), Verhoef (2009), Ha (2010), Milan (2015), and Veloutsou (2015) they stated that trust is an essential part in the intention of repurchase, satisfaction of clients, and generation of the image of a brand. Palmer (2008), Kotler and Keller (2012) easily explained that once safety and assurance are



provided to customers, they would keep coming back and build a rapport with the service providers and think of them as reliable. Namukasa (2013), and Ali (2015) stated that trust can make customers both who rarely or often use the service of the airline come back use the service again.

Research Framework

Based on the previous theoretical framework, the research modified the new conceptual framework with 6 variables and 7 hypotheses. The independent variables are service quality (in terms of tangible factors, schedule factors, service provided by ground staff, service provided by flight attendants), trust, brand image, perceived value, customer satisfaction, and the dependent variable is repurchase intention towards Thai AirAsia, Thailand. The modified conceptual framework is demonstrated in Figure 1, together with seven hypotheses which are displayed along with the framework as the following

H1₀: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on trust.

H1_a: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are statistically influenced on trust.

H2₀: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on brand image.

H2_a: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are statistically influenced on brand image.

H3₀: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on perceived value.

H3_a: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are statistically influenced on perceived value.

H4₀: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced repurchase intention.

H4_a: Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are statistically influenced on repurchase intention.

H5₀: Trust and perceived value are not statistically influenced on brand image.

H5_a: Trust and perceived value are statistically influenced on brand image.

H6₀: Trust, brand image, and perceived value are not statistically influenced on customer satisfaction.

H6_a: Trust, brand image, and perceived value are statistically influenced on customer satisfaction.

H7₀: Trust, customer satisfaction, and perceived value are not statistically influenced on repurchase intention.

H7_a: Trust, customer satisfaction, and perceived value are statistically influenced on repurchase intention.

Research Methodology

This part of the research, it is dedicated to give an explanation on the research methodology applied in the study. Firstly, the researchers used descriptive research as a method of data collection to find out the factors affecting repurchase intention of passengers towards the low-cost airline, Thai AirAsia. Shona (2019) defined descriptive research as the tool to explore or explain the characteristics of population which can be able to answer the questions what, where, when, and how except why. Moreover, the method is also utilized to look into more than one influencing factors. Apart from that, Fox and Bayat (2007) explained that descriptive research is a tool that focuses on present situations and uses a method of information collecting to help explain the matters. Last but not least, the method is not only used to identify the attributes but also the way population behave.

On top of that, the researchers made a decision to utilize questionnaires as a survey method to collect data. Daniel (2020) stated that questionnaire is a tool full of inquires focusing on gathering information from people which can be utilized for many objectives. Last but not least, the self-administered questionnaire, under online survey technique, is applied by the researcher in order to obtain data from this study. Paul (2008)



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mentioned that self-administered questionnaire is a method used to gather information from participants which requires them to complete all the questions by themselves without any interferes. There are many ways to do the self-administered question. For example, mailing, face to face, and internet

Next, the target population of this study is any individuals who have had an experience using domestic service provided by Thai AirAsia. Stephanie (2019) stated that target population is a group of people who hold the information that a certain person wants to obtain. Besides, Paul (2008) mentioned that target population is the information received from people that represents the majority which can be used as a conclusion.

The sampling units of this research is Thai and non-Thai customers who have experienced using the domestic service of Thai AirAsia, at Don Mueang international airport and Suvarnabhumi Airport, Thailand. Stephanie (2018) described sampling units as a single person from the chosen target population or a group of people from the group which can be used or applied for research purposes. Steven (2018) stated that sampling unit is picking individuals from the population which can be referred to a greater or bigger group of people regarding their thoughts.

Moreover, the sample size of this study is 409 people. Lauren (2017) discussed that 400-sample size is where the magic is created as to calculate the sample size, two variables which are confidence level of 95 percentage and confidence interval or error of margin of plus or minus 5 are required to be applied. For example, with 2.4 million population, the sample size will be equal to 385 when being applied with the sample size formula. Therefore, 400 is the number to be selected, even if the population's size increases to be more than this. Lastly, Zikmund (2003) stated that in order to get the 385-sampling size, the following formula is required to be applied

$$n = z^2 (P \div E)$$

n = Sample size

Z² = The square of confidence interval in standard error units

P = Estimated proportion of success

E² = The square of the maximum allowance for error between the true proportion and sample proportion

$$\begin{aligned} n &= \frac{(1.96)^2(0.5)(0.5)}{0.05^2} \\ &= \frac{(3.8416)(.025)}{0.0025} \\ &= 384.16 \text{ or about } 385 \end{aligned}$$

In this research, the researcher decided to use nonprobability sampling technique to conduct a questionnaire. Hataichanok (2012) stated that nonprobability sampling technique is used when the exact number of populations is unstable or unknown. Each individual has different chances of being selected, some even contains zero percentage of being chosen. It is the technique that relies on convenience in terms of time, place, manpower, and budget of a researcher conducting a survey. Nonprobability sampling can be divided into many sections; convenience sampling, quota sampling, judgement sampling and others. Based on the information explained above, the research selected to apply nonprobability sampling under judgement sampling, quota sampling and convenience sampling techniques with the process to complete the process.

Based on quota sampling, the researchers collected the data from Don Mueang International Airport and Suvarnabhumi Airport, 200 passengers from each airport. Followed by convenience sampling

Lastly, the researchers developed questionnaire based on the conceptual framework stated which consisted of 4 parts

The first part is the screening

question. Christopher (2018) stated that screener question is an inquiry that allows a researcher to look for a right individual for the study and helps eliminate those who are not fit for the research or study. Thus, the researcher decided to use the question "Have you had any experience with Thai AirAsia's domestic flights?" The second part is about

factors influencing repurchase intention which consisted of 44 questions. The third part is questions regarding dependent variable which is repurchase intention. There are 4 questions. The researchers applied 5 Likert scale with part 2 and

3. Susan (2007) mentioned that, Likert scale is a rating measurement applied in a survey or questionnaire to assess participant's personal ideas, thoughts, perspectives, and others towards a certain inquiry. The scale composes of strongly agree, agree, neutral, disagree, and strongly disagree and is normally applied in research purposes. The scale is as the following. 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly disagree. Lastly, the last part is about demographic factors which consisted of 9 questions.

Collection of Data/Gathering procedures

Craddick and Laws (2003) stated that data collection is a method of acquiring and assessing information or news based on the selected factors or variables which gives researchers the ability to understand and analyze research questions, hypotheses, and the consequences of the study. The researchers collected all together 409 data from the respondents in Thailand during 15 September to 2 October, 2020 at Don Mueang International Airport and Suvarnabhumi Airport by using self-administered research technique.

Findings

According to the descriptive analysis, the researchers found that the majority of demographic information are as

the following. Firstly, the majority of gender is male by 219 or 53.5%. the nationality is 100% Thai people or 409 respondents. The age is between 25-34 by 276 or 67.5%. The status is single by 324 or 79.2%. The educational level is Bachelor's Degree by 298 or 72.9%. the occupation is office-employed by 234 or 57.2%. The income level is above 30,000 THB by 229 or 56%. The purpose of travel is leisure by 322 or 78.7%. Lastly, the annual frequency of travel is between 3-4 times by 123 times or 30.1%.

The Hypotheses Testing

Null Hypothesis	Level of Significance	Standardized Beta Coefficient Value	Result
H1 ₀ : Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on trust.			
- Service quality			
Tangible factors	.000	.341	Rejected H1 ₀
Schedule factors	.002	.108	Rejected H1 ₀
Service provided by ground personnel	.000	.268	Rejected H1 ₀
Service provided by flight attendants	.000	.218	Rejected H1 ₀
- Trust			
H2 ₀ : Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on brand image.			
- Service quality			
Tangible factors	.000	.348	Rejected H1 ₀
Schedule factors	.179	.042	Failed to Rejected H1 ₀
Service provided by ground personnel	.002	.140	Rejected H1 ₀
Service provided by flight attendants	.000	.429	Rejected H1 ₀
- Brand image			
H3 ₀ : Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced on perceived value.			
- Service quality			
Tangible factors	.000	.251	Rejected H1 ₀
Schedule factors	.080	.061	Failed to Rejected H1 ₀
Service provided by ground personnel	.000	.216	Rejected H1 ₀
Service provided by flight attendants	.000	.369	Rejected H1 ₀
- perceived value			

Table 1: the summary of null hypotheses testing



H4 ₀ : Service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants are not statistically influenced repurchase intention.			
- Service quality			
Tangible factors	.000	.292	Rejected H1 ₀
Schedule factors	.699	.014	Failed to Rejected H1 ₀
Service provided by ground personnel	.022	.116	Rejected H1 ₀
Service provided by flight attendants	.000	.292	Rejected H1 ₀
- Repurchase intention			
H5 ₀ : Trust and perceived value are not statistically influenced on brand image.			
- Trust	.000	.479	Rejected H1 ₀
Perceived value	.000	.454	Rejected H1 ₀
- Brand image			
H6 ₀ : Trust, brand image, and perceived value are not statistically influenced on customer satisfaction.			
- Trust	.002	.114	Rejected H1 ₀
- Brand Image	.000	.584	Rejected H1 ₀
- Perceived Value	.000	.268	Rejected H1 ₀
- Customer Satisfaction			
H7 ₀ : Trust, customer satisfaction, and perceived value are not statistically influenced on repurchase intention.			
- Trust	.005	.118	Rejected H1 ₀
- Brand image	.000	.208	Rejected H1 ₀
- Perceived value	.004	.147	Rejected H1 ₀
- Customer satisfaction	.000	.457	Rejected H1 ₀
- Repurchase intention			

Based on the table 1, it clearly shows the summary of null hypotheses testing in 7 parts. The first hypothesis is service quality in terms of tangible factors, schedule factors, service provided by ground personnel, service provided by flight attendants and trust. The significant values are at .000, .002, .000, and .000 respectively. While the beta values are at 3.41, .108, .268, and .218 in order and the highest beta falls into tangible factors by .341. Second hypothesis is service quality in terms of tangible factors, schedule factors, service provided by ground personnel, service provided by flight attendants and brand image. The significant values are at .000, .179, .002, and .000 respectively. There's just only one part failing to reject the null hypothesis which is schedule factors. While the beta levels are at 3.48, .042, .140, and .429 in order and the highest value is service provided by flight attendants by .429. Third hypothesis is service quality in terms of tangible

factors, schedule factors, service provided by ground personnel, service provided by flight attendants and perceived value. The significant levels are at .000, .080, .000, and, .000. respectively. While the beta values are at .251, .061, .216, and, .369 in sequence and the highest score is service provided by flight attendants by .369. Fourth is service quality in terms of tangible factors, schedule factors, service provided by ground personnel, service provided by flight attendants and repurchase intention. The significant levels are at .000, .699, .022, and .000 respectively. There's just only one part failing to reject the null hypothesis which is schedule factors by .0699. While the beta values are at .292, .014, .116, and, .292 in sequence and the highest score falls into both tangible factors and service provided by flight attendants by .292. Fifth hypothesis is trust, perceived value and brand image. The significant levels are at .000 and .000. While the beta scores are at .479 and .454 and the highest one is trust by .479. Sixth hypothesis is trust, brand image, perceived value and customer satisfaction. The significant levels are at .002, .000, and .000 respectively. While the beta values are at .114, .584, and, .268 and the highest score falls into brand image by .584. the last hypothesis is trust, brand image, perceived value, customer satisfaction and repurchase intention. The significant levels are at .005, .000, .004, and, .000 respectively. While the beta values are at .118, .208, .147, and, .457 in sequence and the highest score is customer satisfaction by .457.

Conclusion

The objective of the study is to investigate whether service quality in terms of tangible factors, schedule factors, service provided by ground personnel, and service provided by flight attendants, trust, brand image, perceived value, and customer satisfaction have an influence on repurchase intention towards Thai AirAsia.

The researchers gathered all the data and information from respondents who have experienced with Thai AirAsia, domestic flights. The sample size of the study was 409. The sampling techniques used to collect the data were judgement, convenience, and quota samplings and the non-probability technique. The five-point Likert scale were applied to help with the measurement. The



researchers applied descriptive and inferential analysis to test all the hypotheses by using multiple linear regression. As the result, the researchers found that service quality in terms of tangibles, schedules, service by ground staff, and service by flight attendants, trust, brand image, perceived value, and customer satisfaction significantly have an influence on repurchase intention.

The most significant levels between service quality and trust are tangible factors, service provided by ground personnel and service provided by flight attendant at the level of .000. while the highest beta in service quality and trust is tangible factors by .341. Secondly, the most significant levels between service quality and brand image are tangible factors and service provided by flight attendants at the level of .000. while the highest beta goes to service provided by flight attendants by .429. Thirdly, the most significant levels between service quality and perceived value are tangible factors, service provided by ground personnel, and service provided by flight attendants at the level of .000. While the highest beta score is tangible factors by .369. Fourthly, the most significant level between service quality and repurchase intention are tangible factors and service provided by flight attendants at the level of .000. While the highest beta scores are both tangible factors and service provided by flight attendants by .292. Fifthly, the significant level between trust, perceived value and brand image. The most significant levels are both trust and perceived value at the level of .000. While the highest beta is trust by .479. Sixthly, the most significant levels between trust, brand image, perceived value and customer satisfaction are perceived value and brand image at the level of .000. While the highest beta is perceived value by .584. Lastly, the most significant levels between trust, perceived value, brand image, customer satisfaction, and repurchase intention are brand image and customer satisfaction at the level of .000. While the highest beta is customer satisfaction by .457.

Recommendations

To begin with, demographic factors. According to the outcomes from 409 respondents, it indicated that customers who use the service

provided by Thai AirAsia are mostly Thai people who are single, around 24-35 years old, office-employed, hold a Bachelor's degree, have monthly income more than 30,000 THB, and travel with the airline between 3-4 times a year on leisure purpose. The research would like to recommend the airline to emphasize on this group of people as they are the airline's main customers and come up with some marketing campaign to both retain and gain more customers. As it is shown in the result that Thai AirAsia's customers are early to late stage of adults, so the research would like to suggest the airline to do something fun to attract this group of customers and that is the marketing campaign called "Friends with funifits". Friends with funifits is campaign that encourages people to travel as a group from 3-5 people a time by the airline will provide a special discount by 20% from the actual airfare to customers who purchase 3-5 tickets at once. As result of this, the researcher believes that the airline can generate more income from this campaign as well as gain more positive and creative image at the same time.

According to hypotheses 1 and 4, the researcher discovered that service quality in terms of tangible factors are the most crucial factors that affect trust and repurchase intention. As a result of this, the researcher would like to recommend the airlines to improve more on tangible factors. For example, the airline could provide a free wi- fi on board at a limited amount of 20MB and offer an on-board internet package after time to generate more profits. Besides, the researcher would recommend the airline to add massage machines under all the hotseats, (front row seats of every zone in the aircraft of Thai AirAsia which can provide convenience for passengers during embarkation and disembarkation with extra charge), to attract passengers to purchase more of these seats as well as create a viral content to the aviation industry which could enhance the creative and fun side of the airline.

According to hypotheses 2 to 3, the researchers found that service quality in terms of service provided by flight attendants are the most crucial factor that influence on brand image and perceived value. The researcher would like to recommend the airline to focus on their slogan "Everyone matters" used by the airline by paying attention to minor detail of customers to make them feel more special. For example, the airline



will receive all the information from customers, the airline could use that information to make a little surprise for customers that wishing passengers a happy birthday on board through the aircraft's speaker. As a result of this, it could positively affect perceived value, customer satisfaction as well as brand image of the airline.

Lastly, the researcher would like add on to the campaign "Friends with funifits" by creating a friendship card to customers who are interested in this campaign. The friendship card will act as a frequent flying program as it will generated repurchase intention but with some conditions to follow. Firstly, passengers who are interested in the program "friends with funifits" are required to bring along 3-5 friends to make an annual contract with the airline that the 20% discount of the airfare will be given within the timeframe of 1 year and it requires passengers to travel as a group registered only. This will prevent passengers to swift friends and gain benefits over the airline. As a result of the campaign, the researcher believes that it will positively benefit the airline in terms of brand image, perceived value, trust, customer satisfaction and especially repurchase intention in the future or throughout the campaign.

Further Study

The researcher believes that the study can be taken to other levels or perspectives only if it is chosen to develop by other researchers for further studies in the future. These are some suggestions the researcher of the study would like to offer to those who are interested.

Firstly, the researcher only focused on one low-cost airline which is Thai AirAsia. As a result, it only provides information regarding one specific airline which may be not accurate to adapt with other airlines. So, the researcher would like to suggest other researchers to do a comparative research which compare Thai AirAsia and other low-cost airlines to gain more information and differences to help improve the aviation

industry in the future. Secondly, due to the spread of covid19, the researcher only received information for Thai people only. As a result, the researcher only received the viewpoints of Thai people only. So, the researcher would like to suggest other researchers to try to reach to non-Thai passengers as they could provide different answers and points of view which could somehow change the outcome of the studies in the future.

Thirdly, the researcher only emphasized passengers who have experienced using domestic service of Thai AirAsia. However, Thai AirAsia operates both domestically and internationally. As a result of this, the researcher would like to recommend other researchers to add on the international service provided by Thai AirAsia in order to gain more information to help improve Thai AirAsia in the future. Lastly, the researcher only focused on 5 factors affecting repurchase intention. So, the researcher would like to suggest other researchers to try adding more factors. For example, word of mouth and feedback. As more factors could imply more and new information which could somehow change the outcome of the study as well as benefit Thai AirAsia or other airlines in the future to come.

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