KEY FACTORS OF SUCCESS TO RETAIN CUSTOMERS OF LOW COST AIRLINES

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Abstract - Low cost airlines are very successful in Thai domestic Market and ASEAN market. The purposes of this research were to investigate the five key factors of success of many low cost airlines in Thailand from the perspective of international tourists who visited Bangkok, Thailand in the last quarter of 2017. Data collection process were conducted from three important international airports in Thailand Suvannabhuim, Don Muang, and Chiang-Mai international Airport. Where independent variables included gender, age, levels of education, occupation, income, country of origin, and expectations and dependent variables included their level of satisfaction, experience and their real experiences during the flight of low cost airline. A purposive and simple random sampling method was used to obtain 400 respondents. The respondents, however, were more male than female in mixed of proportion. The findings revealed that the majority respondents were between 21-40 years old. Most were single with either high school or an undergraduate degree. The findings also revealed that the majority of respondents regularly use low cost airlines mainly because of low ticket price, available of flights, and channel of buying tickets. The majority came to Bangkok more than one time and spent about 30 days in Thailand.

Keywords - Key Factors of Success, Low Cost Airlines, International Passengers