THE STUDY CHARACTERISTICS OF THE SERVICE OF FOOD CREWS ON THE SATISFACTION OF CONSUMERS ON THE THAI AIRWAYS INTERNATIONAL

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Abstract - The objective of this study was to the characteristics of the service of food crews on the satisfaction of consumers on the Thai Airways International. A sample was selected from Thai Passengers who have used the service of the airline cases were included as a sample a total of ***40***0 participants (Convenience Sampling). The researcher collected data from the research questionnaire as a research tool. The samples used in this study were The statistics used for data analysis were frequency, percentage, mean, standard deviation, and statistic used in the test. The Pearson correlation coefficient was used to test the hypothesis. The findings indicated that Most respondents were female under 25 years of age, single status, undergraduate degree Occupation student Monthly income is less than 15000 baht is domiciled in the Central. And the characteristics of the service of food crews that most get equal of food service and length of service is appropriate and get to provides fast service of food, Sometime. Passengers don't faced problems about Insufficient food. A total Respondents are indifferent to Development the quality of employees. But Development the quality of food needs Improvement. The results of the hypothesis test showed that Marketing factors in Product, price promotion, person, physical, Process, relationship with consumers' choice of food type on THAI and marketing channel. Relative to passenger's choice of food type on Thai Airways, and the service characteristics of the crew did not correlate with passengers' choice of Thai food type.

Keywords - Thai Airways, the characteristics of the service of crews, Food on machine

I. INTRODUCTION

At present, there is a greater level of food service in the aviation industry. By developing food and kitchen service systems on the plane By paying attention to the quality of the food served and the price of food collected along with the price of the plane The development of food service containers and equipment by these airlines have developed their own kitchen equipment and developed a new type of kitchen to increase service efficiency. Developing a wheelchair to withstand impact and facilitate the introduction of food and equipment to passengers. And finally, the establishment of an on-board food service arrangement group The major agency for the provision of on-board food services is the Association of Aircraft Food Services and the food production process for on-board services must be followed. Standards of the International Food Service Association Which is a process that has Controlled according to international food safety standards Consisting of rules, procedures Good in food production And hazardous analysis systems and critical control points By having a symposium to encourage communication and exchange of ideas between 3 The major groups are airlines, food service providers and manufacturers of products and raw materials. By providing food service on the plane is important in various areas That is to facilitate travel To facilitate passengers with special characteristics To relieve anxiety for passengers and to help passengers understand the culture of the country to travel to In the production and service of food on the machine, it is necessary to be suitable for various travel times and tastes of passengers, since each trip takes a different time. The airline must be ready to serve food. By having to prepare food and beverage services to meet the needs of passengers And to facilitate passengers with special characteristics such as diabetic passengers, Muslim passengers who eat vegetarian food at the airline will prepare food as a special case for passengers in this group. Passengers must inform in advance. Because passengers who use the services of the airline There are a variety of gender, age, nationality and taste. Thus causing different food requirements for plane travel

This research study The researcher saw the importance of the Thai food service on the plane. Because Thai Airways currently offers a variety of food services And have a continuous amount of users Making the service of the crew is very important to the satisfaction of the consumer selection of passengers using the service Due to the consumption of passengers on food, there is a relationship with the aviation industry. Therefore, it is the source of interest to study the factors in using the services of

passengers with Thai food on board machines and guidelines for improvement. To be used as a suggestion and guideline for improvement and amendment of Thai Airways to improve food quality and staff quality By bringing service style principles To be used to meet the satisfaction and impress the passengers for the next service and to maintain the image of Thai Airways

II. OBJECTIVES

To study the service characteristics of food crews on the satisfaction of consumer choices of passengers on Thai Airways' machines

III. RESEARCH METHODOLOGY

In the research study Factors in using the services of passengers with Thai food on the plane and ways to improve It is a survey research to study the service characteristics of the crew in the food section and the method of collecting data with the questionnaire which the person who made Research has set guidelines for conducting research studies as follows.

1. Data collection Convenience Sampling data collection by collecting data from those who cooperate in answering questions the population in this study is passengers who have used Thai Airways aircraft food services for both male and female. And because there are many users of Thai Airways service therefore the researcher could not know the exact population Making the calculation of the sample size in this study The researcher therefore used the population calculation formula of W.G.cochran to determine the sample size without knowing the exact population.
   The researcher has determined the proportion of population 0.5 and requires a 95 percent confidence level and has a tolerance that is sufficient to allow no more than 5 percent. Therefore, the formula can be calculated as follows: n = (0.5) (1-0.5) (1.96) 2 (0.05) 2 n = 385 Therefore, the calculated sample = 384.16 is a fraction of 385 samples and increases the number of samples to 15 sets, a total of 400 people. The tools used for collecting data are questionnaires. Looks like a closed end query (Closed-ended Questionnaire) consists of 4 parts which inquire with Part 1 and Part 2 Use analysis Determine the frequency and percentage, including general information of respondents and questionnaires on the characteristics of food service crews on passenger satisfaction on Thai Airways aircraft. Part 3 and Part 4 use value analysis.
   Average and standard deviation Is a questionnaire showing opinions about the marketing factors that affect the consumer's choices of food on Thai Airways aircraft and the type of food on the plane as a measure of satisfaction levels in eating. By dividing the scoring criteria into a 5 scale scale (Rensis A. Likert)
2. Data analysis Quantitative data analysis using descriptive statistics Through questionnaires by using the data to analyze by using the static software program as follows

- Frequency and percentage values To analyze the frequency and percentage obtained from the questionnaire in general information of the respondents and in terms of the service characteristics of the crew in the food on the satisfaction of passengers on the Thai Airways machine
- The average value to be used to analyze the mean obtained from data part 3 Factors affecting the consumption choices of passengers towards Thai food on the plane and part 4 of the plane food category is a measure of satisfaction levels in eating.
- standard deviation To analyze variance as a measure of data distribution obtained from the questionnaire. Part 3 Questionnaire on factors that affect the consumer's choices of food on Thai Airways aircraft and part 4: Food on-flight questionnaire is a measure. Level of satisfaction in eating hypothesis testing The characteristics of the service of the crew are related to the consumption of passengers on Thai Airways aircraft.
- The assumption of the service characteristics of the crew is related to the consumption of passengers on Thai Airways aircraft.
- Using statistics of Pearson's product moment correlation coefficient At the significance level 0.05. Therefore, the hypothesis will be rejected only if r is less than 0.05

IV. RESULTS AND DISCUSSION

The characteristics of the service of the crew are related to the consumption of passengers on Thai Airways aircraft.

When considering respondents who had received food service inequalities, it was found that there were never 201 people, accounting for 50.2 percent, sometimes 170 people, accounting for 42.5 percent and frequently numbering 28, representing 7.0 percent, respectively. That is, most respondents received food service equality and followed by Respondents received equal food service sometimes.

When considering respondents who received punctual and fast service in receiving food services, it was found that sometimes 199 people accounted for 49.8 percent, frequently 177 people, representing 44.3 percent and never The number 23 is 5.8 percent, respectively, that is, most respondents receive punctual service and are quick to receive food services sometimes.

Considering that the respondents had experienced insufficient food problems for their needs, it was found that there were never 175 people, accounting for 43.8

percent, sometimes 174 people, accounting for 43.5 percent and frequently 50, representing 12.5 percent, according to The sequence is that most respondents have never experienced food problems that are not enough to meet their needs.

When considering respondents think Thai Airways should improve the quality of staff for food service on the machine. It was found that 216 people, representing 54.0 percent, should have 168 people, representing 42.0 percent and should not 14 people, representing 3.5 percent, respectively, that is. In terms of improving the quality of staff in food service on the machine, most respondents felt indifferent.

When considering respondents think Thai Airways should improve the quality of food for progress or not. It should be 301 people, accounting for 75.3 percent, 87 people, or 21.8 percent, and not 9 people, representing 2.3 percent, respectively. Most respondents gave opinions that they should improve the quality of food for progress.

V. HYPOTHESIS TEST RESULTS

The assumption of the service characteristics of the crew is related to the consumption of passengers on Thai Airways aircraft. (Having received inequality in food service, receiving punctual and fast service in food service, having problems with food that is not enough to meet the needs, Thai Airways should develop Quality of staff in food service on the plane, Thai Airways should develop the quality of food for progress or not) with statistical significance at .05 level.

The characteristics of the service of the crew in obtaining food service inequality are related to the consumption of passengers on Thai Airways aircraft. By finding the Pearson relation value when using all Sig values to find the mean value equal to 0.418 which is greater than 0.05. That is, the service characteristics of the crew in receiving food inequalities are not related to the selection Consumption of passengers with Thai food on board At the statistical significance level of 0.05

The characteristics of the service of the crew in receiving the service on time and with the speed of receiving food services are related to the consumption of passengers towards the type of food on Thai Airways. By finding the Pearson relation value when using all Sig values to find the mean value equal to 0.486, which is greater than 0.05, that is, the service characteristics of the crew for receiving services on time and with the speed of receiving Food services do not correlate with the consumption choices of passengers towards Thai food on board. At the statistical significance level of 0.05

The characteristics of the service of the crew, experiencing food problems that are not sufficient to meet the demand, are related to the consumption of passengers on Thai Airways aircraft. By finding the Pearson relation value when using all Sig values to find the mean value equal to 0.508 which is greater than 0.05, that is, the service characteristics of the crew experiencing food problems that are not sufficient to meet the demand, not having a relationship with selection Consumption of passengers with Thai food on board At the statistical significance level of 0.05

The characteristics of the service of the Thai Airways crew should improve the quality of the staff in the service of food on the plane, which correlates with the consumption of passengers on Thai Airways aircraft. By finding the Pearson relation value when bringing all the Sig values to the average value equal to 0.345, which is greater than 0.05, that is, the service characteristics of the Thai Airways crew should improve the quality of the staff in the food service on the machine without relation And the consumption of passengers on Thai Airways aircraft At the statistical significance level of 0.05

The service characteristics of the Thai Airways crew should improve the quality of food for progress or not. There is a relationship with the consumption of passengers on Thai Airways aircraft. Finding the Pearson relation value when using all Sig values to find the mean value is 0.616 which is greater than 0.05, that is, by the characteristics of the service of the Thai Airways crew should develop the quality of food for progress or not. There is no relationship with the consumption of passengers on Thai Airways aircraft. At the statistical significance level of 0.05

Summary of hypothesis testing The characteristics of the service of the crew are related to the consumption of passengers on Thai Airways aircraft. From the hypothesis test Can conclude that the characteristics of the service of the crew are related to the consumption of passengers with the type of food on Thai Airways (unequal service Denying the hypothesis of the Sig value at 0.418. The service characteristics of the crew are related to the consumption of passengers on Thai Airways aircraft

CONCLUSION

From research objectives Is to study the service characteristics of food crews on the satisfaction of consumer choices of passengers on Thai Airways aircraft. Most passengers receive equal food service and receive punctual service and are quick to receive food services sometimes. Never having problems with food that is not enough to meet the needs As for the development of the quality of staff in food service on most machines, passengers feel indifferent to the development of the quality of the staff because the airline has a standard in selecting good personnel and therefore does not need to improve at this point But passengers commented that they should improve the quality of food for progress because passengers who are using the service with the airline will expect to receive good service, including receiving good quality

food for good value Value for the price lost Therefore, the airline must focus on food and need to improve the quality of food on the machine better. To meet the passengers' satisfaction And can create a good image for the airline as well Discussion of results based on assumptions Is the study of the service characteristics of the crew, which is related to the consumption of passengers on Thai Airways aircraft. The service of the crew is another important factor in deciding to buy consumer services. For adding value from food services On the plane must take into account the impressive service, maintaining the image of the airline. And the marketing role of the airline Which corresponds to the research of Ajarn Saengphueng Thongsai (2016) who conducted a study on food service management on the plane. It was found that preparing food for service on the plane Must consider the food transportation system Chilled and ready-to-eat food system and also in accordance with the research of Natthaphat Wattanaworn (2015)) has studied the factors that affect the decision to consume clean food of the population in Bangkok. Lifestyle Marketing mix factors, food consumption decisions

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