

Kano's model for solving passenger satisfaction at airport terminal service

Thongchai Jeeradist (thongchai.aviation@gmail.com)

Karaked Choorith (karaked.cho@kbu.ac.th)

Aviation Personnel Development Institute, Aviation Industry Management Program

Kasem Bundit University, Bangkok, Thailand

The implementation of an airport terminal service process should be developed for the evaluation of the service quality to improve the aviation industry services. The purpose of this paper is to contribute the development of a conceptual model of airport service quality by conducting an empirical investigation into airline passengers' perception. This research was implemented in order to develop a scale to measure airline's passenger expectations of airport terminal service quality. The Airport Management teams can use the developed airport terminal service quality framework to evaluate their airport terminal services to reach passenger expectation.

In view of the competition in airline business, the airport terminal service improvement will also improve airline service quality process and enhanced the service quality of airline business. Airline Management team can use the developed quality framework to improve service quality in airline business.

A proposed Kano's model in airport terminal service measurement to find the Satisfaction Index (SI) and Dissatisfaction Index (DI) of airline passenger concerned with the airport terminal services. The case studied with a qualitative exploration of the airport terminal service experience from the airline passengers' perspective, which was combined with a review of the relevant literature in order to identify the variables, to clarify the basic concepts, and to generate a conceptual model of airport terminal service quality expectations. The extended service quality level by provides a comprehensive service management in airline industry to meet the passenger beyond expectation to improved Airline Image. The newly developed Kano's Model with the case examples of airline and airport are and discussed.

Keywords – Kano's Model, Airport Terminal Service, Airline service quality, Passenger's satisfaction

Conference Program

May 07-09, 2019

Osaka, Japan

ICEAI

International Congress on Engineering and
Information

ICCBES

International Congress on
Chemical, Biological and Environmental Sciences

ICSSAM

International Conference on Social Science and
Management

ISEPST

International Symposium on Education,
Psychology and Society

ICEAI

International Congress on Engineering and Information

ISBN: 978-986-88450-4-6

ICCBES

International Congress on Chemical, Biological and Environmental Sciences

ISBN: 978-986-87417-8-2

ICSSAM

International Conference on Social Science and Management

ISBN: 978-986-89536-9-7

ISEPST

International Symposium on Education, Psychology and Society

ISBN: 978-986-89298-8-3

ISSN: 2308-1465

Content

Welcome Message	3
General Information for Participants	4
International Committees of Natural Sciences	6
International Committees of Social Sciences	9
Special Thanks to Session Chairs	12
Conference Venue Information	13
Floor Plan	14
Conference Schedule	15
Natural Sciences Keynote Address (1)	18
Natural Sciences Keynote Address (2)	20
Natural Sciences Keynote Address (3)	21
Social Sciences Keynote Address (1)	23
Social Sciences Keynote Address (2)	25
Oral Sessions	27
Energy Engineering/ Industrial Engineering (1)	27
Management (1)/ Society (1)/ Education(1)	28
Computer Science (1)/ Information Engineering (1)	29
Environmental Sciences (1)/ Civil Engineering	30
Management (2)	32
Education (2)	33
Biological Engineering (1)	34
Finance	35
Culture/ Politics/ Law/ Economics	36
Computer Science (2)/ Information Engineering (2)	37
Management (3)	38
Education (3)/ Society (2)/ Social Studies	39
Industrial Engineering (2) /Electrical Engineering	40
Biological Engineering (2)	41
Education (4)	43
Chemical Sciences/ Environmental Sciences (2)	44
Education (5)	46
Poster Sessions (1)	47
Computer Science/ Information Engineering/ Electrical Engineering	47
Poster Sessions (2)	50
Biological Engineering/ Environmental Sciences	50

Poster Sessions (3)	53
Chemical Sciences/ Industrial Engineering/ Energy Engineering / Civil	
Engineering	53
Poster Sessions (4)	56
Education/ Psychology/ Culture/ Management/ Finance	56

International Committees of Social Sciences

Adeeb Jarrah	United Arab Emirates University	UAE
Ahrar Husain	Jamia Millia Islamia	Indian
Alex Yao Tang	National Cheng Kung University	Taiwan
Amol Gore		Thailand
Ashish Pareek	Maharshi Dayanand Saraswati University, Ajmer	India
Atefeh Ferdosipour	Azad University	Iran
Azidah Abu Ziden	Universiti Sains Malaysia	Malaysia
Azilawati	Nanyang Technological University	Singapore
Aziz Bin Ahmad	University Malaysia Terengganu	Malaysia
B. Suresh Lal	Kakatiya University	India
Badar Alam Iqbal	Aligarh Muslim University	India
Bayram Akarsu	Erciyes University	Turkey
Bor-Tyng Wang	Feng Chia University	Taiwan
Brian Hunt	Mahidol University	Thailand
Cathine G. Scott	Morris College in Sumter	USA
Chen-Yi Lin	National Taichung University of Science and Technology	Taiwan
Chia-Hwan Chen	National Taipei University of Education	Taiwan
Chia-Ming Chang	National Chia-Yi University	Taiwan
Chib	Datta Meghe Institute of Management Studies	India
Chih-Wei Peng	Taipei Medical University and Hospital	Taiwan
Ching-Yi Tien	I-Shou University	Taiwan
Chi-Ying Chen	Asia University	Taiwan
Concepcion C. Libuit	City University of Pasay	Philippines
Darshan kaur Narang	University of Rajasthan, Jaipur	India
David Yoon	Universitaire Léonard de Vinci	France
Dharam Vir Mahajan	CCS university, Meerut	India
Donald L. Amoroso	Auburn University at Montgomery	USA
Donghun Lee	Sungkyunkwan University	South Korea
Eddy K.W. Li	The Chinese University of Hong Kong	Hong Kong
Edward Hwang	Chung Hua University	Taiwan
Eric Santos Parilla	University of Asia and the Pacific	Philippines
Frank S.C. Tseng	National Kaohsiung First University of Science and Technology	Taiwan
Funda Varnaci Uzun	Aksaray University	Turkey
Gajendra Singh	Satyawati College, University of Delhi	India
Hamzeh Dodeen	United Arab Emirates University	UAE
Intan Soliha Binti Ibrahim	Universiti Malaysia Sabah	Malaysia

Irene Guatno Toribio	Philippine Christian University	Philippines
Jalil Safaei	University of Northern British Columbia	Canada
Jamie Halsall	University of Huddersfield	UK
Jeffrey Trambley	Musashino Gakuin University	Japan
Jian-Horng Chen	Chung Shan Medical University	Taiwan
John Christian S. Jardin	Palawan State University	Philippines
John Erinorio Perez	University of the Philippines Los Baños	Philippines
Jonas Chao-Pen Yu	Takming University of Science and Technology	Taiwan
Joseph Lau	The University of Hong Kong	Hong Kong
Joyce Zhou	Emporia State University	USA
Junaid M. Shaikh	Curtin University Sarawak Malaysia	Malaysia
Kaedsiri Jaroenwisan	Silpakorn Univesity	Thailand
Kanokphon Chantananarungpak	Srinakharinwirot University	Thailand
Karen Miranda Fernandez	Imus Institute	Philippines
Karendra Devroop	University of South Africa	South Africa
Kyung Hee Kim	Mokpo National University	South Korea
Kim Sangho	Ritsumeikan Asia Pacific University	Japan
Deok Man Kim	Baekseok University	South Korea
Krishna Govender	AAA School of Advertising	South Africa
Hsiao-Tseng Lin	Meiho University	Taiwan
Linda Oshita	University of Hawaii	USA
Margaret Sanapo	Ritsumeikan University	Japan
Maria Cristina M. De los Santos	Kyungdong University-Global Campus	South Korea
Marie Paz E. Morales	Philippine Normal University	Philippines
Mehryar Nooriafshar	University of Southern Queensland	Australia
Michael Kao	Chang Gung University	Taiwan
Micheal Kon	Aletheia University	Taiwan
Michelle M. Mukherjee	Queensland University of Technology	Australia
Mindy Suzanne Andino	Bloomsburg University	USA
Ming-Chang Chih	National Chung Hsing University	Taiwan
Mingchu Luo	Emporia State University	USA
Mohamad Hafis Amat Simin	University Sultan Zainal Abdin	Malaysia
Mohamed Ahmed El Khouli	Sadat Academy for Management Science	Egypt
Mohamed Hammad Hendy	Beni-Suef University	Egypt
N. S. Ravishankar	Axis Bank	India

Nadir Memmedli		Azerbaijan
Naim Uzun	Aksaray University	Turkey
Nezaket Memmedli	Azerbaijan National Academy of Sciences	Azerbaijan
Ng Woon Lam	Nanyang Technological University	Singapore
Nukshi Esther Imsong	Institution of Psychology Counselling and Educational Research	India
Obydullah Al Marjuk	Independent University, Bangladesh	Bangladesh
Ozgul Keles	Aksaray University	Turkey
Prasong Tanpichai	Kasetsart University	Thailand
Ramayah Thurasamy	Universiti Sains Malaysia	Malaysia
Reem Abed Almotaleb Abuiyada	Dhofar University	Palestine
Ricky Ng	Vocational Training Council	Hong Kong
Ronald Griffin	Florida Agricultural & Mechanical University	USA
Rotaru Ioan-Gheorghe	Timotheus Brethren Theological Insitute of Bucharest	Romania
Ruby Ann L. Ayo	Bicol University	Philippines
Sadiq Abdulwahed Ahmed Ismail	United Arab Emirates University	UAE
Sally dhruva' Stephenson	Frosterburg State University	USA
Shaik. Feroz	Caledonian College of Engineering	Oman
Shiv Prasad	Maharshi Dayanand Saraswati University	India
Shujen Lee	Asia University	Taiwan
Shun-Hsing Chen	Oriental Institute of Technology	Taiwan
Soon SONG	Wonkwang University	South Korea
Stacey Jocoy	Texas Tech University	USA
Sunil Kumar	Alliance University	India
T.S.Devaraja	University of Mysore, Hemagangothri Campus	India
Tan Khay Boon	SIM Global Education	Singapore
Theeraphab Phetmalaiikul	Srinakharinwirot University	Thailand
Vijayaletchumy Subramaniam	Universitas Putra Malaysia	Malaysia
Wang Yu-Shan	National Kaohsiung First University of Science and Technology	Taiwan
Wei-Cheng Mau	Wichita State University	USA
Yong-Ho Kim	Pukyong National University	South Korea
Yong-Taek Rhim	Namseoul University	South Korea

Wednesday, May 8, 2019

Oral Session

Time	Schedule	Venue
12:15-13:15	Lunch Time	TBC
13:15-14:45	Environmental Sciences (1)/ Civil Engineering	Room B, 2F
	Management (2)	Room C, 2F
	Education (1)	Room D, 2F
14:45-15:00	Tea Break & Networking	Room A, 2F
15:00-16:30	Biological Engineering (1)	Room B, 2F
	Finance	Room C, 2F
	Culture/ Politics/ Law/ Economics	Room D, 2F

Wednesday, May 8, 2019

Poster Session

Time	Schedule	Venue
09:20-10:10	Poster Sessions (1) Computer Science/ Information Engineering/ Electrical Engineering	Room A, 2F
13:30-14:20	Poster Sessions (2) Biological Engineering/ Environmental Sciences	Room A, 2F
14:30-15:20	Poster Sessions (3) Chemical Sciences/ Industrial Engineering/ Energy Engineering/ Civil Engineering	Room A, 2F
15:30-16:20	Poster Sessions (4) Education/ Psychology/ Culture/ Management/ Finance	Room A, 2F

Thursday, May 9, 2019

Oral Session

Time	Schedule	Venue
08:30-16:00	Registration	Lobby, 1F
09:00-10:30	Computer Science (2)/ Information Engineering (2)	Room B, 2F
	Management (3)	Room C, 2F
	Education (2)/ Society (3)/Social Studies	Room D, 2F
10:30-10:45	Tea Break & Networking	Foyer Area, 2F
10:45-12:15	Industrial Engineering (2) /Electrical Engineering	Room B, 2F
	Biological Engineering (2)	Room C, 2F
	Education (3)	Room D, 2F
12:15-13:15	Lunch Time	TBC
13:15-14:45	Chemical Sciences/ Environmental Sciences (2)	Room B, 2F
	Education (4)	Room D, 2F

Management (1)/ Society (1)/ Education(1)

Wednesday, May 08, 2019

08:45-10:00

Room C, 2F

Session Chair: *Prof. Yoshiro Miyata*

ICSSAM-0535

Kano's Model for Solving Passenger Satisfaction at Airport Terminal Service

Thongchai Jeeradist | *Kasem Bundit University*

Karaked Choorith | *Kasem Bundit University*

ICSSAM-0541

Investigating the Effect of Website Characteristics on Trust in Social Networking Sites

Chia-Han Chang | *National Sun Yat-sen University*

Min-Chen Chen | *National Sun Yat-sen University*

Chien-Yuan Sher | *National Sun Yat-sen University*

Zhao-Hong Cheng | *National Kaohsiung University of Science and Technology*

ICSSAM-0490

Integrating and Verifying the Design of App of the Transportation to Hospital for the Elderly

Pei-Hsuan Lee | *Ditmanson Medical Foundation Chiayi Christian Hospital*

Ming-Shih Chen | *Tunghai University*

Yu Chou | *Tunghai University*

ICSSAM-0521

Peer Effects for Large Class Teaching: A Case Study

Wing Yee Chei | *The Hong Kong Polytechnic University*