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**ASEAN AVIATION PERSONNEL' SATISFACTION TOWARDS AVIATION
TRAINING CENTER, AVIATION PERSONNEL DEVELOPMENT
INSTITUTE, THAILAND**

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ABSTRACT

This research aimed to study ASEAN air aviation personnel'satisfaction towards Aviation Personnel Development Institute, Thailand. The researcher developed the questionnaires consisting of 3 parts as 1) personal data, 2) satisfaction towards the Aviation Training Center and 3) Suggestions. The researcher instrument was questionnaires which were distributed to 200 aviation personnel in February, 2022. The statistical analysis were frequency, percentage, mean, standard deviation, The respodents can also added their suggestion on the written part of the questionnaires. The results of the study found that overall aviation personnel'satisfaction towards aviation training center was at a highest level (mean = 4.74). The highest scores were overall other satisfaction (mean = 4.77), then overall smoke drill room and overall rafting-wet drill pool (mean = 4.75). The suggestions from the study were the aviation training center should have complete equipment and some virtual techologies.

Keywords: Satisfaction, Aviation Training Center, Aviation Personnel

INTRODUCTION

Aviation Training Center which is the business unit under Aviation Personnel Development Center, has provided recurrent training service for aviation personnel. It offers both compulsory trainings for the aviation personnel, such as fire drill, smock drill, slide drill, and wet drill and some soft training, such as crew resource management (CRM), aviation security awareness, service mind, etc. (Aviation Personnel Development Institute, 2023). By law, aviation personnel have to be retrained every year to meet the aviation safety requirement since they have to provide service based on safety first priority (Doc 10002 AN/502, First Edition, 2014, Chapter 1) Therefore, the aviation personnel need to complete the mandatory trainings as slide drill, wet drill, etc. In order to conduct the qualified training, the aviation safety training need to evaluate the actual service users' satisfaction. However, the deciders and purchasers for the training services are not aviation personnel. Pricing is the major reason of using training services for the low cost airlines and charterers (Witthawassamrankul and Pasputhijiam, 2017).

Objective

To study ASEAN aviation personnel satisfaction towards Aviation Training Center, Aviation Personnel Development Institute, Thailand.

Research Questions

What are the levels of ASEAN aviation personnel' satisfaction towards Aviation Training Center, Aviation Personnel Development Institute, Thailand?

LITERATURE REVIEW AND THEORY

This research includes concepts of aviation training center service, which is the place providing sufficient service for aviation safety training, service quality theory and related research on satisfaction towards Aviation Training Center as service quality which explained that service qualities may differ in term of complication and characteristics of services. Common 5 service dimensions found are tangible, empathy, assurance, reliability, and responsiveness (Wilson, Zeithaml, Bitner and Germier, 2020). The dimensions of service qualities provided by aviation training center could be:

Reliability: Ability to perform the promised service accurately and dependably.

Assurance: Knowledge and courtesy of staff and the staff' abilities to convey and confidence in service provision

Tangibles: Physical facilities, equipment, and training room.

Empathy: Caring, individualized attention the trainers and staffs

Responsiveness:Willingness to help the trainees and provide prompt services.

The related researches studies in this study are guidelines for improving service quality of Aviation Safety Training Center for Flight Attendant (Witthawassamrankul and Kaewpounggam, 2017), the administration factors of aviation training center needs educational facilities, organization management, presidency, the standard of courses/curriculums and the qualities of instructors. The service quality factors were accurate, propriety, feasible and utility (Khamproh, 2016) and factors affecting service quality of aviation safety training center for flight attendants (Witthawassamrankul and Pasputhijiam, 2017). In the study of satisfaction both service qualities are measured from customer evaluations.

In addition, there are some rules and regulations based on ICAO (International Civil Authority Organization) and Civil Aviation Authority of Thailand (CAAT) related in the study since the aviation training center needs to deliver the courses meet the standard of the organizations.

METHODOLOGY

The researcher developed the questionnaires of aviation personnel' satisfaction towards aviation training center based on the aviation training concept, service quality theory, and related researches. 200 samples were aviation personnel as pilots, flight attendants, trainers and others. The questionnaires combines 3 parts as 1) personal data, 2) aviation personnel' satisfaction towards aviation training center and 3) suggestions. The respondents in this study are 200 ASEAN aviation personnel who used service from the aviation training center. The Likert's Scale (5 levels) was used to rate the satisfaction level. The quality of research instrument in the aspect of content validity was done by IOC by 3 experts and the reliability was 0.86. The data were collected on February, 2023. The statistical analysis was frequency, percentage, mean, standard deviation, The content analysis was used to summarize in suggestion parts.

RESULTS

The results of the questionnaires showed 1) personal factors 2) aviation personnel' satisfaction towards aviation training center and 3) suggestion

Table 1 *Personal Data*

Personal Factors	Particulars	F	%
Gender	Male	100	50.00
	Female	100	50.00
Position	Pilot	15	7.50
	Flight Attendants	160	80.00
	Trainers	15	7.50
	Others	10	5.00
Total		200	100%

The results of the personal factors showed there are equal 100 males (=50%) and 100 female (=50%). The positions were 15 pilots (=15%), 160 flight attendants (=160%), 15 trainers (=7.5%), and 10 others (=5%).

Table 2 *Level of Air Crew' Satisfaction towards Aviation Training Center*

Parts	Mean	S.D.	Meaning
1. Training Room			
1.1 Convenience	4.75	0.66	Highest
1.2 Temperature	4.71	0.52	Highest
1.3 Sound System	4.74	0.63	Highest
1.4 Visualization	4.72	0.68	Highest
Overall Training Room	4.73		Highest
2. Slide Drill Room			
2.1 Safety	4.78	0.62	Highest
2.2 Training Equipment	4.72	0.68	Highest
2.3 Temperature	4.69	0.67	Highest
2.4 Cleanliness	4.69	0.65	Highest
Overall Slide Drill Room	4.72		Highest
3. Fire Drill Room			
3.1 Safety	4.75	0.65	Highest
3.2 Availability of Equipment	4.78	0.62	Highest
3.3 Temperature	4.65	0.81	Highest
3.4 Cleanliness	4.75	0.75	Highest
Overall Fire Drill Room	4.71		Highest
4. Smoke Drill Room			
4.1 Safety	4.80	0.78	Highest
4.2 Sound System	4.72	0.73	Highest
4.3 Visualization	4.72	0.74	Highest
4.4 Temperature	4.76	0.77	Highest
Overall Smoke Drill Room	4.75		Highest
5. Rafting-Wet Drill Pool			
5.1 Safety Procedure & Security System	4.75	0.74	Highest
5.2 Cleanliness	4.73	0.79	Highest
5.3 Availability of Equipment Rafts & Life Jackets	4.75	0.84	Highest

5.4 Cleanliness of Shower Area	4.77	0.68	Highest
Overall Rafting-Wet Drill Pool	4.75		Highest
6. Other Service Satisfaction			
6.1 Staff Service Satisfaction	4.80	0.81	Highest
6.2 Car Parking Availability & Service	4.66	0.74	Highest
6.3 Coffee Break	4.81	0.79	Highest
6.4 Cleanliness of Toilets	4.82	0.88	Highest
Other Service Satisfaction	4.77		Highest
Overall Satisfaction with the Training Center	4.74		Highest

The overall satisfaction with the training center was at a highest level (mean = 4.74). The highest satisfaction level are from overall satisfaction at a highest level (mean = 4.77) and then, overall smoke drill room and overall rafting-wet drill pool at a highest level (mean = 4.75), overall training room (mean = 4.73), overall slide drill room (mean = 4.72) and overall fire drill room (mean = 4.71).

Part 3: Suggestion on the aviation personnel' satisfaction of service divided into 4 parts as Process, Staff, Place and Facilities and Service Quality as:

3.1 Process: The process of the service provision was smooth since aviation training center planned and reserved by using schedules. There will be no time conflict.

3.2 Staff: The staff who provide service have trained and received certificates from the equipment and departments such as fire drill, slide drill. Therefore, they are competent in teaching and demonstrating the use of equipment. There are also outsourcing of staffs such as nurses for first aid and lifeguards in wet drills.

3.3 Place and Facilities: Some aspects were discussed due to physical design such as required some empty space for swimming pool sides, slope, and steps-to-walk. Parking should have roofs. Wireless microphones and portable translators should be provided when the foreign guest speakers visited, so the users can understand clearly.

3.4 Service Quality: Good service quality provided with good manner. Free complementary such as tea, coffees, biscuits, snacks are provided.

CONCLUSION

Based on the study, the overall satisfaction of aviation personnel' satisfaction towards aviation training center was at a highest level (mean = 4.77). Every factor was at highest level. The suggestions were on some physical designs, such as slope, path and assistance devices, such as wireless microphones and portable translators.

DISCUSSION AND RECOMMENDATION

The research results showed that the facilities and equipment of aviation training center was at a highest level. The service quality meets both standard requirement (Civil Aviation Authority of Thailand, 2017). The excellent aviation training center factors were accurate, propriety, feasible and utility (Khamproh, 2016). Aviation training center combines both practice and academic knowledge. There were some suggestions for aviation personnels from study that the aviation training should import more equipment to meet the future demand of the customers or airlines such as overwing exit, virutal reality for fire wet drill, such as waves, rains. Some simulators for pilots should be installed. The development of aviaiton training center have to follow the qualifications of CAAT (Civil Aviation Authority of Thailand) and ICAO (International Civil Aviation Organization). The future recommendations should be about training service provided from aviation training center such new skill learning, the development of marketing and management of aviation training center.

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