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CUSTOMER EXPECTATION AND PERCEPTION TOWARD AI CHATBOT SERVICE QUALITY FOR LOW-COST AIRLINES IN THAILAND

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ABSTRACT

This research aimed to examine the impact of Artificial Intelligence (AI) chatbots implement of service via low-cost airline official website in Thailand. The AI chatbot provide the basic standard service for customer such as providing information and solutions for passengers. The research instrument in this study was questionnaire which included the study of customer expectation and perception toward AI Chatbot service quality. The service quality concept was used to compare the expected and perceived service of AI chatbot of low-cost airlines. The population of the study were the passengers who experienced AI Chatbot of low-cost airlines. The sample size was 400. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability was 0.944. Statistical analysis was used for this study were frequency, percentage, mean, standard deviation. The results of this study indicated that the respondents are (1) mostly female, aged between 23-40 years, single status, graduated of bachelor's degree, monthly income during 30,001 – 40,000 Thai Baht, Residence in Thailand, type of flight is international flight (2) most of the utilization of basic services through AI Chatbot are flight Information such as booking change, itinerary, travel requirements, check-in, flight status and flight booking (3) in general passengers were satisfied with AI chatbot. However, AI Chatbots of low-cost airline still needs some improvement in some areas, such as ability to answer complex questions, ability to understand interpret the passengers' needs. Some passengers who used AI Chatbots of low-cost airlines are aware of their confidential information will be spread out.

Keywords: Artificial Intelligence (AI) Chatbots, Service Quality, Low-Cost Airline

INTRODUCTION

Due to the intensified competition among airlines following the COVID-19 situation and the significant boost in the country's tourism industry, as reported by the Economics Tourism and Sports Division (ETSMOTS), which recorded a remarkable 151% year-on-year increase, totaling 28,042,131 international tourists in the year 2022 (Tourism and Sports Economic Division, 2024) and the increasing role of technology and the shifting consumer behavior towards electronic platforms are evident. According to consumer behavior survey in 2022, 92.21% of Thai people engaged in communication transactions through electronic platforms (Ministry of Digital Economy and Society, 2024). Consequently, airlines are adapting their operations and service models to align with the rapid societal changes of the new era. AI Chatbot is a computer program that simulates human conversation, capable of real-time communication through text or voice using Artificial Intelligence (AI) technology or machine learning. This program is embedded in servers, applications, or various chat programs (Research and Innovation, 2024). This adaptation involves investments in AI to enhance operational speed, streamline passenger services, and address various fundamental issues, ensuring responsiveness to evolving consumer demands. AI Chatbots, as virtual representatives, can manage customer service issues and support employees in general, providing a competitive advantage for businesses. Airlines are developing AI chatbots to provide services through various platforms such as their official website. Passengers could create their own experiences to inquire about basic services, such as travel information, luggage weight increases, or additional travel insurance after ticket purchase. Their service involves automated responses without human intervention and continuously enhance their performance to serve the passenger needs. Therefore, this research intended to study customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand in order that the study understanding passengers' perceptions of the service quality provided by AI chatbots on low-cost airline websites. Passenger feedback is essential for improvements and developing service quality under limitation of themselves to be effective.

Research Objectives

1. To examine personal factors of passengers who used AI Chatbots of low-cost airlines in Thailand.
2. To study the utilization of AI Chatbot service of low-cost airlines in Thailand.
3. To compare customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand

Research questions

1. What are the personal factors of passengers who used AI Chatbots of low-cost airlines in Thailand?
2. What are the utilizations of AI Chatbot service of low-cost airlines in Thailand?
3. What are the differences of customer expectation and perception toward AI Chatbots service quality for low-cost airlines in Thailand?

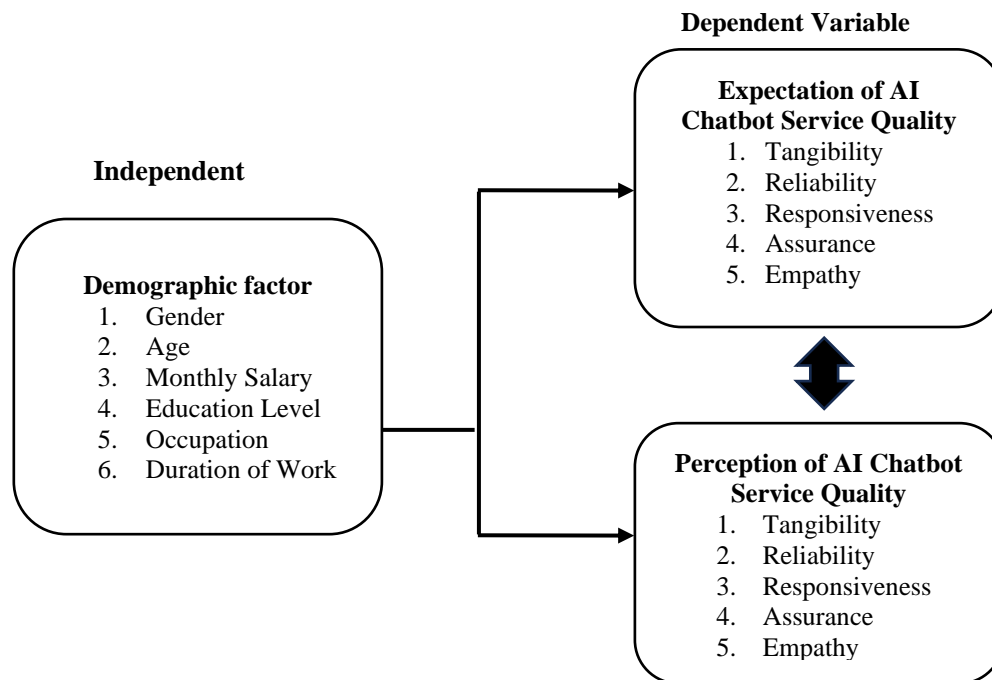
LITERATURE REVIEW AND THEORY

This research included the service quality concept, SERVQUAL, satisfaction and AI Chatbot and AI Chatbot in airlines:

Service quality explained the dimension of expected or ideal service provided by service provider. The service quality may be different from one service to another. Common service quality used in SERVQUAL model are applied in general are tangible, reliability, assurance, responsiveness and empathy. Though service quality could have more dimensions. Some service providers used 10 dimensions to measure and evaluate the service quality (Parasuraman, et. al. 1988 and Parasuraman, Zeithaml & Berry, 1985). Some theorist related service quality to satisfaction with the explanation that the service satisfaction happens when the perceived service (P) is more than expected service (S). Hence, the service providers should provide promised service that they informed, for example, timeliness, cleanliness, order. However, to measure SERVQUAL by service users may be varied due to the personal factors, situation and other factors. The expectation is abstract and unique from the one to another (Gronroo, 1990). The personal factors such as income, education, social class may influence the individual service evaluation.

AI Chatbot service is the technology used for information provision and solution to business and individual. It synthesizes the data and select the proper answers for the users in short time. By using AI Chatbot service, both business and customers can save time, cost and enjoy their privacy to try and choose the questions which they would like to ask. AI Chatbot service used in many low-cost airlines, such as Air Asia, Thai Vietjet Air. Flight booking, payment and information service could be found by AI Chatbot service of airlines. AI chatbot service quality positively affects customer loyalty through perceived value, cognitive trust, affective trust and satisfaction. Originality/value This study captures the attributes of the service quality of AI chatbots and reveals the significant influence of service quality on customer loyalty (Chen, 2023). Because the service satisfaction happens when the perceived service is more than the expected service, the researcher developed the conceptual framework based on the service quality satisfaction

Fig. 1 Conceptual Framework



METHODOLOGY

The researcher developed the questionnaire to collect the data from 400 samples of the Thai Low-cost Airline Passengers, Suvarnabhumi Airport. The questionnaire consists of 4 parts as 1) Personal data of the respondents 2) Data of the utilization of basic services through AI Chatbot 3) Perception and Expectation of Service Quality of AI Chatbot 4) Opinion of personal. The data analysis used in the questionnaires included descriptive statistics as frequency, percentage, mean and standard deviation. The Likert's Scale (5 ranges) with the class interval of 0.80 was used to measure the service quality of AI Chatbot. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability by 30 try-outs was 0.944.

RESULTS

The results showed 1) personal data 2) data of AI Chatbot basic standard service 3) expectation and perception of Service Quality of AI Chatbot and 4) Opinion

Table 1 Demographic profile

Personal Data	Particulars	F	%
Gender	Male	95	24.00
	Female	305	77.00
Age	Less than 23 years old	72	18.00
	23-40 years old	165	42.00
	41-55 years old	99	24.00
	56 years old	64	16.00
Monthly Salary (Baht)	Less than 15,000	67	15.00
	15,001 -30,000	89	21.80
	30,001 - 40,000	133	40.30
	More than 40,000	111	34.10
Education Level	Lower than bachelor’s degree	40	10.00
	Bachelor’s degree	192	48.00
	Higher than bachelor’s degree	168	42.00
Occupation	Student	44	11.00
	Company Employee	188	47.00
	Government Officer	121	31.00
	Own Business	35	8.00
	Vacant	12	3.00
Duration of Work	1-5 years	248	62.18
	6-10 years	96	23.20
	More than 10 years	56	14.00

The personal factor results showed that mostly the respondents were female (=77.00%), aged between 23-40 years (=42%), company employee (=47%), holding bachelor’s degree (=48.00%), earned monthly income around 30,001– 40,000 Thai Baht (= 40.30%), their occupation were company employees (=47.00%), their duration of work was 1-5 years (=62.18).

Table 2 Frequency of the utilization of basic services through AI Chatbot

Standard Service usage behavior	F	%
<i>Flight Information Basic Service</i>		
Flight Booking such as flight booking, group booking, child’s booking, young traveler, or charter flight	93	23.25
Add-ons Service such as meal, baggage, seats, infant, wheelchair or wi-fi, payment and refund	57	14.25
Payment and Refunds such as booking confirmation, tax invoice, payment unsuccessful, credit account, travel voucher/promo code	25	6.25

Flight Information such as booking change, itinerary, travel requirements, check-in, flight Status,	176	44.00
Personal Data Amendment such as change name/surname, passport or etc.	16	4.00
Flight disruption such as flight status, move flight, refunds.	3	0.75
Feedback such as complaint, compliment, and check case status	30	7.5
Total	400	100

The table 2 showed highest frequency of utilization of AI Chatbot of low-cost airlines was flight information (=44.00%) and the lowest frequency was flight disruption (=0.75).

Table 3 Service Quality of AI Chatbot

Statement of Service Quality	Level of Expectation (E)		Level of Perception (P)		SQ (P-E)
	\bar{X}	s.d.	\bar{X}	s.d.	
1. AI Chatbot is easily to access	3.73	0.820	4.24	0.895	0.51
2. AI Chatbot offers an appropriate language and easy for understanding	4.05	0.841	4.38	0.751	0.33
3. AI Chatbot is easy for usage and modern technology	4.10	0.917	4.60	0.490	0.50
4. AI Chatbot provides a professional service	4.00	0.906	4.56	0.576	0.56
5. AI Chatbot provides correct service at the first time	4.35	0.488	4.38	0.541	0.03
6. AI Chatbot provides accurate and precise service	4.06	0.386	4.06	0.386	0.00
7. AI Chatbot provides service following a statement of service standard	4.13	0.750	4.03	0.396	-0.10
8. AI Chatbot is ready to service promptly	4.78	0.432	4.78	0.432	0.00
9. AI Chatbot is quick response	4.61	0.474	4.89	0.463	0.28
10. AI Chatbot is response all the time	4.78	0.287	4.89	0.240	0.11
11. AI Chatbot has variety of response formats	4.04	0.810	4.37	0.712	0.33
12. Personal data in system would not be broadcast	3.73	0.726	4.10	0.815	0.37
13. AI Chatbot can trust to keep personal data in confidential	3.73	0.726	4.15	0.935	0.42

14. AI Chatbot clearly understands a passenger need	4.33	0.576	3.80	0.278	-0.53
15. AI Chatbot can suggest other utility information	4.14	0.618	4.15	0.337	0.01
16. AI Chatbot has a good interact to passenger	4.54	0.537	4.78	0.240	0.24
Total	4.19	0.643	4.39	0.530	0.19

The table 3 showed that overall service quality of AI Chatbot of low-cost almost met expectation of the passengers or the customers who used the AI Chatbot. The highest score was the AI Chatbot provides a professional service (Difference = 0.56). However, the lowest score was the AI Chatbot clearly understands a passenger need (Difference = -0.53).

CONCLUSION

The results of the study found that the highest frequency of utilization of AI Chatbot of low-cost airlines was flight information and the lowest frequency was flight disruption. Passengers almost meet their needs for using AI Chatbot, but in the basic functions. The AI Chatbot still could not replace the human service since the complication of service and complex needs of human being. Therefore, the results of the study comparing the expected and perceived service was not still not high. The AI Chatbot still needs the development, particularly understanding people in different generation, feeling of passengers. The language to communicate in Thai of AI Chatbot still needs more improvement, when comparing to English.

DISCUSSION AND RECOMMENDATION

The study of AI Chatbot in low-cost airlines was limited because of its newness and innovation. The respondents may not know how to compare and learn AI Chatbot in many airlines. The service quality is also subjective and varied from time to time. The further research should be done by other method to show the evidences such as experiment and observation. It is also the triangulation of the results and there should be more diverse demographic types of users, particularly generation, gender, education, IT knowledge and experience with IT applications.

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ANALYSIS OF ESG PRINCIPLES IMPLEMENTATION IN THE BUSINESS MODELS OF EUROPEAN COMPANIES

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ABSTRACT

The international principles of ESG, based on three interrelated components — Environmental, Social and Governance, are becoming increasingly popular in the modern agenda of European companies. This means that now the key to the success of the company is shifting towards responsible business with care for man and nature. The relevance of the article is confirmed by the intensification of the processes of business implementation of international modern ESG principles, taking into account the UN Sustainable Development Goals. The article presents data on the International ESG Agenda, examines the history of the creation of the concept of "sustainable development", classifies global reporting initiatives, highlights the features of the European practice of implementing ESG principles, analyzes the implementation of corporate ESG standards in the countries of South-Eastern Europe.

Keywords: ESG principles, European Union, TNC strategies, sustainable development.

INTRODUCTION

In the context of increasing economic risks for many corporations and entrepreneurs at the moment, the main task is to preserve the business and its further improvement and prosperity. During the period of increasing transnationalization of the global economy, the main focus of the concept of sustainable development is shifting from the national level to the corporate level. European companies are actively developing their own initiatives (standards) to adapt the best international practices to assess the social and environmental impact of business on the environment.