



HS009

The Relationship between Image and Service Capacity for Selection Decision of Thai Vietjet Air Passengers at Suvarnabhumi Airport

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Abstract

Objectives: 1) To survey the personal data of Thai VietJet Air passengers at Suvarnabhumi Airport 2) To survey the image of Thai VietJet Air 3) To survey the performance of Thai VietJet Air 4) To survey the decision-making of Thai VietJet Air passengers. 5) To survey the relationship between image, service performance, and the decision to use Thai VietJet Air. **Methods:** Quantitative research uses a questionnaire to collect data from Thai VietJet Air's passengers at Suvarnabhumi Airport. Total: 400 samples, Statistics used include frequency distribution, percentage, mean, standard deviation, t-test statistic, F-test (one-way ANOVA) and Pearson's correlation coefficient. **Research results:** the results found that personal information was not related to the decision to choose the service line Thai VietJet Air. The most relevant image of the service decision is modernity (M= 4.42). The most relevant service performance is the highest level of knowledge (M= 4.52). **Theory/Policy:** Airlines should prepare for the number of service providers to be sufficient for the situation of tourism expansion after COVID-19 when it became a disease surveillance. And in the service, a service value should be added to respond and create the better experience for passengers.

Keywords: Image, Capacity of Service, Selection Decision





1. Introduction

Air transportation has become increasingly significant in Thailand's transportation, and people are becoming more interested in traveling by passenger aircraft. Because traveling by plane saves a lot of travel time and provides convenience from the services of various airlines, As a result, air transport in the country is expanding all the time. In 2015, ASEAN Single Sky (ASEAN Single Sky) was the policy to facilitate air transport business, especially low-cost airlines, which grew rapidly. In the 4th quarter of 2020 (Q4/2020), Thai domestic airlines had more than 13.9 million passengers. More than 83.7 percent of these are low-cost airline passengers who travel on domestic routes in the 4th quarter of 2020, respectively. The data were shown in order as follows:

(HFlight.net, 2021)

Table 1 The number of passengers of Thai airlines in the country of the fourth quarter of 2020

Airlines	Number of passengers	Percentage
1. Thai AirAsia	4,974,971	35.7
2. Thai Vietjet Air	2,408,665	17.3
3. Nok Air	2,228,064	16.0
4. Thai Lion Air	2,054,165	14.7
5. Thai Smile Air	1,602,728	11.5
6. Bangkok Airways	664,464	4.8

According to Prachachat Thurakit Online (2020), the new airline, Thai VietJet Air (Vietjet), celebrated its 5th anniversary in September 2021 with the award of “the fastest-growing low-cost airline of the year 2020.” According to the Global Business Outlook, London in 2020, Thai Vietjet Air has pioneered the regional aviation industry in just four years by building its network and the flight schedule, including providing the best service. It operates 44 routes, both in Vietnam and overseas. It connects Vietnam to other countries in Southeast Asia and East Asia. Thai Vietjet Air was also awarded the "fastest-growing low-cost airline—Thailand 2022” held in Bangkok to reinforce the success of the airline (Thaipr.net, 2023).

Thai Vietjet Air can build confidence in Thai passengers by delivering the best service that Thai Vietjet has achieved to make each flight not just a simple journey but an impressive experience that is in the hearts of its passengers. Thai Vietjet Air also use e-commerce





technologies to deliver services to passengers, such as flight bookings, which may be done through the airline's website (for booking tickets via mobile phone or smartphone) or through the airline's Facebook page by clicking on the "Booking" link. Payment can be made effortlessly with a credit or debit card. They are attempting to reduce carbon footprints or greenhouse gas emissions to the environment. Thai Vietjet Air transports passengers on some of the most modern and environmentally efficient aircraft, including 32 Airbus A320 and A321, with an average service life of up to three years (Posioning, 2016).

It is part of VietJet Air's mission to provide good service and to take social responsibility in various aspects, as well as to create a positive image for customers. The study focused on "the relationship between image, performance, service, and the decision to use Thai Vietjet Air." This research is an extension of previous research by using related concepts, theories, and research to conduct this research study. The research questions are as follows.

2. Objectives

Research objectives

1. To study personal data of Thai VietJet Air passengers.
2. To study the brand image.
3. To study Thai Vietjet Air's service performance.
4. To study Thai Vietjet Air passengers' decision to use their services.
5. To study the relationship between brand image and service performance in

relation to the decision to use Thai VietJet Air.

Scope of research

The population of this study is Thai Vietjet Air passengers at Suvarnabhumi Airport.

Area : Suvarnabhumi Airport

Variable Scope:

Independent variable: Personal information, brand image, and service performance

Dependent variable: Decision making to use Thai Vietjet Air

Period of study: November 2022 - February 2023.

Expected Benefits

1. Thai Vietjet can use this research to improve the services quality, create a positive reputation, and influence passengers' decisions to use the services.





2. Research results are useful for service providers, ground staff to improve service delivery and improve work performance.

3. Research results are useful for researchers, students, faculty and prospective study

3. Research Question

What are the image and performance of Thai Vietjet Air from the passengers who used the service?

4. Literature Reviews and Research Frameworks

According to Philip Kotler (2000), an individual's perception of something is made up of all of their beliefs, thoughts, and impressions. Any actions and attitudes a person takes regarding anything are closely related to how they perceive it. Kenneth E. Boulding (1975), image is a mental process that changes people's sentiments about things based on direct and indirect experience. It is considered to be subjective knowledge that a person applies to perceive and interpret the environment around him. It affects our perception of what we know. Johnny Robinson and Gary Barlow (1959) describe how an image is meant to be in the mind that a person is conscious of an institution. The image in that person's mind may be derived from both his or her own direct experience and indirect experience, such as experiencing it personally or hearing it from others' statements. or from the reputation of the rumor, consumers often develop individual brand connections based on product attributes, so the brand is later a brand image that connects consumers to the brand name (Chiu and Ho, 2010 Cited in Kotler, 2000). Biel (1992) explains that the brand image is a connection between the brand name, advertising, packaging, corporate identity, public relations, and communications in promotional activities. All of which have created a brand association in the minds of consumers after the thought process.

Kochakorn Boonsopha (2019) study on the image and found that the respondents gave a lot of feedback on the corporate image of the service. The decision to use the service is very high in the areas of interest, demand, relationship, image to the management of the organization is low and the image to the service is moderate. Hart, Rosenberger & Philip (2004) found that the corporate image has an impact on customer integrity, where image contributes to customer satisfaction. Nattiyaporn Phuthong (2009) discovered that the service procedure had no effect on Bangkok Airways' brand image. While advertising on the radio, the advertising board has





an impact on the company's image as well as the image of the internet media provider. Affects the company's, brand's, and service's image.

Concepts, theories, and research related to service performance.

According to McClelland (1999), a person's hidden persona might motivate them to deliver positive performance outcomes or meet the standards set in the task for which they are responsible. Spencer and Spencer (1993) are synonymous with McClelland: Performance refers to the underlying characteristics of an individual, relative to the effectiveness of a job. It is a characteristic in a particular depth of a person, which produces behaviors that can predict excellent outcomes. Spencer (1993) is synonymous with McClelland. Performance refers to the underlying characteristics of an individual relative to the effectiveness of a job. It is a characteristic in the particular depth of a person that produces behaviors that can predict excellent outcomes. Parry, Scott B. (1997) defines competency as a group of knowledge, skills, and related attributes that affect the core job of a particular position. The knowledge, skills, and attributes relate to the job's performance and can be measured against recognized standards; they are also something that can be enhanced through training and development. Dubois and Rothwell (2004) said that competency means the characteristics that everyone has and uses appropriately to drive performance to achieve its goals. These characteristics include knowledge, skills, personality, social motivation, and personal traits, as well as conceptual patterns and ways of thinking, feeling, and taking action.

Kittipitch Noothong (2019) studied the competencies and performance of ground staff. For low-cost airlines, knowledge, skills, and behavior are important. It found that the level of confidence in the service performance of ground staff at low-cost airlines is very high. By separating the two aspects of performance, the service capacity of the low-cost airline ground staff is the skills, knowledge, and behaviors that are necessary for each individual's work. The sample group evaluated the performance and service capabilities of low-cost airline ground attendants the knowledge and confidence of the passengers that affected the service quality of the ground service of low-cost airlines.

Concepts, theories, and research related to service decision making

Kotler (2003) said that the way consumers make decisions consists of internal factors: motivation, awareness, learning, and personality and consumer attitudes, which reflect the need for awareness of a wide range of products and consumer-related activities related to existing data, and ultimately evaluate those options. Gibson & Ivancevich (1979) said that decision-making is an important organizational process that management will want to do based on





information received from the organization's structure, behavior, individuals, and groups. Herbert A. Simon (1960) characterized decision-making as the process of discovering opportunities to make decisions, finding possible alternatives, and selecting options from various existing jobs. Case (2007) said that seeking information means that a person has the attention or need to get information to meet needs or fill a knowledge gap. A situation that creates data acquisition can be a situation where a person needs information, ideas, answers to a problem plan, or to make the right decision in a crisis, or perhaps just a situation where they need answers to their curiosity or to ease their suspicions. Siriwan Serirat and Faculty (1999: 138) have given meaning to consumer behavior and human behavior in the role of the consumer, which is the behavior that consumers have to search for, buy, use, and evaluate product usage and services that are expected to meet their needs, with the decision-making process and actions of the person involved in the purchase and use of the goods. P. Kotler and K. L. Keller (2012: 173) Consumer behavior is a behavior in which consumers have an interest in the product, have developed a search, have made a purchase decision, and apply it to the evaluation of the use of the product and the services that have been selected or decided. It is capable of meeting the demands of consumers. It can be called the characteristics of education, behavior, decisions, and actions of people involved in the purchase and sale of goods.

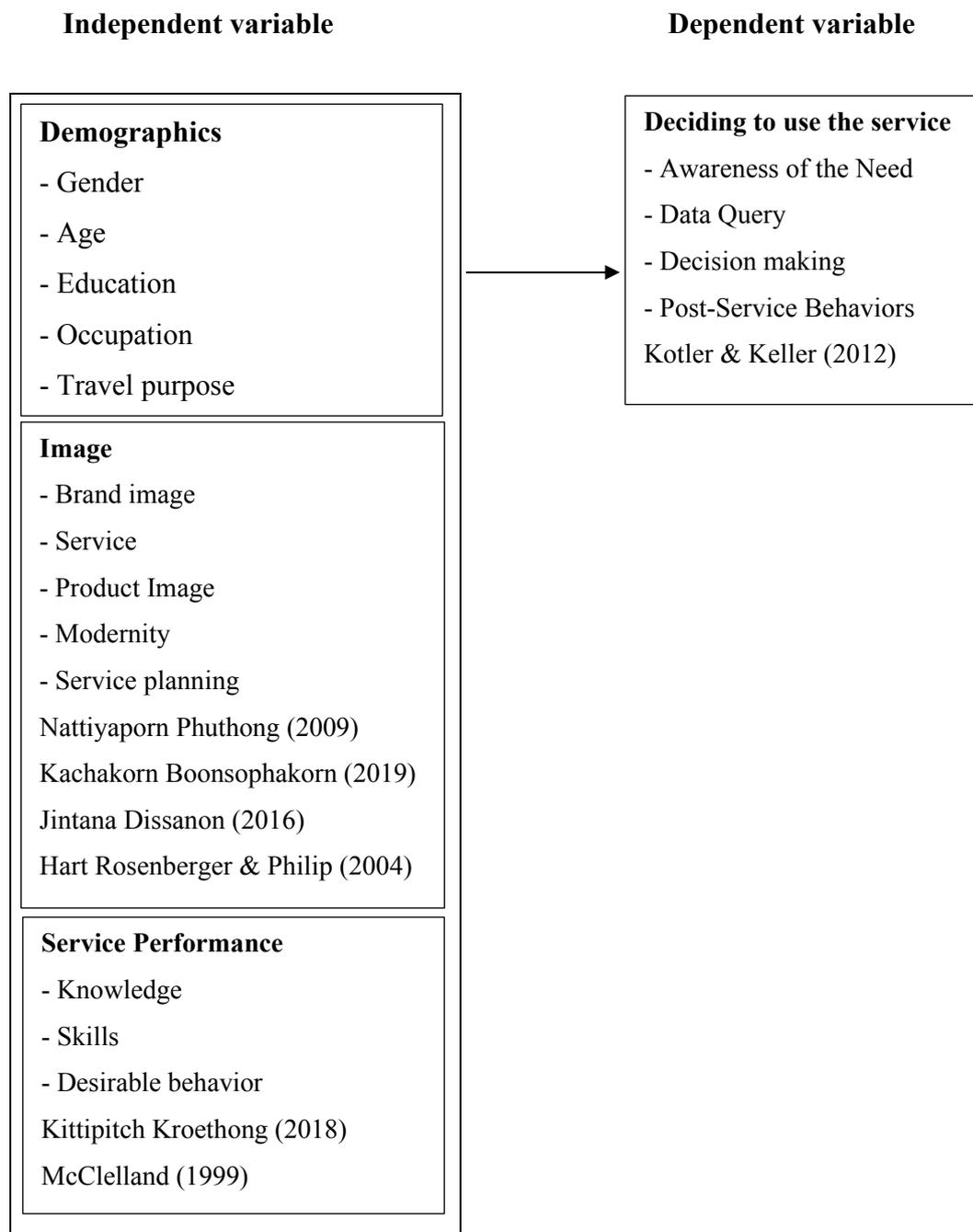
5. Methodology

This quantitative studies applied questionnaires to collect demographic and subject data from 2,408,665 Thai Vietnam Jet Air passengers (Statistics HFlight, 2021). The researcher used Taro Yamane (Yamane, 1973) to calculate a sample size at 95 confidence level. The sample size was 424 respondents including 24 additional numbers. The research instrument quality was content validity and reliability. The content validity was proven by 3 experts which showed values between 0.67-1.00 from IOC and the reliability of 30 set tryout was 0.985.





Conceptual Framework





Data collection

The researcher collected Secondary and Primary Data from November 2022 - February 2023.

The primary data collection was distributed to 424 samples. The secondary data, included articles, dissertations, relevant research reports, and online sources.

Statistics used in the research were 1) descriptive Statistic: To explain the study results of personal data variables, which include gender, age, occupation, income, study, travel frequency, travel period, airline model using frequency, percentage, mean, and standard deviation and 2) Inferential Statistics: Use T-tests to test the difference in gender associated with the AIRSERVE strategy. F-Test statistics (one-way ANOVA) can be used to test variables such as age, income, travel frequency, and travel time. Use the correlation coefficient to test the relationship between brand image, the service performance and the decision to use the service.

Research result

Part 1: Personal data analysis of Thai Vietnam Jet Air passengers. n=424

Personal data	Demographics	Frequency	Percentage
Gender	Male	155	36.6
	Female	269	63.4
	Total	424	100
Age	Less than 20 years old	80	18.9
	21-30 Years old	247	58.3
	31-50 Years old	88	20.8
	51 years of age or older	9	21.1
	Total	424	100
Education	Undergraduate	157	37.0
	Bachelor's degree	235	55.4
	Master's degree	29	6.8
	Doctoral degree	3	.7
	Total	424	100
Occupation	Government service	26	6.1
	Personal Business	124	29.2
	Employee	76	17.9





Personal data	Demographics	Frequency	Percentage
	Student	174	41.0
	Others	24	5.7
	Total	242	100
Travel purpose	Work	115	27.1
	Leisure travel	293	69.1
	Others	16	3.8
	Total	424	100

It was found that the majority of responses, 269 in total, were female; 178 people in Gen Y are between the ages of 21 and 30. There are 235 undergraduates, 174 students, and 293 for tourism purposes.

Part 2 Thai Viet Air Brand Image Analysis Results

n=424

Image	Mean	S.D.	Level
Brand image	4.38	0.732	Highest
Services Image	4.41	0.892	Highest
Product image	4.39	0.790	Highest
Modernity	4.42	0.794	Highest
Service planning	4.25	0.920	Highest
Total	4.37	0.0825	Highest

The most visual overview was found at highest level (M= 4.37). In particular, the most average aspect was modernity (M= 4.42), the least service planning was at a highest level (M= 4.25).

Part 3 Service Performance Analysis Results.

n=424

Service Performance	Mean	S.D.	Level
Knowledge	4.52	0.628	Highest
Skills	4.46	0.758	Highest
Desirable behavior	4.40	0.915	Highest
Total	4.46	0.770	Highest





The overall service was found to be the most available. (M= 4.46). Most in knowledge (M= 4.52), minimum desirable behavior (M= 4.40)

Part 4 Results of the decision for using Thai Viet Jet Air service.

n=424

Deciding to use the service	Mean	S.D.	Level
Awareness of the Need	4.20	0.987	High
Searching Data	4.08	0.967	High
Decision making	4.22	0.845	Highest
Post-Service Behaviors	4.09	1.06	High
Total	4.14	0.0956	High

The results showed that overall service decision-making in all areas at a high level (M= 4.14). Decisive aspect at a highest level (M= 4.22) and the lowest one was data queries (M= 4.08).

Results of the analysis of the relationship between variables in the study

n=424

Relationship Hypothesis	r	p-value	meaning
The image and decision for using Thai Viet Jet Air service	0.786	0.000	Strong
Relationship between performance and decision-making.	0.761	0.000	Strong
At a statistical level of 0.01			

The image includes the company image, service image, product image, modernization, service planning. The P-Value = 0.000 (Sig. < 0.01). There was a strong relationship between image and decision for using Thai Viet Jet Air service (r = 0.786).

The performance that is related to the decision to use the service of Thai Viet Jet Air passengers consists of knowledge, skills, and desired behavior. The P-Value = 0.000 (Sig. < 0.01). There was a strong relationship between performance and decision for using Thai Viet Jet Air service (r = 0.761).





6. Results

It was found that the majority of respondents were female (269 people) and were in the Gen Y age range; 178 respondents were between 21 and 30, 235 had a bachelor's degree, and 174 were students. For 293 people, their travels was made for tourism. The image aspect was at the highest level (M= 4.37). If looking at each area, it is found that the most average side is modernity (M= 4.42). The least in service planning was a highest level (M= 4.25). Overall, service performance was at a highest level (M= 4.46). When considering each dimension, the knowledge was the highest dimension (M= 4.52). The least desirable behavior was at a highest level (M= 4.40). Overall, the decision to use the service was the most in every aspect (M= 4.14). The result showed that the decision-making was highest (M= 4.22) and the information-searching had the lowest scores (M= 4.08). The results of the correlation analysis found that There was a strong relationship between image and decision for using Thai Viet Jet Air service ($r = 0.786$) and There was a strong relationship between performance and decision for using Thai Viet Jet Air service ($r = 0.761$).

7. Discussion

To study the image of Thai Vietjet Air, the most overall image was a highest level (M= 4.37). Modernity was at a highest (M= 4.42). The service planning is minimal (M= 4.25). The results of the study was similar to the studies that service organization image affected decision to select the airline service (Boonsophakorn, 2019) and person's mind-set both direct and indirect experience affected the passengers' choices (Robinson and Barlow, 1959).

To study the service performance of Thai Vietjet Air. It was found that the overall service was the best (M= 4.46). Most knowledge at a minimum (M= 4.52), the least in desirable behavior (M= 4.40). The results of the study was similar to the work performance concepts (Scott, 1997) that knowledge and skills of staffs related to the service decision making, particularly service skills and knowledge of low cost airline ground staff (Nuthong, 2019)

To study the decision to use Thai Vietjet Air service, the most overall decision to use services in all aspects was at a high level (M= 4.14). The decision-making aspect was at a highest (M= 4.22) and the lowest was data queries (M= 4.08). This is similar to Case (2007): data acquisition is where individuals have the attention or need to get information to meet their needs.

To study the relationship between image, performance, and decision-making of Thai VietJet Air, the results showed that the image was related to the decision to use the service at a





high level ($r= 0.786$). The performance of the service is related to the decision to use the service at a high level ($r= 0.761$). According to Siriwan Serirat and the Faculty (1999: 138), consumer behavior began with perception and decision making. The image and performance are vital for decision-making, which included both reason and emotion.

Recommendation

This research has presented recommendations in 2 parts as follows.

1. The airline should improve service speed delivery while maintaining standards to satisfy passengers. The staffs should be ready at anywhere anytime for passengers.
2. The cost of images affected the pricing. The airline should study and manage the cost and price in order to convince passengers believed in the quality and accept the price.

This research mainly focused on quantitative results. In the future, researcher should gather more qualitative data in order that the study will find more reason and elaborate the guidelines for image and service quality improvement for the airlines.

8. Conclusions

To study the demographics of Thai Vietjet Air passengers: the majority of respondents were 269 females, 178 in Gen Y, 22-30 years old. 235 on a bachelor's degree, 174 students, and 235 travel purposes. In accordance with the Policy and Planning Division of Valaya Alongkorn Rajabhat University (2021), Thailand has a total population of 66,171,439 people, divided into 32,339,118 men and 33,832,321 women. Bangkok The capital of Thailand has the highest total population at 5,527,948 people, accounting for 8.35%.

To study the image of Thai Vietjet Air, the most overall image was a highest level ($M= 4.37$). Modernity was at a highest ($M= 4.42$). The service planning is minimal ($M= 4.25$). To study the service performance of Thai Vietjet Air. It was found that the overall service was the best ($M= 4.46$). Most knowledge at a minimum ($M= 4.52$), the least in desirable behavior ($M= 4.40$).

To study the decision to use Thai Vietjet Air service, the most overall decision to use services in all aspects was at a high level ($M= 4.14$). The decision-making aspect was at a highest ($M= 4.22$) and the lowest was data queries ($M= 4.08$). To study the relationship between image, performance, and decision-making of Thai VietJet Air, the results showed that the image was related to the decision to use the service at a high level ($r= 0.786$). The performance of the service is related to the decision to use the service at a high level ($r= 0.761$).





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