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### **KOREAN TOURISM AND AIRLINE SATISFACTION: A CASE OF FLIGHT FROM THAILAND TO KOREA**

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#### **ABSTRACT**

This research aimed to Korean tourism and airline satisfaction: a case of flight from Thailand to Korea. The researcher distributed the developed questionnaires to 319 respondents who travelled to Korea. The questionnaires included the questions of Korea tourism and airline satisfaction. The 5 rating Likert's scale was used in this study. The questionnaire reliability was 0.96. Before distributing the questionnaire, the researcher screened the respondents by asking experience of travelling to Korea. If the respondents ticked yes to the question. Then, the researcher continued to count the questionnaires as usable. The results of the study found that top 2 reasons of flying to Korea for the tourists rated at highest satisfied were 1) good place to travel and has beautiful natural resource (M= 4.51) 2) Korean produces good quality products (M= 4.30) and the airline's services are reasonably priced (M= 4.30). The hypothesis

testing by using Pearson's correlation showed that there is a positively moderate relationship between employees' willingness to help and decision to choose the airlines ( $r=0.66$ )

**Keywords:** Korean Tourism, Airline Satisfaction, Flight

## INTRODUCTION

Korea is a good place for traveling of Thai and Asian due to the impact of Korean culture and its shorter flight when flying from Thailand. Numbers of research studied found that the reasons of Korean tourism are from the successful of Korean cultures and entertainment known as 'K-pop' (Akarawong and Sawang, 2015). Moreover, values and time spending in the country are important. The study also found that Thai tourists prefer to travel to Asia, particularly Korea, Japan and China. Thai tourists perceived that they gain valuable times comparing to the expenses and they can connect themselves into the East Asia cultures (Waeokeaw, 2014). Since the related studies have been done for more than 10 years. The researcher restudied this topic if there is anything changes or any interesting factors related to Korean Tourism. Additionally, the questions regarding the airline services being asked in this study.

### Research Objectives

To study Korean tourism and airline satisfaction:

### Research Hypothesis

1. Tourists who have different personal factors have different level of person satisfaction in Korean tourism and the airline satisfaction
2. There is relationship between employees' willingness to help and decision to choose the airlines

## LITERATURE REVIEW AND THEORY

The concept and theories used in this research studies were the tourism, marketing mixes and service quality, as:

Korean tourism could be defined as activities, business or industry related to the travelling for the purposes of education, entertainment, recreation in Korea. The tourism can be judged the value based on numbers of factors such as price, cost, time, additional benefits and subjective reasons, such impression, experience, etc. The study found that Korean tourism is valuable comparing to the price. Korea tourism offers both tradition and technology (Lee, Koo and Lee, 2017). One of the success factors is from the promotion with story-telling (Korea Tourism Organization, 2023).

Marketing people try to increase the values of tourism by using service marketing mixes which included product or service, price, place, promotion, people, process and physical evidences. However, it is difficult due to characteristics of tourism which is dynamic, people-involved, changeable and difficult to control the quality. Tourism is evaluated or judged based on the physical and environment. Therefore, the service quality is another theory which the tourism managers have to study and may need to learn many services related to tourism such as hotel, restaurant, food, and airlines. Tourists expect the service based on the image and advertisement provided. After they perceived service and they know the perceived service is higher than the expectation. They will be the loyal customers (Han and Hyun, 2018).

## METHODOLOGY

The researcher developed the questionnaires from the previous study. The question contents included the satisfaction of Korea Tourism and the Airlines. The population of the study was the tourists who visited Korea. The sample size used in this study was 319 respondents due to the limitation of the study. The questionnaires used 5 Likert's scale. The data were collected from October-November 2023. The reliability was 0.961. The statistical analysis in this study were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA, and Pearson's Correlation. The content analysis was used in the part of structured question.

## RESULTS

The results showed 1) respondent profile or the tourists 2) Korean tourism and airline satisfaction 3) other suggestions and 4) hypothesis testing

Table 1 *Respondent Profile Results*

Profile Factors	Particulars	F	%
Gender	Male	111	34.80
	Female	208	65.20
Age	18-25 yrs.	136	42.60
	26-35 yrs.	132	41.40
	36-45 yrs.	43	13.50
	Above 45 yrs.	8	2.50
Nationality	Thai	274	85.90
	Korean	42	13.20
	Other	3	0.90
Income Per Month	Less than 20,000 Baht	106	33.20
	20,001-50,000 Baht	159	49.80
	50,001-100,000 Baht	41	12.90
	More than 100,000 Baht	13	4.10
Mostly Flying	Thai Airways	135	42.30
	Korean Air	121	37.90
	Air Asia X	56	17.60
	Other Airlines	7	2.20
Frequency in 1 Year	1-2 times	138	43.30
	3-4 times	122	38.20
	5-6 times	42	13.20
	More than 6 times	17	5.30
Days to Stay	2 Days and 1 Night	86	27.00
	3 Days and 2 Nights	99	31.00
	4 Days and 3 Nights	70	21.90
	5 Days and 4 Nights	32	10.00
	More than 5 Days	32	10.00

	Less than 10,000 Baht	23	7.20
Expense Per Trip	10,001-20,000 Baht	70	21.90
(Excluded hotel	20,001-30,000 Baht	105	32.90
and airline	30,001-40,000 Baht	57	17.90
expenses)	More than 40,000 Baht	64	20.10

The results of the study found that mostly the respondents were female (=65.20%), their age was 18-25 years old (=42.60%). The respondents were 274 Thai (=85.90%), 42 Korean (=13.20%) and 3 others (=0.90%), Top 3 airlines the respondents fly most were Thai Airways (=42.30%), Korean Air (=37.90%) and Thai Air Asia X (=17.60%). The top 2 highest frequency of flying were 1-2 times (=43.30%) and 3-4 times (=38.20%). The respondents' staying in Korea in short trip as 3 days and 1 night (=99%) and 2 days and 1 night (=27.00%). The highest expense per trip was 20,001-30,000 Baht (=32.90%).

Table 2 *Korean Tourism and Airline Satisfaction*

Korean Tourism and Airline Satisfaction	Mean	S.D.	Interpretation
<u><i>Korean Tourism</i></u>			
1. Korea is a good place to travel and has beautiful natural resources	4.51	0.644	Highest
2. Travelling to Korea is expensive	4.05	0.694	High
3. Korea is a high-tech country	4.27	0.728	Highest
4. Korea produces good quality product	4.30	0.715	Highest
5. Korean food was tasty	4.29	0.719	Highest
6. Korean food was various and abundant	4.27	0.721	Highest
7. Korean people are polite and friendly	4.07	0.819	High
<u><i>Airline Satisfaction</i></u>			
8. The airline's services are reasonably priced.	4.30	0.742	Highest
9. The airline offers satisfactory value for its price.	4.13	0.708	High
10. The location of airport is convenient to transport	4.09	0.738	High
11. It is easy to find Airline promotion for Korean trip	4.05	0.761	High
12. The seasonal promotion of the airlines are available.	4.02	0.734	High
13. I received the prompt attention from the airline's employees.	4.22	0.775	High
14. Employees of this airlines are always willing to help me.	4.23	0.711	Highest

15. I feel safe in my transactions with the airline's employees.	4.19	0.726	High
16. The airline listens to the customers' problem and are earnest.	4.23	0.740	Highest
17. Staffs appear neat and appropriately dressed.	4.27	0.723	Highest
18. There are visually attractive modern and clean physical on board facilities	4.24	0.742	Highest
19. There are various and up-to-date Video/magazines/newspaper with quality on board	4.18	0.725	High
20. Sincerity and patience resolving passengers' problems.	4.21	0.732	Highest
21. Knowledge and skillful provision of services	4.23	0.716	Highest
22. There are convenient flight scheduling and variable easy to use ticketing channels.	4.20	0.710	High
23. Keeping passengers informed when services will be performed	4.21	0.741	Highest
24. Staffs are always willing to help you	4.18	0.726	High
25. The performance of scheduled flights shows on time.	4.18	0.731	High
26. I am satisfied with my decision to choose the airlines.	4.17	0.727	High

The results of the study found that Korean tourism scores rated at highest level were good place to travel and has beautiful natural resource (M= 4.51) 2) Korean produces good quality products (M= 4.30), Korean food was tasty (M= 4.29), Korean food was various and abundant (M=4.21) respectively. The highest score for experience of using flight to Korea found that the tourists were attracted with the modern and clean physical on board facilities (M= 4.27).

The results of the suggestion parts found that Korean tourism are attractive for Thai and Korean tourists. The tourists would like to travel to Korea by the following reasons: 1) Mostly Thai tourists travel in popular places from the Korean movies and they are interested in the popular culture. 2) The tourists, both Thai and Korean enjoy shopping, food and entertainment and 3) Thai tourists informed that the expense per trip is not expensive and they could take short trip for 2-3 days to Korea. The suggestion regarding the airline services are the airlines to fly to Korea still limit the baggage weight. The tourists who go shopping found that they have to pay more for baggage after shopping. There is no complementary weight unlike shopping in other Asian countries. The registration to Korea is the problem for some Thai tourists. They recommend that there should take less time to do this.

Table 3 Hypothesis Testing (T-Test and One-Way ANOVA)

Factors	Statistics	Test Value	Sig.
Gender	t-test	-2.54	0.012*
Age	One-Way ANOVA	3.787	0.011*
Nationality	One-Way ANOVA	0.351	0.843
Income Per Month	One-Way ANOVA	0.081	0.003*
The Airline Mostly Fly	One-Way ANOVA	2.526	0.041*
Frequency of Flying	One-Way ANOVA	2.320	0.075
Days to Stay in Korea	One-Way ANOVA	1.202	0.310
Expense Per Trip	One-Way ANOVA	2.593	0.037*

The results of T-test and One-Way ANOVA at a statistical significance level of 0.05 used for hypothesis testing showed that the tourists who have some different personal factors have the different Korean tourism and airline satisfaction (Gender Sig. =0.012, Age Sig.=0.011, Income per Month Sig.=0.003, The Airline Mostly Fly Sig.=0.041, and Expense Per Trip Sig.=0.037). The different personal factors of tourists as nationality, frequency of flying and days to stay in Korea do not have different Korean tourism and airline satisfaction (Nationality Sig.= 0.843, Frequency of Flying Sig.=0.075 and Days to Stay in Korea Sig.=0.310). Based on the hypothesis testing using Pearson’s Correlation it found that there was a relationship between employees’ willingness to help and decision to choose the airlines at a positively moderate relationship ( $r = 0.66$ ).

**CONCLUSION**

The results found that top 3 reasons of flying to Korea for the tourists rated at highest satisfied were 1) good place to travel and has beautiful natural resource (M= 4.51) 2) Korean produces good quality products (M= 4.30) and Korean food was tasty (M= 4.29), respectively. The highest score for experience of using flight to Korea found that the tourists were attracted with the modern and clean physical on board facilities (M= 4.27). Hypothesis testing results found that the tourists who have some different personal factors have the different Korean tourism and airline satisfaction (Gender Sig. =0.012, Age Sig.=0.011, Income per Month Sig.=0.003, The Airline Mostly Fly Sig.=0.041, and Expense Per Trip Sig.=0.037) and there was a relationship between employees’ willingness to help and decision to choose the airlines at a positively moderate relationship ( $r = 0.66$ ).

**DISCUSSION AND RECOMMENDATION**

Korean Cultures and Marketing influences the success of Korean tourism like related researches (Akarawong and Sawang, 2015 and Waeokeaw, 2014). However, when considering there are some points need improvement such as the promotion and some baggage. The tourists suggest that the airlines should increase the baggage weight since the reasons for travelling to Korea is shopping. The tourists who are the airline passengers checked the rate with the other routes to Asian countries and they found that in some country the rate for the baggage is lower and offer complementary.

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**SPELLING ERROR ANALYSIS IN ENGLISH PARAGRAPH WRITING OF  
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