

THE RELATIONSHIP BETWEEN CORPORATE REPUTATION ON CLMVT PASSENGERS' SATISFACTION AND TRUST IN ASEAN AIRLINES

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ABSTRACT

This research aimed to study the relationship between corporate reputation on CLMVT passengers' satisfaction and trust in ASEAN airlines. The samples consisted of 400 passengers who nationalities are Cambodia, Lao, Myanmar, Vietnam and Thailand. The research instrument was the questionnaire. The statistical methods used for the study were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA and Pearson's Correlation Coefficient. The results found that overall corporate reputation level evaluated by the CLMVT passengers was high ($M=3.88$, $S.D.=1.03$), overall satisfaction level evaluated by the CLMVT passengers was high ($M=3.95$, $S.D.=1.07$), overall trust level evaluated by the CLMVT passengers was high ($M=3.96$, $S.D.=1.04$). There is a positive relationship between corporate reputation and satisfaction at a moderate level ($r = 0.66$) and there is a positive relationship between corporate reputation and trust at a moderate level ($r = 0.68$) at a statistical significance level of 0.05. The other factors affecting choosing the airlines are price and promotion. The respondents preferred to use the internet when buying the tickets. Therefore, they may have more choices and less loyal to the airlines.

Keywords: Corporate Reputation, Satisfaction, Trust, CLMVT Passenger

INTRODUCTION

The CLMVT countries—Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand—are part of the Greater Mekong Subregion and have experienced rapid growth in tourism and foreign investment, especially from China (The ASEAN Post, 2018). This growth has expanded aviation through low-cost carriers (LCCs), MRO operations, and regional competition. With ASEAN's Open Skies policy, Southeast Asia's air travel is projected to grow at 5.8% CAGR by 2036 (The ASEAN Post, 2018). Increased frequency and price competition make customer loyalty crucial. Studies reveal that corporate reputation, satisfaction, and trust significantly impact loyalty in low-cost airline contexts (Ariffin et al., 2018; Phongpetra & Johri, 2021). For instance, customer trust and image strongly influence repurchase decisions among Thai LCC users. Therefore, this research explores how these factors affect airline customer loyalty in the CLMVT region.

Objectives

1. To study the levels of corporate reputation, satisfaction and trust?
2. To study the relationship between the corporate reputation and satisfaction & trust of the CLMVT passengers?
3. To explore the factors affecting choosing the airline for the passengers

Research Questions

1. What are the levels of corporate reputation, satisfaction and trust?
2. Is there any relationship between the corporate reputation and satisfaction & trust of the CLMVT passengers?
3. Is there is other factors affecting choosing the airline for the passengers?

LITERATURE REVIEW AND THEORY

This research examines corporate reputation, satisfaction, and trust as essential components of customer loyalty in the airline industry (Oliver, 1999; Chaudhuri & Holbrook, 2001). Corporate reputation reflects an airline's accumulated public perception based on its service history and image, often influencing customers' decisions before purchase (Fombrun & Shanley, 1990). Satisfaction, another key factor, indicates a customer's positive evaluation of a service, which can lead to repeat purchases and favorable word-of-mouth (Kotler & Keller, 2016). Trust, though intangible, is particularly significant in the service sector, where reliability and confidence shape long-term relationships and sustainable loyalty (Morgan & Hunt, 1994). In competitive regional markets like CLMVT, understanding how these variables interact is critical. Related studies that explore these relationships in ASEAN airline contexts include 1) Effects of service quality, corporate image, and customer trust on the corporate reputation of airlines (Song, Ruan and Park, 2019) 2) Corporate reputation and corporate image influence customer purchase intentions and loyalty of low-cost airlines (Kijpanjasub and Jitkuekul, 2019) and 3) Influencing of image and airline reputation to satisfaction and customer loyalty of the low-cost airline in Thailand (Piamsirikamol, 2022)

METHODOLOGY

The researcher developed the questionnaires which consisted of 5 parts and distributed to 400 CLMVT passengers. It included as 1) personal factors 2) corporate reputation level 3) satisfaction level 4) trust level and 5) other suggestions. The data analysis were descriptive statistics as frequency, percentage, mean, standard deviation and the inferential statistics was Pearson Correlation. The reliability from tryout of 40 samples was acceptable at 0.91. The Likert's Scale was used to measure the range.

Mean Range	Interpretation
4.21 – 5.00	Highest
3.41 – 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Lowest

RESULTS

The results found that 1) personal factors 2) corporate reputation 3) satisfaction 4) trust and 5) Pearson's Correlations 6) Other Suggestion.

Table 1 *Personal Factors*

Profile Factors	Particulars	F	%
Gender	Male	170	42.50
	Female	230	57.50
Age	18-26	215	53.80
	27 – 42	171	42.80
	43 – 58	5	1.30
	59 and over	9	2.30
Nationality	Cambodia	67	16.80
	Lao	90	22.50
	Myanmar	89	22.30
	Vietnam	115	28.70
	Thailand	39	9.80
Frequency	Less than 1 time a year	74	18.50
	1-2 times a year	168	42.00
	3-4 times a year	90	22.50
	More than 4 times a year	68	17.00
Airline Preferred	Thai Airways	113	28.20
	Singapore Airlines	121	30.30
	Malaysia Airlines	111	27.80
	Vietnam Airlines	40	10.00
	Garuda Airlines	12	3.00
	Others	3	0.80

The results of the study found that out of 400 respondents who are the CLMVT passengers, mostly the respondents were female (=57.50%), the age range was 18-26 (=53.80%), the nationality was Vietnam (=28.70%), the frequency of flying was 1-2 times a year (=42%), the airline preferred was Singapore Airlines (=30.30%).

The tables below explore each item within the components of corporate reputation, satisfaction, and trust levels. Hypothesis testing is conducted on the relationship between corporate reputation and personal factors.

Table 2 *Level of Corporate Reputation Evaluated by the CLMVT passengers*

Corporate Reputation	Mean	S.D.	Meaning
Creditability	3.55	1.08	High
Trustworthiness	3.67	1.03	High
Reliability	3.87	1.06	High
Responsibility	4.30	0.95	Highest
Overall Corporate Reputation	3.88	1.03	High

The results of the study found that overall corporate reputation level evaluated by the CLMVT passengers was high (M= 3.88, S.D. = 1.03). The highest score component was responsibility at the highest level (M=4.30, S.D.=0.95) and the lowest score component was creditability at a high level (M=3.55, S.D.=1.08).

Table 3 *Level of Satisfaction Evaluated by the CLMVT passengers*

Satisfaction	Mean	S.D.	Meaning
Cognitive	4.03	1.08	High
Affective	3.94	1.07	High
Behavioral	3.89	1.06	High
Overall Satisfaction	3.95	1.07	High

The results of the study found that overall satisfaction level evaluated by the CLMVT passengers was high (M=3.95, S.D.=1.07). The highest score component was Cognitive at the high level (M=4.03, S.D.=1.08) and the lowest score component was Behavioral at a high level (M=3.89, S.D.=1.06).

Table 4 *Level of Trust Evaluated by the CLMVT passengers*

Trust	Mean	S.D.	Meaning
Competency	3.71	1.05	High
Consistency	4.01	1.01	High
Integrity	4.16	1.06	High
Compassion	3.96	1.02	High
Overall Trust	3.96	1.04	High

The results of the study found that overall trust level evaluated by the CLMVT passengers was high (M=3.96, S.D.=1.04). The highest score component was Integrity at the high level (M=4.16, S.D.=1.06) and the lowest score component was Competency at a high level (M=3.71, S.D.=1.05).

Table 5 *Hypothesis Testing*

Corporate Reputation	Test-Value	P-Value	Results
Gender	2.25	0.14	Accept H ₀
Age	1.43	0.23	Accept H ₀
Nationality	0.30	0.88	Accept H ₀
Airline Preferred	7.16	0.00*	Reject H ₀
Frequency of Flying	6.60	0.00*	Reject H ₀

*At a statistical significance level of 0.05.

Hypothesis testing results by using t-test found that there is no difference between two genders regarding corporate reputation (T= 2.25, P=0.14). By using one-way ANOVA, it found that there is no difference among the means of age and nationality regarding corporate reputation (F=1.43, P=0.23 and F=0.30, P=0.88). However, at least one of the means of airline preferred and frequency of flying are different among another regarding corporate reputation, respectively (F=7.16, P=0.00* and F=6.60, P=0.00*)

Table 6 *Pearson correlation coefficient test results for the relationship between corporate reputation and satisfaction & trust*

Corporate Reputation	Satisfaction and Trust			
	Pearson Correlation Coefficient	Significance Level	Relationship	Correlation Direction
Satisfaction	0.66	0.00	Moderate	Positive
Trust	0.68	0.00	Moderate	Positive

*At a statistical significance level of 0.05.

The results of the study showed that there is a positive relationship between corporate reputation and satisfaction at a moderate level ($r = 0.66$) and there is a positive relationship between corporate reputation and trust at a moderate level ($r = 0.68$).

Results of the Suggestions

Other factors of choosing airlines are the airline nationality reputation, price and promotion from buying on internet or applications of travel search engines. Passengers may switch to other low-cost carriers if they compare lower price from the travel search engines, particularly when they fly in the short-route such as in Asia.

CONCLUSION

In conclusion, the components of customer loyalty which includes corporate reputation, satisfaction and trust level are at a high level. There is a positive relationship between corporate reputation and satisfaction at a moderate level and there is a positive relationship between corporate reputation and trust at a moderate level at a statistical significance level of 0.05. The other factors affecting choosing the airlines are price and promotion. The respondents preferred to use the internet when buying the tickets. Therefore, they may have more choices and less loyal to ASEAN airlines.

DISCUSSION AND RECOMMENDATION

Findings showed that there is a positive relationship between corporate reputation and satisfaction at a moderate level ($r = 0.66$) and there is a positive relationship between corporate reputation and trust at a moderate level ($r = 0.68$).

This is similar to the research titles of corporate reputation and corporate image influence customer purchase intentions and loyalty of low-cost airlines (Kijpanjasub, and Jitkuekul, 2019 and Piamsirikamol, 2022) and similar to the title effects of service quality, corporate image, and customer trust on the corporate reputation of airlines found that corporate image and customer trust significantly affect corporate reputation (Song, Ruan and Park, 2019). The only airline preferred and frequency of flying means in personal factors are different among another regarding corporate reputation.

The recommendation of the study was the ASEAN airlines should use the corporate reputation on the CLMVT passengers who frequently fly. The trust in airlines preferred are important for long-flight. However, to maintain the passengers in short-flights, the airlines need to pay attention to price and promotion on internet.

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