A Relationship between Expectation (Before) and Satisfaction (After) Receiving Services of Thai Consumers from Domestic Low-Cost Airlines

Sittichai Charoensettasilp, Chong Wu

Abstract—This study employs sampling of 400 Thai people who live in Bangkok and have used air transportation to travel. A random convenience sampling technique is used to collect data. The results found that at 0.05 significance level the differences of means of Thai consumers' expectations (before) and satisfaction (after) receiving services in the service marketing mix, the results of all aspects are different both in general and for each aspect of the service marketing mix. Average levels of expectations before receiving services are higher than satisfaction after receiving services in all aspects, as well. When analyzing further to the correlation between average means, the means of expectations before receiving services are higher than those of satisfaction after receiving services in general. As in all aspects of the service marketing mix, any aspect that has a big difference between expectations before receiving services and satisfaction after receiving services has low correlation.

Keywords—Domestic Low-Cost Airlines, Expectation Before Receiving Services, Relationship, Satisfaction After Receiving Services, Thai Consumers.

I. INTRODUCTION

FROM the analysis report of Kasikornthai research center in the title of "The chances of the low cost airline business in 2013 with access to the AEC" said it can be seen that in the last three years, the low cost airline growth over 20 percent [1] and the news that Thai Smile – Thailand's Newest Low Cost Airline Launched – TNA, April 28, 2012. Thai Smile Air is a new budget airline created by Thai Airways International was launched on Friday, ahead of its inaugural flight on July 7, the Thai News agency reported. Initially dubbed Thai Wings, the new low-cost airline is aimed at serving the low-to-medium-cost air passenger market that falls between budget carrier customers and full service airline flyer. Which shows that the demand for low-cost airlines in the Thailand has also needs more and growing fast. Low-cost airlines (Nok, Thai AirAsia) are growing fast, going international & stealing passengers from big established airlines (THAI) [2]. The domestic airline business in Thailand has been shaken by three low cost airlines (LCAs) since December 2003. One-Two Go, hold by Orient Thai Airline, was the first airline operating as an LCA

between Bangkok and Chiang Mai. After that, in February 2004, the second LCA took off. Thai Air Asia, a joint venture between Air Asia (Malaysia) and Shin Corp (Thailand), started the operation. Lastly, Nok Air which is a subsidiary of Thai Airways International was launched to the Thai sky [3].

Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. Studies carried out by companies like Argos and Cadburys have found very high levels of customer satisfaction. It is not surprising because these companies emphasize market research and marketing as the tools to find out what customers want.

Based on the aforementioned information, a researcher is interested to study a relationship between expectations before receiving services and satisfaction after receiving services of Thai consumers from low-cost airlines. Service marketing mix is used and analyzed as factors for comparing expectations before receiving services and satisfaction after receiving services from low-cost airlines. This research aims to find important causes of similarity and difference between a relationship between expectations before receiving services and satisfaction after receiving services of Thai consumers from low-cost airlines for each aspect of the service marketing mix. The results of this research can be used as a database and guidelines in planning marketing strategies, which are in accordance with consumers' demands, to achieve each airline company's business goals and maintain long-term brand loyalty.

II. LITERATURE REVIEW

A. Expectancy Theory

This theory of Vroom can sometimes be called V.I.E. Theory due to its following components: V comes from valence, which means satisfaction; I comes from instrumentality, which means tools or path to satisfaction; E comes from expectancy, which means expectations of each individual that needs to be satisfied by any means. After this expectation is satisfied, an individual will obtain satisfaction, whereas her expectation will rise [4].

Consumers' expected service theory: Expectation means attitudes related to desire or demand that consumers expect to

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have from each service. Consumers make purchasing decisions to meet their specific demands and consumers will evaluate results of purchase from their expectations [5].

Demands arise from human subconscious, which results from each individual well-being and status. When consumers demand for something, they will be motivated to meet that demand. The three factors of consumers' own expectations are word of mouth communication, personal needs, and past experience. Another factor resulting from service provider is external communication to customers. These factors all affect customers' expectations [6]. Customers' expectations can be divided into 2 levels: expected level of services and past level of services. The first level arises from customers' expectations, whereas the second level will be accepted if customers' receive the same services as before [7]. Five factors affecting service receivers are: Word-of-mouth or advice from others, Personal demand, Past experiences, News from media and service providers and Prices.

Kotler & Keller's Consumers' Expectation Theory: This theory states that main variables affecting whether consumers' expectations are met include consumers' expected and obtained goods or services. If goods or services service providers give to consumers' are the same or higher than what consumers' expect, consumers' satisfaction and brand loyalty will be achieved, which means those services are high-quality [8].

B. Satisfaction Theory

Siriwan Sereerat state that satisfaction means contentment when demand is met [9]. A supporting satisfaction theory is Maslow's Hierarchy of Needs, which states that human needs are in a pyramid shape - once one need is satisfied; another need will be desired in a higher level [10]. Campbell stated that satisfaction is internal feelings that each individual compares their thoughts to their expected or desired situation. Whether results are satisfied or not is based on a personal judgment [11].

C. Marketing Mix Theory

Marketing mix is the tool that organizations apply to achieve marketing objective among target groups. It consists of product, price, place, promotion, people, physical evidence and presentation, and process. Marketing mix is the motivation that influences the decision of consumers to use the product or service [12].

D. Service Marketing Mix

Marketing mix is the controllable tool that businesses can apply its combination to satisfy target customers and influence purchase of product or service [13]. Service marketing mix consists of the following factors; 1) Product can fulfill the needs and requirements of people as seller offer product to the customer, and customer gain benefits and value of such products. Commonly, product is categorized into 2 groups which are tangible product and intangible product. Management must select main and additional services that properly satisfy customer needs and remain competitive against those of competitors. 2) Place is the environment of service that affect perception of customers in terms of value and benefits of offerings. Place is referred to location and channel of delivering service. Important factors of service delivery include location, speed, and convenience in which service can be offered through email or website. 3) Price is the monetary value of product. A customer is likely to compare the value and price of service, and decide to purchase if the value exceed price. Therefore, service price should be clearly determined in correspond to service level so that customers can understand its difference. Moreover, a service provider must concern about non-monetary expense, including time spent in service, unfavorable physical and mental conditions, and dissatisfaction due to under-expected service. 4) Promotion is the communication tool that informs or motivates customers to have particular attitude and behaviors and promotion becomes the key factor of relationship marketing. Products without proper communication are likely to fail. Communication plays important role in conveying information to customers, promote the possible benefits, and stimulate purchase. Key benefits of communication in service marketing focus on sharing customers how they gain benefits from service, when, where, and how to purchase a service.

Service marketing mix also has three more factors [14] consists of the following factors; 5) People or employee. This factor requires recruitment, training, and motivation to be capable of creating better customer satisfaction than competitors do. It is about the relationship between service provider and customer so employee must be competent and possess an attitude to respond to customers, problem-solving skill, be creative and be able to create value to the organization. Many services require the involvement of both customer and employee such as barber service. 6) Process refers to regulations and standard procedures to ensure accurate and quick service. 7) Physical evidence and presentation offer overall quality of service in terms of neat attire, polite communication, quick service, and other benefits that customers deserve, to ensure quality, appropriateness, and efficiency. These factors include building, equipment, clothes, etc.

E. Marketing Mix in Airlines Industry

People services are deeds, processes, and performance. Service is distinguished from products mainly because they are generally produced at the same time as they are consumed, and cannot be stored away or taken. An enhanced marketing mix needs to be deployed. It's not about simply reaching out to customers with the right service but it's about creating a right desire to possess the service. The 4P's of marketing mix and the 3P's of service marketing mix are, 1) Product mix, design, quality, range, brand name and features. Giving a feel for the "Product" is marketed inside a "service" wrapper. Consumers are not demanding the products or the features of the products but rather the benefits they will be offered. The airline product includes two types of services: On the ground services and in-flight services. 2) Place mix, distribution channels, methods of distribution, coverage, location, online 24 hour reservation system, consolidation, tour operator/travel agent, and company's affiliations. 3) Price mix, list price, discounts,

commissions, surcharges, extras, premium pricing, value for money pricing, cheap value pricing, low cost pricing, apex fares. 4) Promotion mix, advertising, airlines advertisements needs to keep in mind the image of the country, the scenic beauty, tourist attractions, rich cultural heritages or places which would attract a number of tourists. Advertisements, receptionist, travel agents and media are very important, In order to publicize the business, sales promotion, travel agents, Tour operators and Frontline staff contribute a lot to the promotion of the airlines business, salesmanship, word of mouth "Customer loyalty ladder". 5) People mix, competence, reliability, caring attitude, responsiveness, initiative, problem solving ability, goodwill. 6) Process mix, reservation, flight information, facilities at the airport, baggage handling, meal service, flight entertainment, and deliver quality service. 7) Physical evidence mix, on the ground: booking offices or ticket counter, paperwork, brand logos, tickets, in-flight: aircraft, seating configuration, good inner-exteriors, cleanliness, uniforms, ambience, baggage, labels or tag [15].

F. Related Research

Vittavat Udomkitti studied demographic factors and also intended to study marketing factors related to customers, buying decision of the three low-cost airliner companies in Thailand. The survey research method was designed by using self-administered questionnaire. Population and samples were passengers who had had experience in using the three companies (Nokair, Thai Air Asia, and Orient Thai Airlines) while 400 samples were used. Data collection method was performed by distributing questionnaires to target samples or passengers waiting to board three such low-cost airlines at the Bangkok International Airport. Data analysis was performed by using descriptive statistics and also inferential statistics (Chi-square and Pearson's Correlation). Results of findings are as follows: For the demographic factors' – the population of sex, age and occupation has no relationship with customer' buying-decision, but education and income have relationship with customer' buying-decision. Moreover, the marketing factors' – product, price, place, promotion, people, process, physical evidence have relationship with customer' buying-decision of low cost airline. Finally, the related recommendations are also suggested [16].

Kittichai Thanasupsin and Surapan Chaichana investigated satisfaction level in several issues of Thai airways and low cost airlines passengers who used to travel with both models. For low cost airline passengers, the most satisfaction and dissatisfaction issues were fare and on-board food and beverage services, respectively. For Thai airways passengers, the binomial logit model was deployed to model traveler mode choice decision. The significant factors affecting choice decision of passengers were companion, fare divided by income, waiting time multiplied by income, on-time and safety. The effects on number of passengers due to change of significant factor were also studied Model developed classified 76.70 percent on the test data set [17].

III. RESEARCH OBJECTIVES

1) To study and compare differences between Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines for each aspect of the service marketing mix.
2) To analyze and compare each aspect of the service marketing mix of difference between Thai consumers' expectations before receiving services and satisfaction after receiving services.
3) To analyze for major causes of similarity or difference of correlation between Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines for each aspect of the service marketing mix.

IV. RESEARCH HYPOTHESES

1) Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines are different.
2) Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines are different for each aspect of the service marketing mix.

V. RESEARCH METHODOLOGY

Samples include Thai people living in Bangkok who used to travel by air transportation. The random convenience sampling method is applied to recruit samples. Size of samples is calculated by estimating a population proportion. In case that the population is large, p and q equal to 0.5, confidence level 95% (Z = 1.96), error less than 5% (e = 0.05) [18], samples then comprise of 384 persons so the size is enlarged to 400 samples to ensure significant number for factor analysis [19]. The questionnaire is used to gather data in which it is divided into 2 parts as follows; (1) Instruction and guidelines which include research objective, how to fill a questionnaire, etc. (2) Questions are divided into 2 parts which are Part 1: Personal data and Part 2: Questions indicating levels of expectations and service satisfaction based on service marketing mix, 7p's.

The questions in this second part questionnaire are rating scale style or Likert Scale, which have 5 scales: most important, very important, neutrally important, less important, and least important. Questions according to each service marketing mixed strategy are as follows. Product strategy can be divided into 2 parts with 7 questions in total: 1) on-the-ground services, which contain 5 questions, and 2) in-flight services, which contain 2 questions. Place strategy has 5 questions. Price strategy has 4 questions. Promotion strategy has 5 questions. People strategy has 5 questions. Process strategy has 7 questions. Lastly, the physical evidence strategy has 7 questions in 2 parts: 3 questions in on-the-ground service part and 4 questions in in-flight service part. Totally, there are 40 questions in Part 2. Each question contains two parts: expectation of consumers before receiving services and satisfaction after services are given.

Research Instrument Testing: (1) Validity is tested in terms of content and wording. (2) Pre-test is applied by distributing questionnaires to 35 samples to find the error, remove low-confidence questions, and adjust some questions to ensure accuracy prior to research. (3) Reliability of the questionnaire is tested by using the Cronbach's Alpha coefficient [20], 35 questionnaires shown 0.989 confidence levels. (4) Data Collection. (5) Adjusted questionnaires are used for data collection, with more than the number specified in research methodology so as to remove unqualified ones. Collected questionnaire will be coded and data will be recorded and analyzed by using statistical programs [21].

VI. RESEARCH STATISTICS

Statistical methods to be used in this research include; (1) Descriptive statistics: Frequency, percentage, mean, mean ranking and standard deviation. (2) Inferential Statistics: This method can be used to test hypothesis. Initially, assumption of statistics will be tested prior to testing hypothesis. Hypothesis test in this research is about the two groups in a paired design are not independent, using Paired Sample t-test, and Pearson's Correlation.

VII. RESEARCH RESULTS

Research analysis is divided into 2 parts; Part 1: Demographic factors of respondents, using descriptive statistics and Part 2: Hypothesis testing, using inferential statistics.

Part 1: Demographic Factors of Respondents, Using Descriptive Statistics

From Table I, proportions of Thai female and male respondents are 56.0% and 44.0% respectively; most of them are in the age range of 21-30 years, 30.8% while proportions of 31-40, 41-50, over 60 years, and below 21 years are 28.0%, 24.5%, 14.3%, and 2.5% respectively. Most respondents earned a Bachelor degree at 53.5% while percentages of education which is higher and lower than Bachelor degree are 38.0% and 8.5%. Proportions of monthly income in the range of 50,001-70,000 Baht, 30,001-50,000, 15,001-30,000, over 70,000, and below 15,000 Baht are 33.0%, 31.3%, 16.8%, 16.0%, and 3.0% respectively. The proportions of occupations are private firm/business owner, state enterprise, government officer, students, and others (housewife/retired) are 47.8%, 26.8%, 21.0%, 3.5%, and 1.0% respectively.

TABLE I
FREQUENCY AND PERCENTAGE OF RESPONDENTS, BY DEMOGRAPHIC CHARACTERISTICS

Demographic factors	Frequency	Percentage
Gender		
Male	176	44.0
Female	224	56.0
Total	400	100.0
Age ranges		
Less than 21 years	10	2.5
21-30 years	123	30.8
31-40 years	112	28.0
41-50 years	98	24.5
More than 50 years	57	14.3
Total	400	100.0
Education level		
Less than bachelor	34	8.5
Bachelor	214	53.5
Postgraduate	152	38.0
Total	400	100.0
Monthly income		
Less than 15,000 Baht	12	3.0
15,001-30,000 Baht	67	16.8
30,001-50,000 Baht	125	31.3
50,001-70,000 Baht	132	33.0
More than 70,000 Baht	64	16.0
Total	400	100.0
Occupation		
Students	14	3.5
Government officer	84	21.0
State enterprise	107	26.8
Private organization/business owner	191	47.8
Others: housewife, retired	4	1.0
Total	400	100.0

Part 2: Statistical Hypothesis Testing Using Inference Statistics

From the two main research hypotheses research can be analyzed in 16 statistical hypotheses to assume populated as follows.

H1. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines do not differ in general.

H2. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix do not differ.

H3. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix do not differ.

H4. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix do not differ.

H5. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix do not differ.

H6. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix do not differ.

H7. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix do not differ.

H8. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix do not differ.

H1 to H8 are tested a statistical testing of averages of independent samples or related samples using Paired Sample t-test. Statistical hypothesis is

H0: $\mu_d = 0$

H1: $\mu_d \neq 0$

The results of this testing are shown in Table II.

TABLE II
TESTING DIFFERENCES OF MEAN OF EXPECTATIONS (BEFORE) AND
SATISFACTION (AFTER)

		N	Mean	SD	t	df	Sig
SMM(7P)	E	400	3.82	0.36	10.16	399	0.000*
	S	400	3.64				
Product	E	400	3.80	0.34	3.26	399	0.001*
	S	400	3.75				
Place	E	400	3.94	0.23	4.40	399	0.000*
	S	400	3.89				
Price	E	400	3.68	0.38	8.99	399	0.000*
	S	400	3.52				
Promotion	E	400	3.44	0.34	5.80	399	0.000*
	S	400	3.34				
People	E	400	3.96	0.50	8.55	399	0.000*
	S	400	3.75				
Process	E	400	3.90	0.61	11.37	399	0.000*
	S	400	3.56				
Physical	E	400	3.92	0.50	11.16	399	0.000*
	S	400	3.64				

Remark: SMM = Service marketing mix, E = Expectations, S = Satisfaction and Sig with * that mean factor has different at 0.05 significance level.

Table II shows H1 hypothesis testing result of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines, overall comparison: (t (399) = 10.158 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that, overall, Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H2 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix got (t (399) = 3.257 and p = 0.001). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H3 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H4 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H5 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H6 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H7 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after

receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

H8 hypothesis testing of differences between two means of expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix got (t (399) = 4.401 and p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix are different. An average of expectations before receiving services is higher than an average of satisfaction after receiving services.

When analyzing a level of correlation between average means of Thai consumers' expectations before receiving services and satisfaction after receiving services both for an overall comparison and each aspect of the service marketing mix, the following hypotheses are analyzed.

H9. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines of the service marketing mix are correlated.

H10. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix are correlated.

H11. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix are correlated.

H12. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix are correlated.

H13. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix are correlated.

H14. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix are correlated.

H15. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix are correlated.

H16. Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix are correlated.

To test hypotheses H9: – H16 Pearson's Correlation statistical testing is used with a hypothesis that

H0: $\rho = 0$

H1: $\rho \neq 0$

The results are shown in Table III.

TABLE III
TESTING CORRELATION BETWEEN EXPECTATIONS (BEFORE) AND SATISFACTION (AFTER)

	N	Mean E - S	Correlation (r)	Sig
Service marketing mix	400	3.64 – 3.82	0.857	0.000*
Product	400	3.75 – 3.80	0.858	0.000*
Place	400	3.89 – 3.94	0.950	0.000*
Price	400	3.52 – 3.68	0.864	0.000*
Promotion	400	3.34 – 3.44	0.916	0.000*
People	400	3.75 – 3.96	0.738	0.000*
Process	400	3.56 – 3.90	0.630	0.000*
Physical Evidence	400	3.64 – 3.92	0.692	0.000*

Remark: E = Expectations, S = Satisfaction and Sig with * that mean factor has different at 0.05 significance level.

Table III shows that a hypothesis testing of H9 of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines in general got (r = 0.857, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix are generally correlated.

H10 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix got (r = 0.858, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a product aspect of the service marketing mix are correlated.

H11 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix got (r = 0.950, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a place aspect of the service marketing mix are correlated.

H12 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix got (r = 0.864, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a price aspect of the service marketing mix are correlated.

H13 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix got (r = 0.916, p = 0.000). Due to p-value < 0.05, H0 is rejected at a

significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a promotion aspect of the service marketing mix are correlated.

H14 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix got (r = 0.738, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a people aspect of the service marketing mix are correlated.

H15 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix got (r = 0.630, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a process aspect of the service marketing mix are correlated.

H16 hypothesis testing of correlation between expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix got (r = 0.692, p = 0.000). Due to p-value < 0.05, H0 is rejected at a significance level of 0.05. This means that Thai consumers' expectations before receiving services and satisfaction after receiving services from domestic low-cost airlines regarding a physical evidence aspect of the service marketing mix are correlated.

It can be seen that the factors that have big difference of means of expectations before receiving services and satisfaction after receiving services have a lower level of correlation than those factors that have a small difference. In other words, the bigger the difference between expectations before receiving services and satisfaction after receiving services is, the lower their correlation will be. Such as, correlations of process, physical evidence, people aspects are lower than other aspects, because their differences of averages of (expectations-satisfaction) score is higher than other aspect that are (3.90-3.56), (3.92-3.64) and (3.96-3.75), respectively. When considering in details, it is found that for process aspect, three causes of the difference are satisfaction with in-flight media/entertainment, convenience and speed of baggage claim, and in-flight meal service, respectively. As for physical evidence, three causes of the difference are seated conditions and comfortability, enough and easy-to-use overhead compartments, and clean restrooms. For people aspect, three causes of the difference are flight attendants are helpful during departure and carry-on baggage loading process; ground staffs are friendly and helpful; and flight attendants have great service minds.

VIII. CONCLUSION AND DISCUSSION

Samples are mostly female of age 21-30 years old, followed by 31-40, and 41-50 years old. Most of them have a Bachelor's degree, followed by higher than Bachelor's degree, and lower than a Bachelor's degree. Most of the samples have income in the range of 50,001-70,000, followed by 30,000-50,000, and 15,001-30,000, respectively. The samples mostly work in the private sector or own a business, followed by state-owned enterprises, and public sector. As for differences of means of Thai consumers' expectations before receiving services and satisfaction after receiving services in general and in product, place, price, promotion, people, process, and physical evidence of the service marketing mix, the results of all aspects are different both in general and for each aspect of the service marketing mix. Average levels of expectations before receiving services are higher than satisfaction after receiving services in all aspects, as well. When analyzing further to the correlation between average means, the means of expectations before receiving services are higher than those of satisfaction after receiving services in general. As in all aspects of the service marketing mix, any aspect that has a big difference between expectations before receiving services and satisfaction after receiving services has low correlation. On the other hand, an aspect that has small difference between expectations before receiving services and satisfaction after receiving services has high correlation. People, process, and physical evidence aspects have higher correlation than other aspects since their differences of means of expectation-satisfaction are higher than those of other aspects. Important causes of this difference in the process include in-flight media/entertainment, convenience and speed of baggage claim, and in-flight meal service, respectively. As for physical evidence, three causes of the difference are seated conditions and comfortability, enough and easy-to-use overhead compartments, and clean restrooms. For people aspect, causes of the difference are flight attendants are helpful during departure and carry-on baggage loading process; ground staffs are friendly and helpful; and flight attendants have great service minds.

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