

**Research Title:** Passengers' Perspective toward Airport Service Quality at Suvarnabhumi International Airport

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**Abstract\***

The purpose of this study is to contribute to the development of a conceptual model of perceived service quality in airports by adapting the concept of expectations underlies the selection of Fodness and Murray's (2007: 492-506) methodology for measuring service quality with focus on passenger perceived service quality. In this study the researcher used quantitative method to test an objective approach to measuring passengers' perception and satisfaction of airport service quality at Suvarnabhumi International Airport, Thailand. Questionnaire collected from 500 passengers who had travel by departure, arrival, or transit at Suvarnabhumi International Airport. The results of factor analysis identified three factors: 1) Environment Service Provider, 2) Personnel and Passengers' Relationship, and 3) Servicescape. The findings of this study indicated that the passengers' satisfaction perceptions of the airport service quality have positive influence on overall passenger satisfaction. In comparing the perception of airport service quality attributes and passengers' demographic profiles (purpose of travel, trip orientation, and frequency of travel) among Thai and foreigner passengers, the results showed that there were significant differences in airport service quality attributes among Thai and foreigner passengers.

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