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Hong Kong journal of Social Sciences

Scopus coverage years: from 2010 to 2014, from 2016 to 2022

Publisher: City University of Hong Kong Press

ISSN: 1021-3619

Subject area: Social Sciences: General Social Sciences

Source type: Journal

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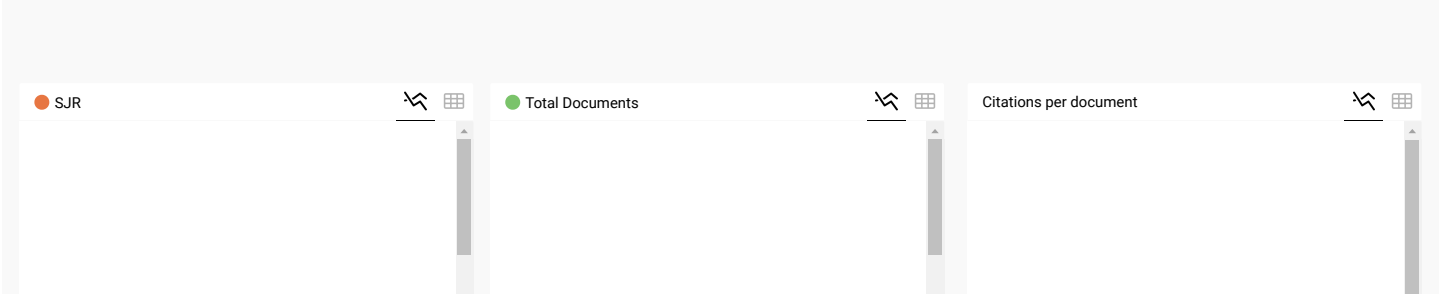
COUNTRY China Universities and research institutions in China Media Ranking in China	SUBJECT AREA AND CATEGORY Social Sciences Social Sciences (miscellaneous)	PUBLISHER City University of Hong Kong Press	H-INDEX 2
PUBLICATION TYPE Journals	ISSN 10213619	COVERAGE 2010-2014, 2016-2021	
SCOPE Information not localized			

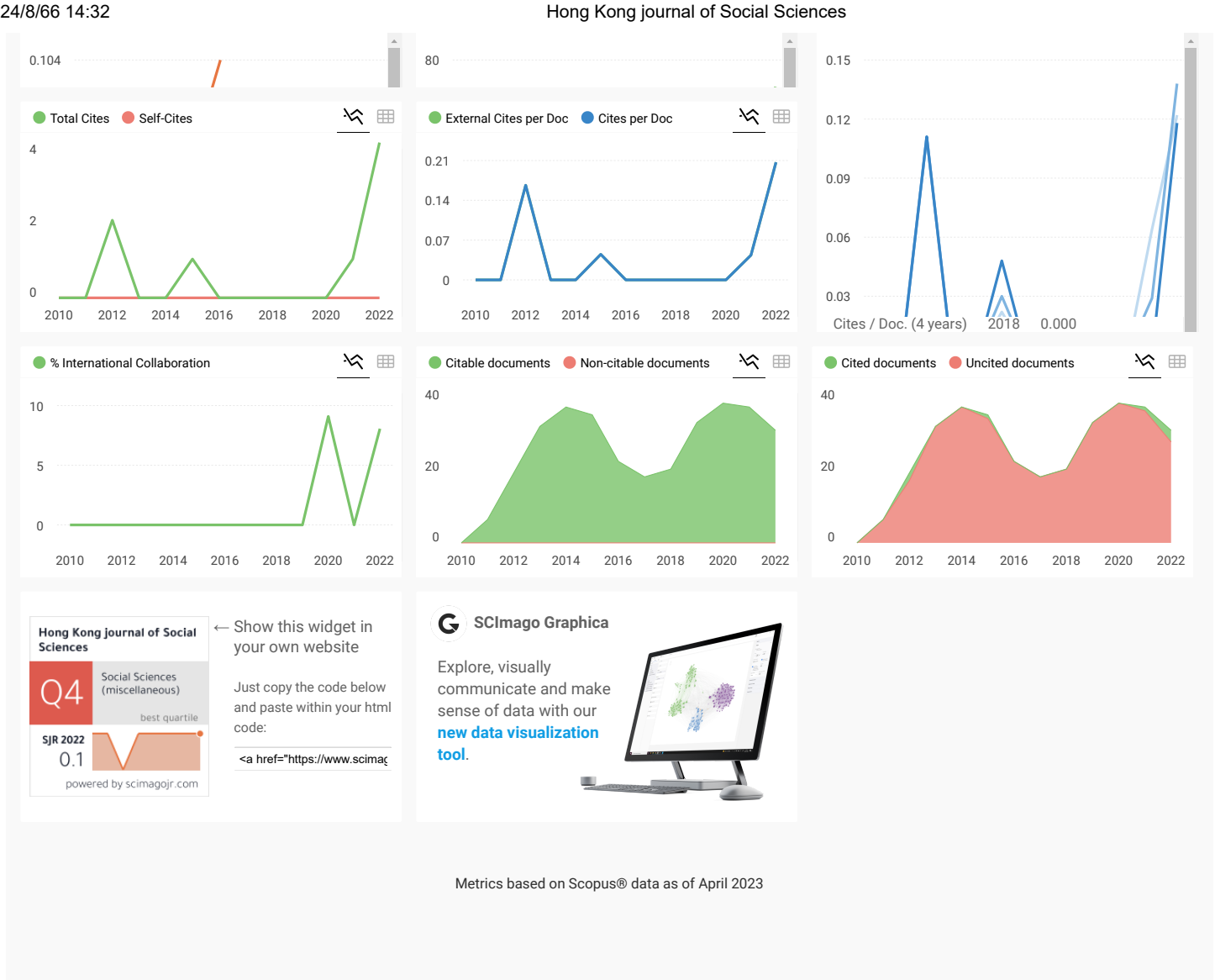
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Open Access Article

Marketing Strategy Influencing Service Quality and Consumers' Repurchase Decision on Low-Cost Airline Business in Thailand

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Received: March 11, 2022 ▪ Reviewed: May 9, 2022

▪ Accepted: June 3, 2022 ▪ Published: July 29, 2022

Abstract:

This research aimed to study the effects of the 7Ps marketing mix, including product, price, place, promotion, process, people, and physical evidence, on service quality and the influences of the 7Ps marketing mix and service quality on the repurchase decisions of Thai consumers traveling by the low-cost airline in Thailand. The 400 Thai respondents who used to travel on the low-cost airline were the sample for this research. The study used convenience sampling to collect the questionnaire through social media. In this statistical analysis, the study employed descriptive statistics, correlation analysis, and multiple regression analysis for the statistical evaluation. The results revealed that the average rating in all aspects of the marketing mix and service quality was high and that the marketing mix included product, place, process, and physical evidence that affected the service quality. The findings also found that the price aspect of the marketing mix and service quality influenced the repurchase decisions of passengers traveling on low-cost airlines. The study recommends that the airline business focuses on the product, place, process, and physical evidence aspects, such as branding, travel schedule, booking, check-in, and travel readiness. In addition, the study suggests that it should create a good pricing strategy to satisfy the passengers. These measures will build good service quality and repurchase decisions from passengers. The novelty of this research found that only price factors directly influenced repurchase decisions, while other marketing factors, including the product, place, process, and physical evidence, needed good service factors to influence a repurchase decision in the low-cost airline business. In addition, it found that service quality had a direct positive effect on repeat purchases of low-cost passengers.

Keywords: marketing mix, service quality, repurchase decision, low-cost airline business.

影响泰国低成本航空业务服务质量和消费者回购决策的营销策略

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摘要:

本研究旨在研究7附言营销组合（包括产品、价格、地点、促销、流程、人员和实物证据）对服务质量的影响，以及7附言 营销组合和服务质量对泰国人回购决策的影响。乘坐廉价航空公司在泰国旅行的消费者。曾经乘坐廉价航空公司旅行的400名泰国受访者是本研究的样本。该研究使用便利抽样通过社交媒体收集问卷。在该统计分析中，该研究采用描述性统计、相关分析和多元回归分析进行统计评估。结果表明，营销组合和服务质量各方面的平均评分都很高，营销组合包括影响服务质量的产品、地点、过程和实物证据。调查结果还发现，营销组合和服务质量的价格方面影响了乘坐低成本航空公司旅行的乘客的回购决定。该研究建议，航空公司业务应专注于产品、地点、流程和实物证据方面，例如品牌、旅行时间表、预订、办理登机手续和旅行准备。此外，该研究表明，它应该制定一个良好的定价策略来满足乘客。这些措施将建立良好的服务质量和乘客的回购决定。本研究的新颖之处在于，只有价格因素直接影响了回购决策，而其他营销因素，包括产品、地点、流程和实物证据，需要良好的服务因素来影响低成本航空业务的回购决策。此外，它发现服务质量对低成本乘客的重复购买有直接的积极影响。

关键词：营销组合、服务质量、回购决策、低成本航空业务。

1. Introduction

Airlines are one of the world's most important business elements and an integral part of the global passenger journey. The emergence of low-cost airlines has greatly affected the air travel of people worldwide. This increased the number of passengers traveling by air due to accessibility and reasonable travel expenditures. As a result, this airline business has recently experienced significant growth and is fiercely competitive worldwide. People worldwide have had a positive experience with the low-cost airline, including new marketing efforts to satisfy passengers at different levels of the low-cost airline business. In Thailand, the competition in the low-cost airline market is intense. The main low-cost airlines with a high market share are Thai AirAsia and Nok Air. In addition, there are other low-cost airlines such as Thai Lion Air, Thai Smile, and Thai VietJet Air. The emergence of these low-cost airlines has made it possible for middle-income people to travel more by air. As a result, people can reach places more quickly, both for personal and business matters. As the competition grows, each low-cost airline must focus on good and competitive marketing in order to survive and grow in this airline industry. It is therefore extremely important to focus on the right marketing and quality service. While these low-cost airlines have to cut costs at many points, the quality of service is essential to this kind of competition and low-cost airline business operation. Therefore, the research team is interested in studying key factors such as marketing and service quality that affect the decision to travel with low-cost airlines in Thailand. This research will benefit low-cost airline companies that will use these research findings in strategic and marketing planning in order to be competitive and ultimately make the business meet the needs of low-cost airline passengers. In addition, the research results will also fill academic knowledge of the aviation business to gain more knowledge and a comprehensive perspective on

the world's academic society.

2. Research Objectives

This study aims to examine the relationship of three key variables of this research, including the marketing mix, service quality, and repurchase decision. The first objective is to study the influence of the marketing mix on service quality. The second objective is to study the influence of marketing mix and service quality on consumers' repurchase decisions in the low-cost airline business.

3. Literature Review

3.1. Marketing Mix

The service marketing mix is one of the most important elements in a service business, which helps it to build its competitiveness (Gunawan, 2015; Saputri & Sari, 2019). In addition, the service marketing mix has a marked effect on customer loyalty (Gunawan, 2015). The service marketing mix comprises seven areas: product, price, place, promotion, people, process, and physical evidence (Agung, 2020; Gunawan, 2015; Rajesh & Sankaran, 2019; Saputri & Sari, 2019). Marketing must combine all seven factors to drive an organization's products to deliver value to the customer (Agung, 2020). Product refers to goods and services from the business organization, delivered to its target customers (Gunawan, 2015). In the airline business, service is the most important thing for an organization to deliver to passengers, and the good quality of service of the organization will have a positive effect on the use of the service from its customers (Saputri & Sari, 2019; Wong & Musa, 2011). Price refers to the amount of money the customer uses in exchange for the product the organization intends to deliver (Gunawan, 2015). Wong and Musa's (2011) research showed that price was one of the key factors in the satisfaction and

purchase decision of low-cost airlines business. This is consistent with the study of Hasan et al. (2019), who pointed out that pricing was very important and affected customer satisfaction, and consistent with Mahmud et al. (2013), who found that the right price was the key factor for customer decision. In addition, the study by Munusamy et al. (2011) recommended that a competitive pricing strategy was very important for service firms. Place refers to the distribution channel that a business organization uses to deliver its products (Gunawan, 2015). Business companies can utilize many places for their operation like shop services, outlets, malls, and services through agencies (Vuthisopon et al., 2016). The place reflects the marketing activities that are searched and managed to deliver products from the organization to the target customers (Saputri & Sari, 2019). Promotion refers to the activity created by the corporate marketer to provide information about the product and attract the target customers (Gunawan, 2015; Yoopetch et al., 2021). Marketing promotions, such as advertising, are essential for airlines to create the memory of their passengers, ultimately leading to branding (Wong & Musa, 2011). Process refers to the operation of an organization as a step to produce the products that the customer wants (Gunawan, 2015). The service companies need to design, create, and arrange the effective process of their services (Saputri & Sari, 2019; Vuthisopon et al., 2016). The people factor refers to human resources essential for the effective delivery of products to the target customers (Gunawan, 2015). The competence of an airline's staff is also essential to corporate branding and growth (Wong & Musa, 2011). Therefore, the airline needs to train its staff to create a positive experience for the passengers of the airline (Ali et al., 2015). The service of the employees in the organization greatly affects the thinking and decision of the customers (Vuthisopon et al., 2016). Physical evidence refers to the tangible environment in which the delivery of services or where the customer is interacted (Gunawan, 2015). It is a complement to the quality of service of an organization that comes in a variety of ways such as ground environment, in-flight services, booking offices, buildings, vehicles, and furniture (Saputri & Sari, 2019; Vuthisopon et al., 2016). Physical evidence significantly affects customer satisfaction with business services (Rajesh & Sankaran, 2019). The service marketing mix or 7Ps affects customers' satisfaction and the business organization's performance results (Gunawan, 2015; Saputri & Sari, 2019). However, the study by Agung (2020) found that the marketing mix did not affect customer satisfaction with low-cost airline services. In addition, the study of Srisook and Panjakajornsak (2018) showed that product, price, place, and promotion of service marketing mix were important factors in the competitiveness of the low-cost airline business.

3.2. Service Quality

Service quality is essential to an organization's sustainable competition (Brochado et al., 2019;

Chilembwe, 2014; Yunus et al., 2013). Service quality benefits differentiation, marketing positioning, and corporate branding (Prayag, 2007). Moreover, service quality significantly affects business costs, profitability, and service performance (Chen & Liu, 2017). Business organizations need to create a strategy that focuses on service quality, comprising five areas: tangibility, reliability, assurance, empathy, and responsiveness (Chilembwe, 2014; Haghighat, 2017; Hasan et al., 2019; Mahmud et al., 2013; Nadiri et al., 2008; Prayag, 2007; Simsek & Demirbag, 2017; Vuthisopon & Srinuan, 2017). The quality of service will create a relationship that connects customers and the organization, which will result in increased customer use of the service (Saleem et al., 2017; Simsek & Demirbag, 2017). Providing services is part of the organization's branding, which positively affects the use of the services by the customers (Wong & Musa, 2011). Also, the service quality of the organization affects the perception of the service value by the customer (Amiruddin, 2013; Singh, 2015), and the quality of aviation's service directly affects the choice of service of various airlines' passengers (Adeola & Adebisi, 2014). Therefore, the airline business needs to focus on the quality of service, which is the perspective of the airline's passengers or customers (Ali et al., 2015; Singh, 2015; Yunus et al., 2013). The good quality of service of the airline business has a significant effect on the satisfaction of our customers, and it also affects the long-term relationship of the airline's passengers (Alfin et al., 2013; Ali et al., 2015; Nadiri et al., 2008; Saleem et al., 2017). In addition, the customer experience is a key factor in the customer service quality perspective, which airlines need to create a positive experience for their passengers (Ali et al., 2015). Therefore, the airline marketing department needs to understand passenger expectations and make arrangements to meet such needs of the airline's customers (Adeola & Adebisi, 2014; Chilembwe, 2014; Hasan et al., 2019). Azhar et al.'s (2018) research showed that the marketing mix had related to service quality. The study by Singh (2015) recommended that creating a marketing plan must focus on improving service quality to make the flight decisions of the airline's passengers. Ali et al. (2015) research found that the tangibility factor of service quality significantly affected customer satisfaction in the airline business. This finding was consistent with Namukasa's (2013) research that found that service quality influenced customer satisfaction with airline business services. The study of Chilembwe (2014) showed that reliability was the crucial factor of airline business services, and assurance was what passengers perceive as the importance of the airline quality services. In addition, the study of Saputri and Sari (2019) pointed out that service marketing mix such as process and physical evidence factors supported the service quality of service firms like airline businesses. This finding is consistent with the study of Suhartanto and Noor (2012), who found that price, people, and physical evidence were key factors for service quality in

the airline business. The study of Rajesh and Sankaran (2019) concluded that promotion, process, people, and physical evidence factors significantly influenced the satisfaction with airline business services; meanwhile, the place factor of the marketing mix significantly affected customer loyalty to airline services.

3.3. Repurchase Decision

Customer repurchase intention refers to the customer's planning to travel with their favorite or preferred airline due to the airline's quality service (Nadiri et al., 2008; Simsek & Demirbag, 2017). A repurchase decision is a repeat purchase or re-use of an organization's existing customer, which is lower in cost than acquiring new customers and is beneficial in the long run (Saleem et al., 2017; Wongpinunwatana & Kongpolprom, 2021). Repeat purchases reflect customer happiness and satisfaction (Vuthisophon et al., 2016). The study of Vuthisophon and Srinuan (2017) showed that key factors of repurchase intention of low-cost airline passengers consisted of attitude, behavior, and reliability. That research found that customers' satisfaction, perceived enjoyment, trust, and happiness were important for passengers' repurchasing. This is consistent with the study of Santos and Fernandes (2008), who pointed out that customer satisfaction and trust influence the repurchase intention of service organizations. Therefore, airline businesses should emphasize the repurchase decision factor of their passengers to create the optimal strategic plan for sustainable competitive advantage (Saleem et al., 2017). The study of Wong and Musa (2011) found that price was one of the key factors in the satisfaction and decision-making of low-cost airlines. The research study of Vuthisophon and Srinuan (2017) revealed that service quality had a direct positive effect on repurchase intention in low-cost airline passengers. Also, Nadiri et al. (2008) found that service quality significantly influenced the repurchase intention of airline business customers. This result was consistent with the study of Saleem et al. (2017) confirmed that service quality directly influenced airline passengers' repurchase decisions. In addition, the study of Singh (2015) recommended that creating a marketing plan must emphasize good service quality for future purchase decisions of the airline's passengers. Also, Mahmud et al. (2013) found that the quality of the airline services and the correct pricing significantly affected passengers' decisions in the airline business. This research was

inconsistent with the study of Munusamy et al. (2011), who found that price did not affect passenger satisfaction with low-cost airlines.

4. Research Framework

From various literature reviews, this research formulated the conceptual framework (Figure 1).

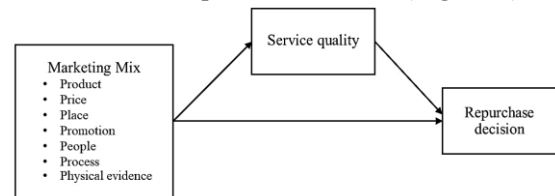


Figure 1. Research framework

5. Research Methodology

5.1. Population and Sample

The population of this study was people traveling on low-cost airlines in Thailand, where the exact number was unknown, so the study utilized Cochran's (1977) formula for sample size calculation. According to Cochran's sampling technique at the confidence level and error of 95% and 5%, respectively, the sample size was 385.

5.2. Research Tool and Data Collection

The research tool is a questionnaire developed from previous reviews. The first part of the research questionnaire was about demographic data such as gender, age, education, and income. The second part of the questionnaire related to the three key variables of the research: marketing mix, quality of service, and repurchase decision (Table 1). There are 56 items of the key variables (Table 1). The research questionnaire was evaluated for content validity by three experts, considering the item-objective congruence (IOC) value. The result showed that the IOC values of every item were more than 0.6. Then, the researchers tested the questionnaire reliability with Cronbach's alpha statistics. All key variables had a test value of more than 0.7 (Table 1). Those results indicated that the research questionnaires were high quality (Hair et al., 2014). The questionnaires collected the data via social media. The research used a convenience sampling method to collect the data from targeted consumers. Finally, 400 questionnaires were used in statistical analysis.

Table 1. Research questionnaire details (Part 2)

Constructs	Items	Sources	Cronbach's Alpha
Marketing mix	It consists of 7 variables (28 items): Product, Price, Place, Promotion, People, Process, and Physical evidence	Gunawan, 2015; Wong & Musa, 2011	0.934
Service quality	It consists of 5 variables (25 items): Tangibility, Reliability, Responsiveness, Assurance, and Empathy	Ali et al., 2015; Nadiri et al., 2008; Vuthisophon & Srinuan, 2017	0.899
Repurchase decision	It consists of 3 items: I would consider flying on this airline next time. Even though the ticket price increased, I still consider this airline and would recommend it to my family or friends.	Chen & Liu, 2017; Singh, 2015; Vuthisophon & Srinuan, 2017	0.852

5.3. Research Statistics and Evaluation

The statistical analysis of this study consisted of (1) the analysis of descriptive statistics, including frequency, percentage, mean, standard deviation, skewness, and kurtosis, and (2) the analysis of inferential statistics, including correlation analysis and multiple regression analysis with the stepwise method. For the evaluation of key variable means, the study used the five-layer criteria (Table 2).

Table 2. The evaluation criteria of key variable means

Means	Evaluation criteria
4.21–5.00	Highest level
3.41–4.20	High level
2.61–3.40	Moderate level
1.81–2.60	Low level
1.00–1.80	Lowest level

6. Research Results

The statistical analysis was based on data from 400 respondents. The descriptive statistical analysis results were shown in Tables 3-5, and the inferential statistical analysis results were shown in Tables 6-9.

Table 3. Descriptive statistics (n = 400)

Variables	Frequencies	%
Gender		
Male	135	33.7
Female	265	66.3
Age		
< 20 years	4	1.0
20-30 years	155	38.8
31-40 years	147	36.8
41-50 years	76	19.0
51-60 years	14	3.4
> 60 years	4	1.0
Education		
Below Bachelor Degree	28	7.0
Bachelor Degree	201	50.2
Above Bachelor Degree	171	42.8
Income per month		
< 300 USD	31	7.8
300 - 450 USD	32	8.0
451 - 600 USD	72	18.0
601 - 750 USD	54	13.5
751 - 900 USD	54	13.5
> 900 USD	157	39.2
Occupation		
Students	22	5.5
Business owners	31	7.8
Company employees	122	30.5
Government staff	201	50.2
Others	24	6.0
Low-cost airline travel per year (times/year)		
3 or fewer	242	60.5
4-5	93	23.2
6-7	28	7.0
8 or more	37	9.3

The analysis of descriptive statistics in Table 3 revealed that most of the respondents were female. There were 265 female respondents, representing 66.3 percent. The largest group of respondents was between 20-30 years old. There are 155 people, which is 38.8 percent, followed by the age of 31-40. There are 147

people, representing 36.8 percent. 50.2 percent of the respondents had a bachelor's degree. The result found that the largest group of respondents had monthly incomes above 900 USD, which is 157 people, representing 39.2 percent, followed by monthly incomes of 451-600 USD with 72 people, accounting for 18 percent. 50.2 percent of the respondents were Thailand government staff, and 30.5 percent of the respondents were company employees. 60.5 percent of respondents take three or fewer flights per year on a low-cost airline journey.

Table 4. Service quality and repurchase decision constructs

Variables	Means	Standard Deviation	Skewness	Kurtosis
Tangible	4.25	0.52	-0.24	-0.55
Reliable	4.26	0.58	-0.72	0.62
Responsible	4.31	0.61	-0.86	1.36
Assurance	4.34	0.59	-0.88	1.39
Empathy	4.23	0.68	-1.03	1.66
Overall service quality	4.28	0.53	-0.74	0.76
Repurchase decision	4.02	0.72	-0.75	1.36

The descriptive results of key variables of service quality and repurchase decision in Table 4 showed that the means of overall service quality were at the highest levels. Furthermore, considering five variables of the service quality construct, the result showed those were also at the highest level. Meanwhile, the means of the repurchase decision variable were high. In addition, by the skewness and the kurtosis of means, the research data had a normal distribution.

Table 5. The marketing mix construct

Variables	Means	Standard Deviation	Skewness	Kurtosis
Product	4.28	0.55	-0.63	0.49
Price	4.02	0.71	-0.71	1.43
Place	4.08	0.58	-0.31	-0.34
Promotion	4.29	0.58	-0.54	-0.41
People	4.34	0.56	-0.64	-0.23
Process	4.26	0.59	-0.95	1.74
Physical evidence	4.28	0.55	-0.99	1.35

Table 5 shows the descriptive statistics analysis of the marketing mix variables. It found that means of 7 variables of the marketing mix construct were between 4.02 and 4.28. The means of price and place were at a high level. Meanwhile, the means of the rest of the marketing mix, including product, promotion, people, physical evidence, and process, were at the highest levels. From the skewness and kurtosis of the data, it was found that the data distribution curves represented normality.

Table 6. Correlation matrix of the five variables in the service quality construct

Variables	Tangibility	Reliability	Responsiveness	Assurance
Reliability	0.813**			
Responsiveness	0.656**	0.814**		
Assurance	0.640**	0.716**	0.763**	
Empathy	0.573**	0.718**	0.740**	0.748**

Note: ** are significant at the .01 level.

The correlation analysis of the key variables of service quality found that all the pairs had a statistically significant relationship. It found that the correlation coefficient ranged from 0.573 to 0.814. The variable pair with the highest correlation coefficient value was "reliability and responsiveness," followed by "tangibility and reliability" and "responsiveness and assurance."

Table 7. Correlation matrix of the seven variables in the marketing mix construct

Variables	Product	Price	Place	Promotion	People	Physical evidence
Price	0.520**					
Place	0.611**	0.501**				
Promotion	0.645**	0.598**	0.620**			
People	0.669**	0.601**	0.620**	0.744**		
Physical evidence	0.640**	0.515**	0.593**	0.722**	0.769**	
Process	0.590**	0.596**	0.470**	0.704**	0.674**	0.764**

Note: ** are significant at the .01 level.

The results of the correlation analysis of the key variables of the marketing mix construct showed that all the variable pairs had a statistically significant correlation as well. It found that the correlation coefficient ranged from 0.470 to 0.769. The pair with the highest correlation coefficient was "the people and

physical evidence," followed by "the process and physical evidence" and "the promotion and people."

Table 8. Results of regression analysis: Service quality as the dependent variable

Variables	Unstandardized Coefficients		t-statistics	Sig.	VIF
	β	Beta			
Constant	0.095		1.082	0.280	
Process	0.451	0.508	16.980	0.000***	2.509
Product	0.266	0.280	10.329	0.000***	2.060
Physical evidence	0.167	0.176	5.357	0.000***	3.019
Place	0.100	0.111	4.378	0.000***	1.798
F	603.381				
Sig. of F	0.000***				
R ²	0.859				
Adjusted R ²	0.858				

Note: *** are significant at the .001 level.

Table 8 shows the results of the regression analysis. When considering the influence of the marketing mix on service quality, it found that four key variables had a statistically significant effect on service quality included process, product, physical evidence, and place. Those four variables described the variance in the service quality by 85.9 percent. Therefore, the standardized regression equation is written as follows.

$$\text{Service quality} = 0.508\text{Process} + 0.280\text{Product} + 0.176\text{Physical evidence} + 0.111\text{Place}$$

Table 9. Results of regression analysis: Repurchase decision as the dependent variable

Variables	Unstandardized Coefficients		t-statistics	Sig.	VIF
	β	Beta			
Constant	-0.113		-0.716	0.474	
Price	0.712	0.702	21.248	0.000***	1.553
Service quality	0.298	0.217	6.560	0.000***	1.553
F	513.089				
Sig. of F	0.000***				
R ²	0.721				
Adjusted R ²	0.720				

Note: *** are significant at the .001 level.

The regression analysis of marketing mix and service quality affecting the repurchase decision in Table 9 found that price and service quality had significantly influenced consumers' repurchase decisions. Both variables described the variance of repurchase decisions by 72.1 percent. Therefore, the standardized regression equation was the following one:

$$\text{Repurchase decision} = 0.702\text{Price} + 0.217\text{Service quality}$$

7. Discussion

This research aimed to study the influence of the marketing mix on service quality and to study the effect of the marketing mix and service quality on the repurchase decision of Thai consumers traveling by low-cost airlines. The statistical analysis found that the opinion level on repurchase decisions was high, and the overall service quality of low-cost airlines was excellent. Moreover, it showed that all aspects of service quality were at the highest level. This result revealed the great satisfaction of Thai passengers with the low-cost airline business. Also, the study found that all aspects of the marketing mix were at high-highest levels, especially the people aspect, which showed the

excellent comment from Thai passengers. This reflects the best of the low-cost airline business provided to their passengers in Thailand. The correlation analysis found that all pairs of aspects of service quality had a significant relationship. Moreover, all pairs of marketing mix had a significant connection. When evaluating the regression analysis, the study showed that the four aspects of the marketing mix, including process, product, physical evidence, and place, significantly affected the service quality (Figure 2). This result was consistent with many previous studies, including that of Azhar et al. (2018), who found that the marketing mix related to service quality. The study of Saputri and Sari (2019) showed that service marketing mix, such as process and physical evidence factors, supported the service quality of airline business. The study of Suhartanto and Noor (2012) found that price, people, and physical evidence were key factors for service quality in the airline business. The study of Rajesh and Sankaran (2019) pointed out that factors of place, process, people, and physical evidence significantly influenced airline business services. Also, the study found that the price aspect of the marketing mix and service quality significantly influenced the

repurchase decision of Thai passengers traveling by low-cost airlines (Figure 2). This result agreed with that of Wong and Musa (2011), who pointed out that price was one of the key factors in the decision-making of low-cost airlines, and Vuthisopon and Srinuan (2017), Nadiri et al. (2008), who found that service quality directly affected repurchase intention in low-cost airline passengers. Also, this result agreed with that of Saleem et al. (2017), who confirmed that service quality directly influenced the repurchase decision of airline passengers, and Mahmud et al. (2013), who found that the airline service quality and the correct pricing significantly affected the passenger decision in the airline business.

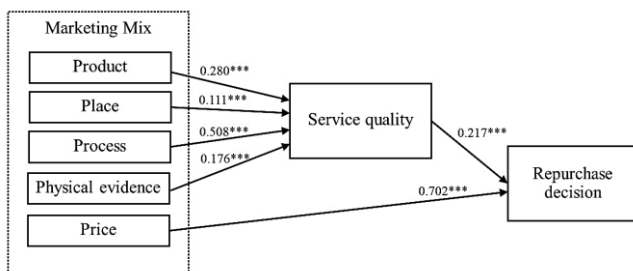


Figure 2. Final model

8. Conclusion

The first aim of this research is to study the influence of various aspects of the marketing mix on the service quality of low-cost airlines. The results of the seven marketing mix study found that only four areas had a significant impact on the quality of an airline's service: product, place, process, and physical evidence; while other marketing mixes, namely price, promotion, and people, did not have a statistically significant influence on the service quality of low-cost airlines. The second objective of the research is to study the influence of marketing mix and service quality on low-cost airline passengers' repeat purchasing decisions. Findings revealed that only the price aspect of the marketing mix influenced the repeat purchase decisions of passengers and that the service quality of low-cost airlines positively influenced the repurchase decisions of passengers. The findings of this study have significant benefits for the low-cost aviation industry and differ from previous research on low-cost airlines.

The findings from this study share some differences and similarities with the previous work. What several previous studies have found consistent with this study is that four factors of the marketing mix: product, place, process, and physical evidence influenced service quality, and it was also found that service quality affected repeat purchase decisions among low-cost airline passengers. However, different findings were that previous studies concluded that multiple marketing mix factors influenced repurchase decisions. However, this study found only a price factor that influenced the repeat purchase decision of low-cost airline passengers. Some reasons may be that the context of each country is different, and the economic situation at different times affects passengers differently. These factors can affect a

passenger's airline travel. Therefore, the findings of this study are original and will benefit the airline industry and academia in this area.

This research revealed that the process aspect of the low-cost airline business is the important factor influencing service quality. Therefore, the airline business should focus on key processes like the important steps of travel scheduling, booking, payment, and check-in. Also, the study showed that the product aspect is one of the important factors. Therefore, the airline business should focus on branding, service, and traveling readiness. Other important factors that the study found are place and physical evidence. Therefore, the airline should emphasize both of them as well. Those emphases can create great service quality to the passengers' satisfaction. The study also revealed that the price aspect of the marketing mix and service quality positively influence the repurchase decision of passengers. Therefore, it recommends that the low-cost airline create a good price strategy to satisfy the passengers, such as the optimal price for each traveling flight. Also, the study suggests that the low-cost airline business should provide good service quality to their passengers. These things will build the repurchase decision from passengers.

The limitation of using this research is to study only the population in Thailand. Therefore, the utilization of research results is mainly focused on the area. However, future studies may apply the findings from this study to other studies in Thailand and other countries. This includes future qualitative studies to delve into why other marketing mix factors, except price, do not influence the repeat purchase decisions of low-cost airline passengers. The results will complement the model of repeat purchases in the low-cost airline business and will further leverage that model. For example, adding digital technology factors to the study model will allow research to be more applicable to future contexts.

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