



## Final Report

The Study of Satisfaction Survey on CAAT Operations, Services, and Information, News,  
Knowledge, and Innovation in the Year 2018

For

The Civil Aviation Authority of Thailand (CAAT)  
333/105 7 Floor Plaza, Khampheng Phet 6 Rd.,  
Lak Si, Bangkok, Thailand 10210

by

SUPER POLL  
899/191 Onnut Road, Prawet, Bangkok 10250  
Tel. 02.051.5928 or 087.33.555.99

December 2018

---

## Executive Summary

The Civil Aviation Authority of Thailand (CAAT) assigned SUPER POLL to conduct a satisfaction survey on CAAT operations and its information, news, knowledge, and innovation in the year 2018. The survey aimed to evaluate and find out satisfaction levels among general people and aviation entrepreneurs for improving and developing CAAT operations and service quality. The sample size was 1,220 people in this survey. Data collection was conducted during December, 2018.

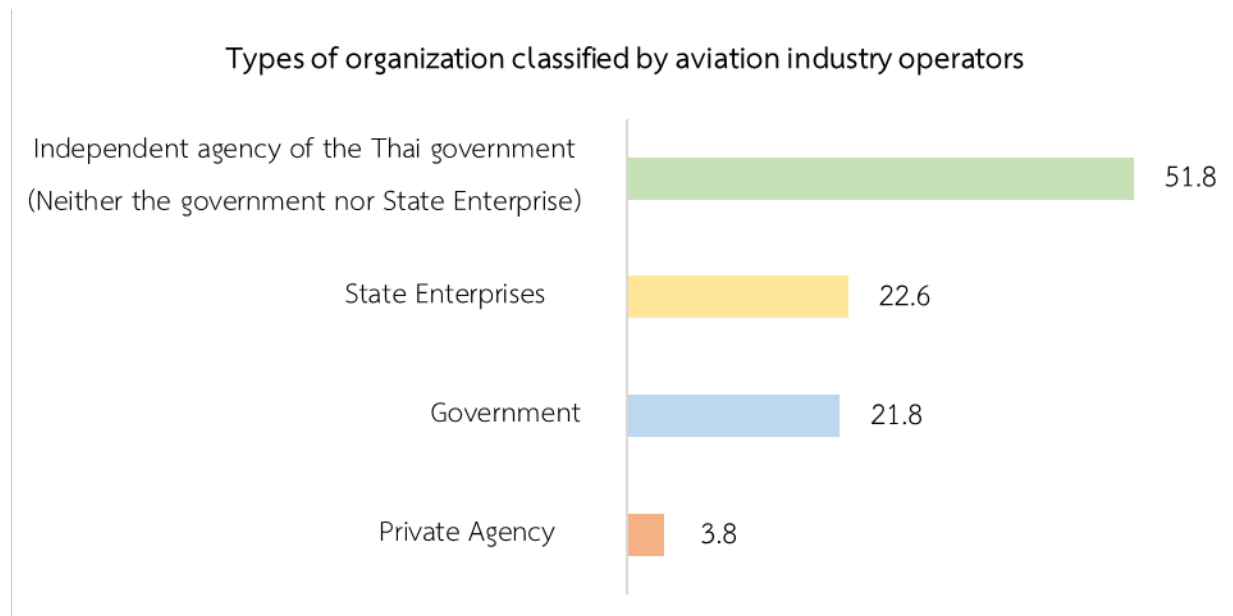
### Aviation-Industry Entrepreneurs: Research Findings

- General Data of Respondents

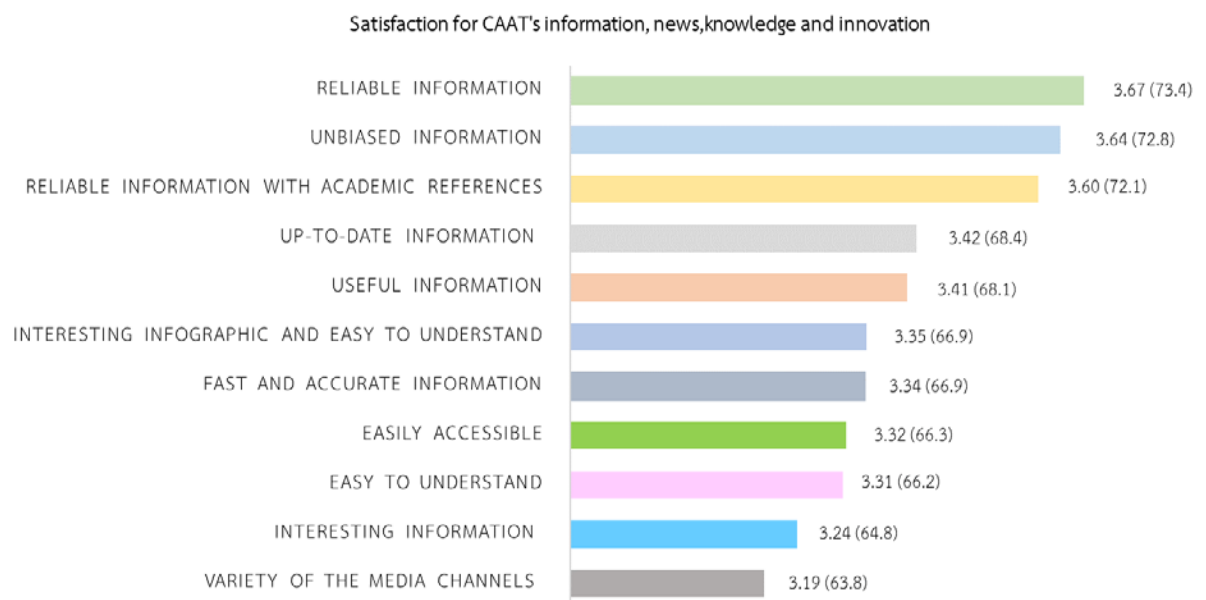
The results of 605 respondents show that more than one-third proportion or 38.1% aged 30 – 39 years old. The majority of the respondents (75.5%) graduated bachelor's degree. 48.9% worked as Airport Operations Crew / Groundcrew / Customer Service Provider.

- Respondents' Perception of CAAT's Information, Knowledge, and Innovation

The findings show that the majority of respondents (89.9%) used CAAT's official website ([www.caat.or.th](http://www.caat.or.th)), 66.4% used E Services such as complaint website for passenger rights, Drone registration, etc., and 89.1% used CAAT's Facebook.

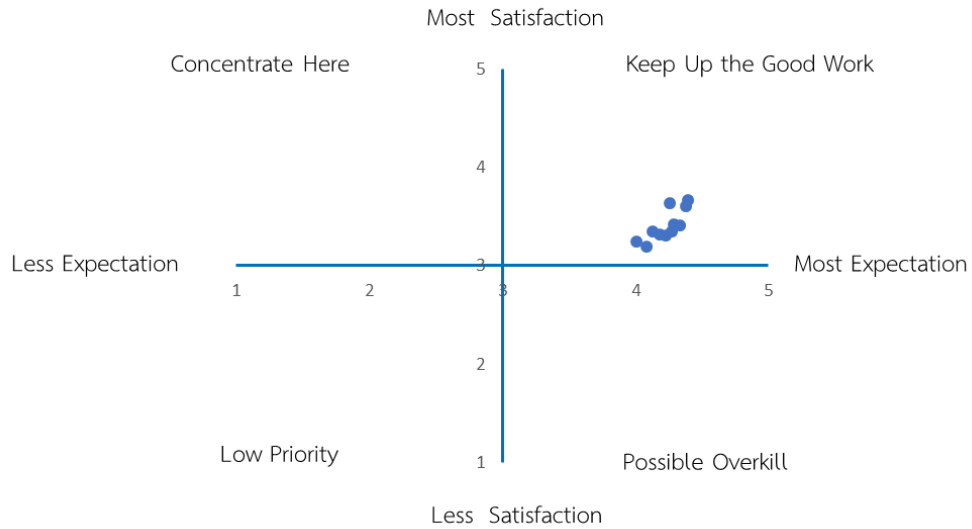


- The majority of respondents (51.8%) thought that CAAT was an independent agency of the Thai government (Neither the government nor State Enterprise). The survey results also show that other respondents stated other organizational types of CAAT including a state enterprise (22.6%), a government agency (21.8%), and a private enterprise (3.8%), respectively.
- Overall satisfaction of sampled aviation-industry entrepreneurs for CAAT’s information, news, knowledge and innovation rating by a 5-point scale



- After using the Quadrant Analysis of respondents’ expectation and satisfaction for CAAT’s information, news, knowledge, and innovation, the results show that all indicators felt in the quadrant of Keep UP the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for all indicators as presented in the figure. However, the overall satisfaction for CAAT’s information, news, knowledge, and innovation was found at 5.92 out of 10 meaning that it was somewhat satisfied.

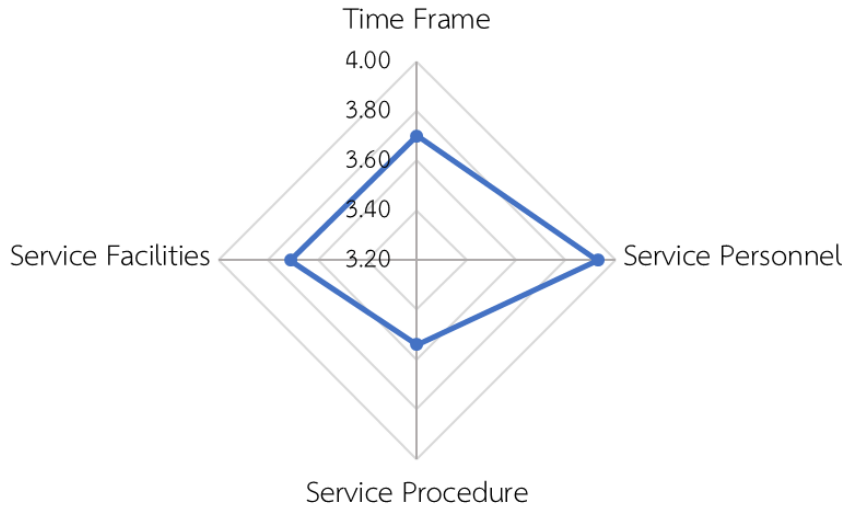
Information, News, Knowledge and Innovation of CAAT



- The overall satisfaction of sampled aviation-industry entrepreneurs for CAAT’s services in the department / group was found that the average was 3.72 out of 5.00 meaning that it was very satisfied.

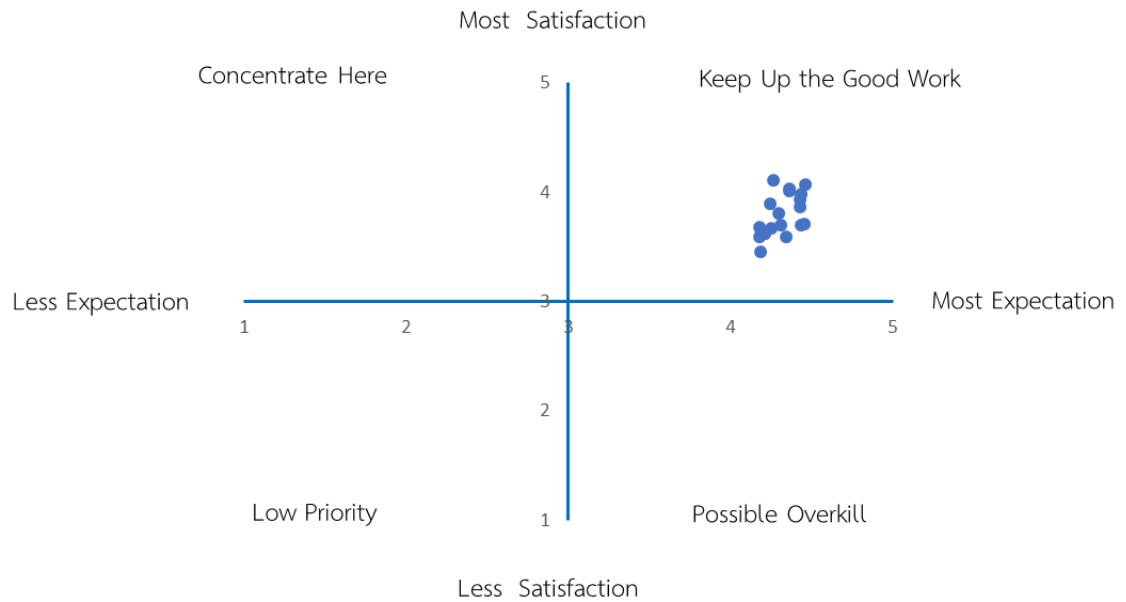
Services	Average	%	Meaning
Time Frame	3.70	74.0	Very Satisfied
Service Personnel	3.93	78.6	Very Satisfied
Service Procedure	3.54	70.8	Very Satisfied
Service Facilities	3.71	74.2	Very Satisfied
Overall	3.72	74.4	Very Satisfied

## Overall satisfaction for the service of department / group



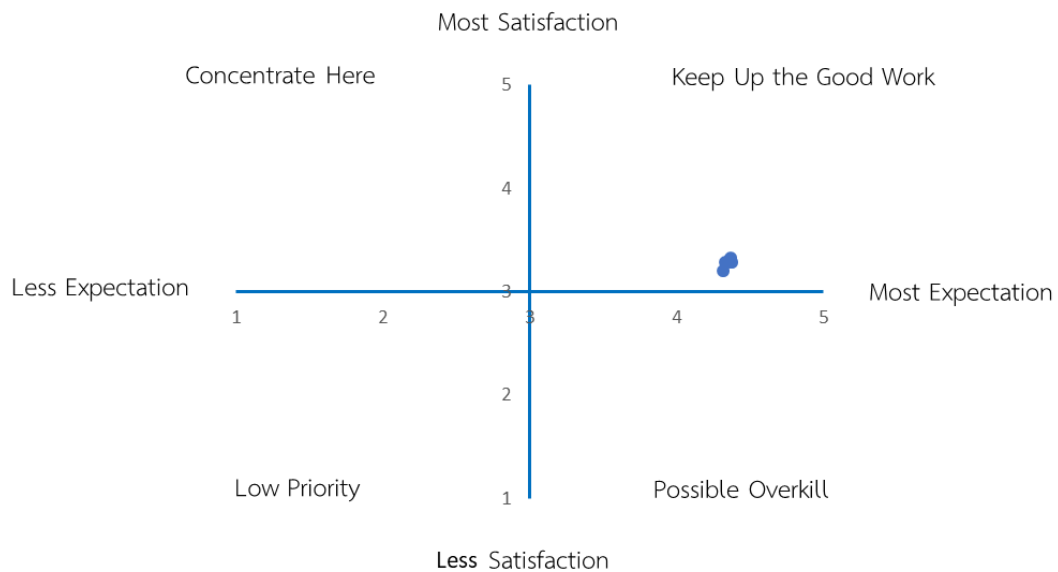
- After analysing respondents' overall expectation and satisfaction for CAAT services by the Quadrant Analysis and SERVQUA framework, the results show that all indicators of time frame, service personnel, service procedure, and service facilities felt in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for all indicators as presented in the figure. However, the overall satisfaction for CAAT's information, news, knowledge, and innovation was found at 6.32 out of 10 meaning that it was somewhat very satisfied.

## Service of Department / Group



- The results of analysing respondents' overall expectation and satisfaction for CAAT vision, international standard, good governance, and personnel-organizational development show that all indicators fell in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for all indicators as presented in the figure. However, the overall satisfaction for CAAT's information, news, knowledge, and innovation was found at 6.23 out of 10 meaning that it was somewhat very satisfied.

## Overall CAAT service



### Survey Findings of General Data for the Public

- General Data of Respondents

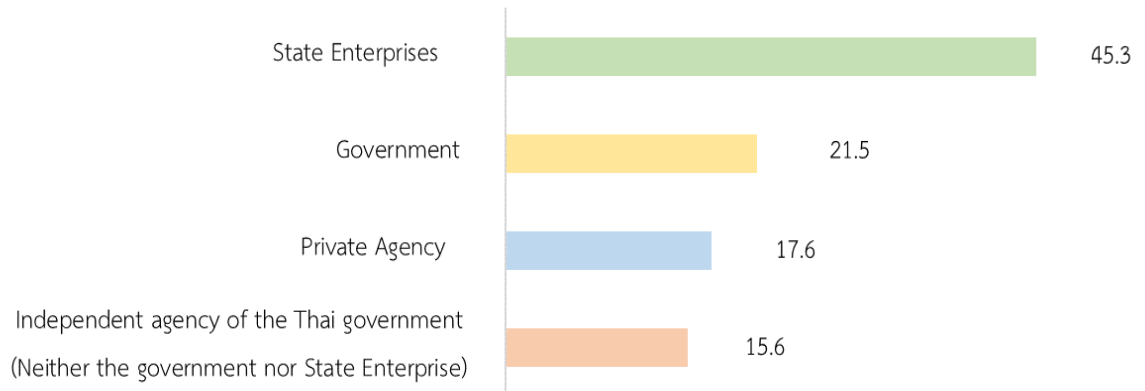
In this study, 615 general people were sampled. The findings show that more than 1 of 3 or 38.1% aged 30 – 39 years old, 46.7% completed their bachelor’s degree, and also more than 1 of 3 or 35.3% described their employment in business sector, followed by entrepreneur / small business (19%), freelance (16.6%), and government sector / state enterprise sector (11.6%), respectively.

- In the Public, General Respondents’ Perception of CAAT’s Information, Knowledge, and Innovation

The findings show that the majority of respondents (79.5%) used CAAT’s official website ([www.caat.or.th](http://www.caat.or.th)), 68.3% used E Services such as complaint website for passenger rights, Drone registration, etc., and 71.3% used CAAT’s Facebook.

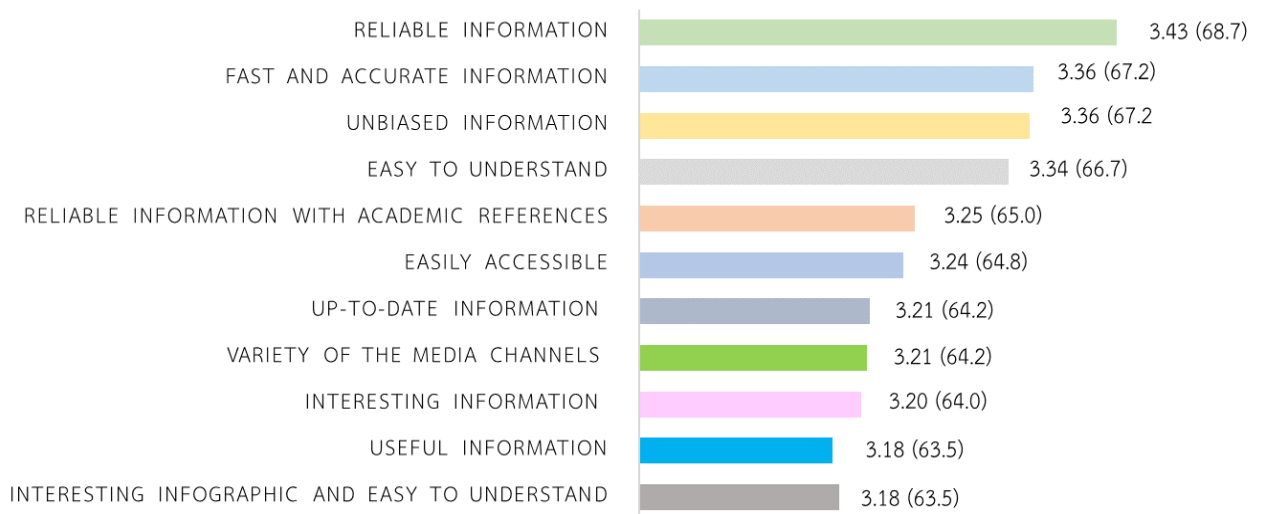
- The majority of respondents (45.3%) thought that CAAT was a state enterprise, followed by a government agency (21.5%), a private enterprise (17.6%), and an independent agency of the Thai government (Neither the government nor State Enterprise) (15.6%), respectively.

### Types of organization classified by General public group



- Overall satisfaction of sampled general people for CAAT's information, news, knowledge and innovation rating by a 5-point scale

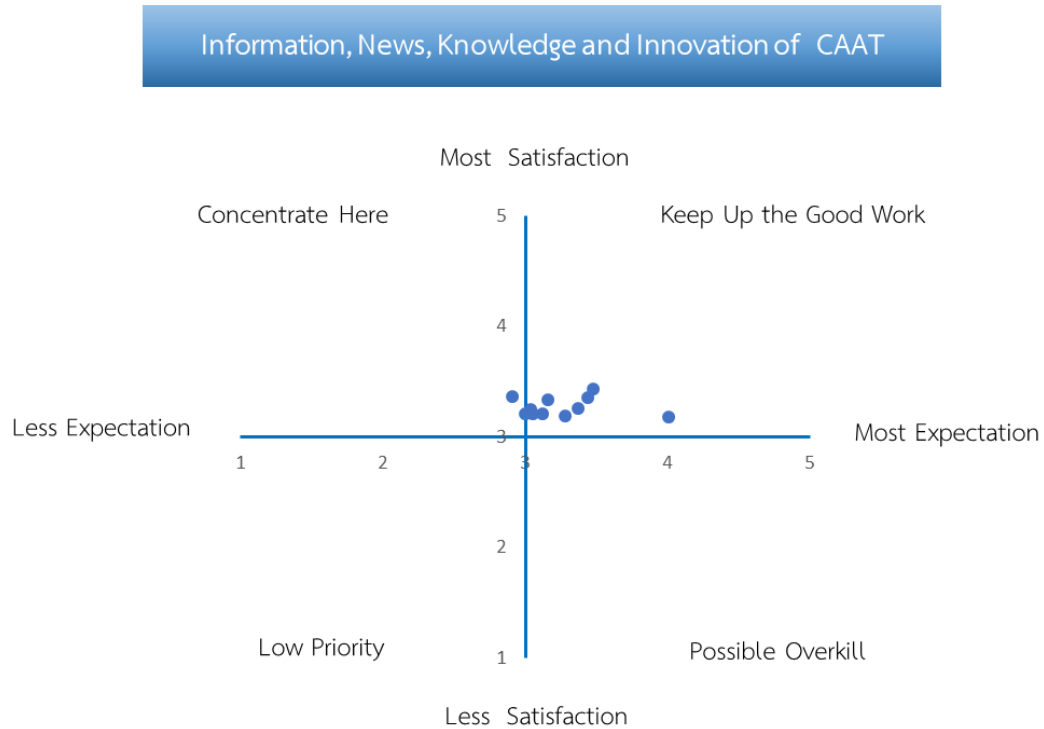
### Satisfaction for CAAT's information, news, knowledge and innovation



- After using the Quadrant Analysis of general respondents' expectation and satisfaction for CAAT's information, news, knowledge, and innovation, the results show that almost all the indicators felt in the quadrant of Keep UP the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for almost all the indicators as presented in the figure. Importantly, though, the average of some indicators' expectation was 2.91 or 58.2% while the average of their satisfaction was 3.36 or 67.2. As a result, it felt in the quadrant area of Possible Overkill because its expectation was over satisfaction. However,



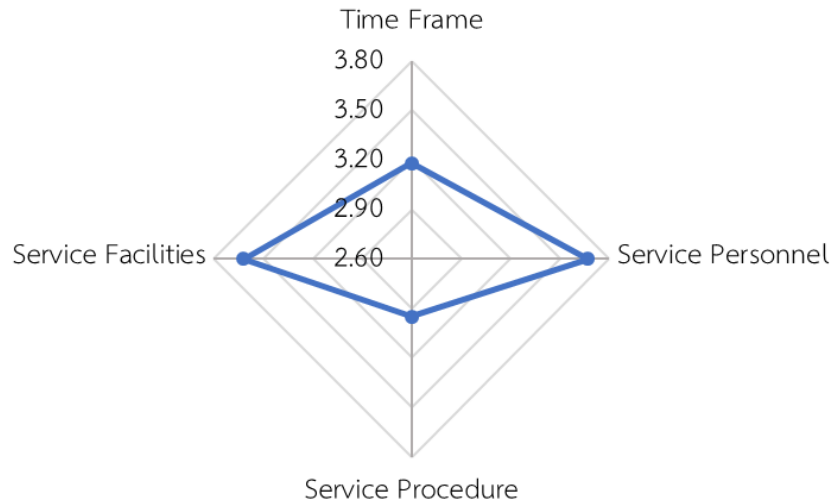
the overall satisfaction for CAAT’s information, news, knowledge, and innovation was found at 5.91 out of 10 meaning that it was somewhat satisfied.



- The overall satisfaction of sampled aviation-industry entrepreneurs for CAAT’s services in the department / group was found that the average was 3.36 out of 5.00 meaning that it was moderately satisfied.

Services	Average	%	Meaning
Time Frame	3.18	63.6	Moderately Satisfied
Service Personnel	3.67	73.4	Very Satisfied
Service Procedure	2.95	59.0	Moderately Satisfied
Service Facilities	3.62	72.4	Very Satisfied
Overall	3.36	67.1	Moderately Satisfied

## Overall satisfaction for the service of department / group



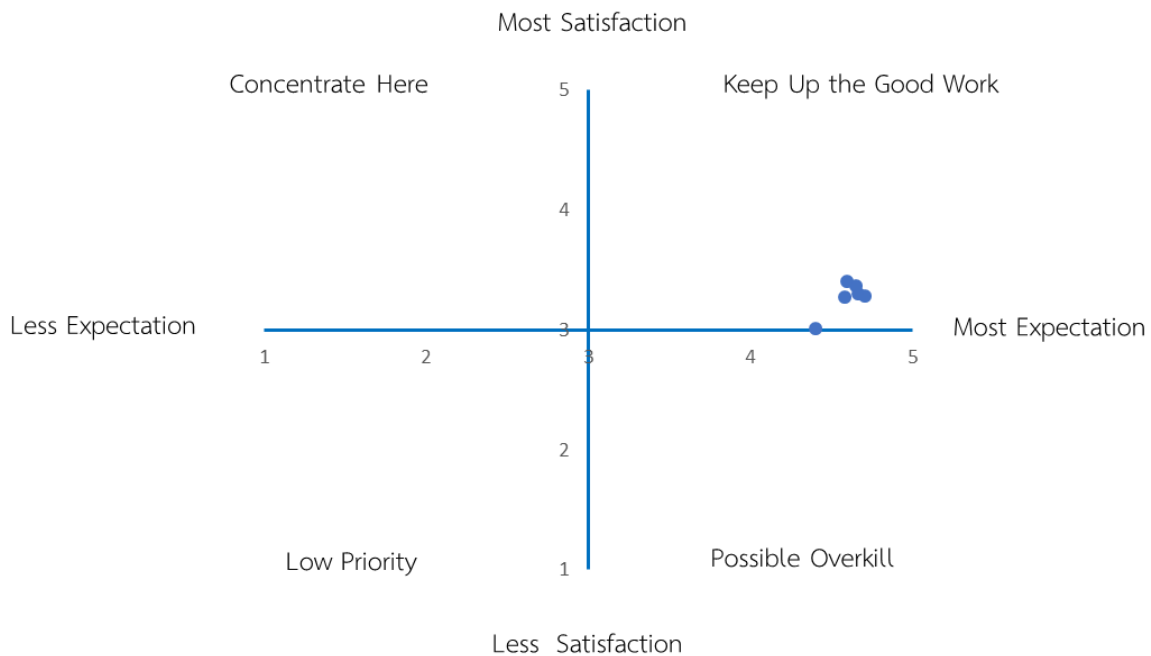
- In the public, after analysing general respondents' overall expectation and satisfaction for CAAT services by the Quadrant Analysis and SERVQUA framework, the results show that almost all the indicators of time frame, service personnel, service procedure, and service facilities felt in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for almost all the indicators as presented in the figure. But, the average of some indicators' satisfaction with Time Frame of Prompt Service was 2.64 or 52.8% while the average of their satisfaction with Service Procedure of the procedure that is in accordance with the announcement was 2.87 or 57.4. As a result, it felt in the quadrant area of Concentrate Here because the satisfaction of each indicator was lower than 3.00. However, the overall satisfaction for CAAT's services was found at 6.00 out of 10.

Service of Department / Group



- The results of analysing respondents’ overall expectation and satisfaction for CAAT vision, international standard, good governance, and personnel-organizational development show that all indicators fell in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for all indicators as presented in the figure. However, the overall satisfaction for CAAT’s information, news, knowledge, and innovation was found at 5.88 out of 10 meaning that it was somewhat very satisfied.

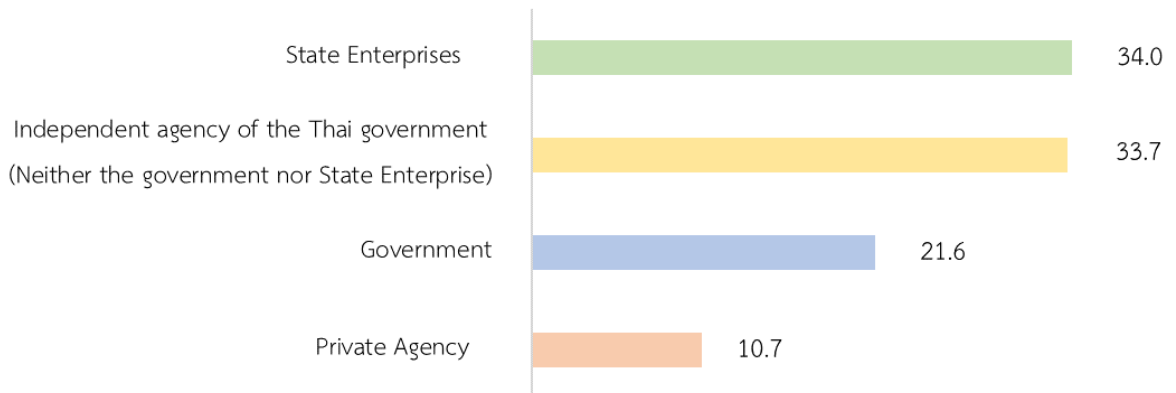
## Overall CAAT service



### Overall Findings (Both Aviation-Industry Entrepreneurs and the Public)

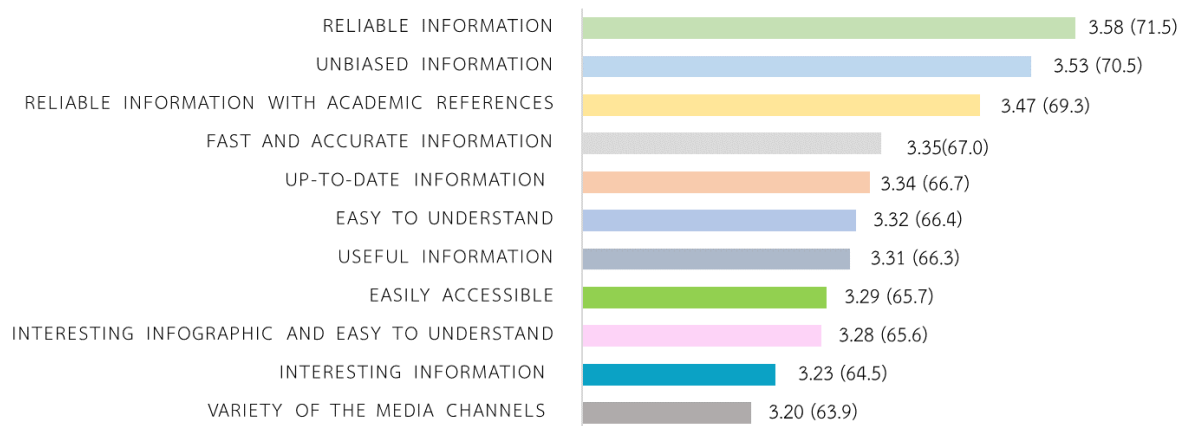
- General Data of Respondents  
1,220 sampled people were studied. The results show that more than 1 of 3 or 36.6% aged 30 – 39 years old, and 60.9% completed their bachelor's degree.
- After analyzing the overall perception of CAAT's information, news, knowledge, and innovation, it was found that the majority of respondents (89.9%) used CAAT's official website ([www.caat.or.th](http://www.caat.or.th)), 86.4% used E Services such as complaint website for passenger rights, Drone registration, etc., and 67.2% used CAAT's Facebook.
- The majority of respondents (34.0%) thought that CAAT was a state enterprise, followed by an independent agency of the Thai government (Neither the government nor State Enterprise) (33.7%), a government agency (21.6%), and a private enterprise (10.7%), respectively.

### Overall types of organization



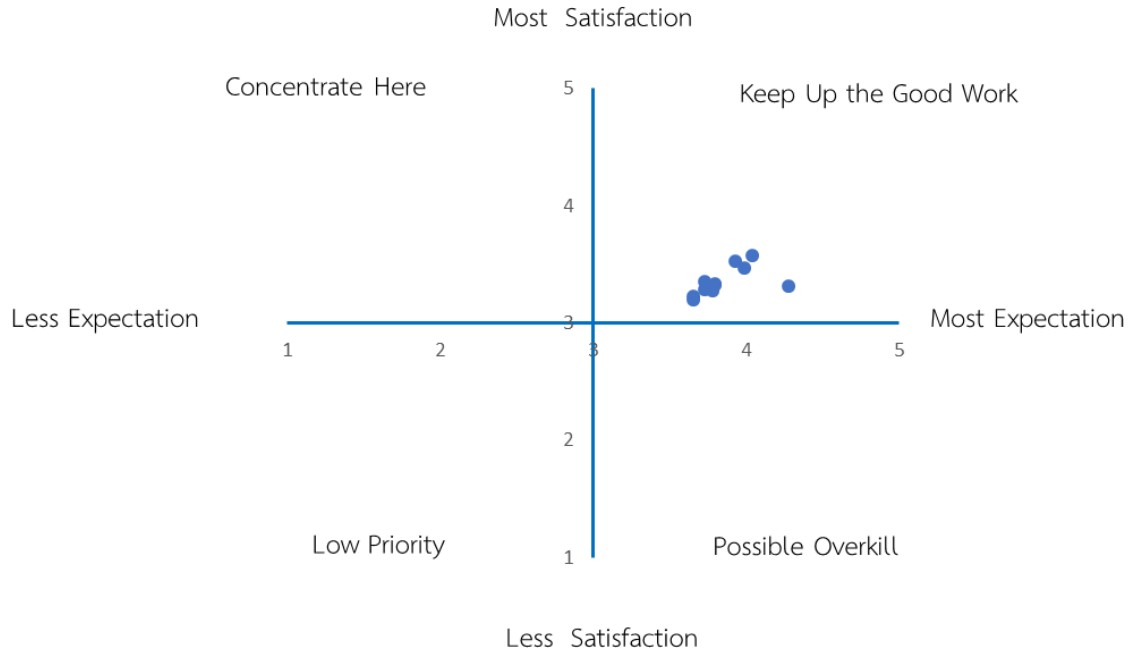
- Overall satisfaction of sampled general people for CAAT’s information, news, knowledge and innovation rating by a 5-point scale

### Satisfaction for CAAT's information, news, knowledge and innovation



- After using the Quadrant Analysis of general respondents’ expectation and satisfaction for CAAT’s information, news, knowledge, and innovation, the results show that all of the indicators felt in the quadrant of Keep UP the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for the indicators as presented in the figure. However, the overall satisfaction for CAAT’s information, news, knowledge, and innovation was found at 5.92 out of 10 meaning that it was somewhat satisfied.

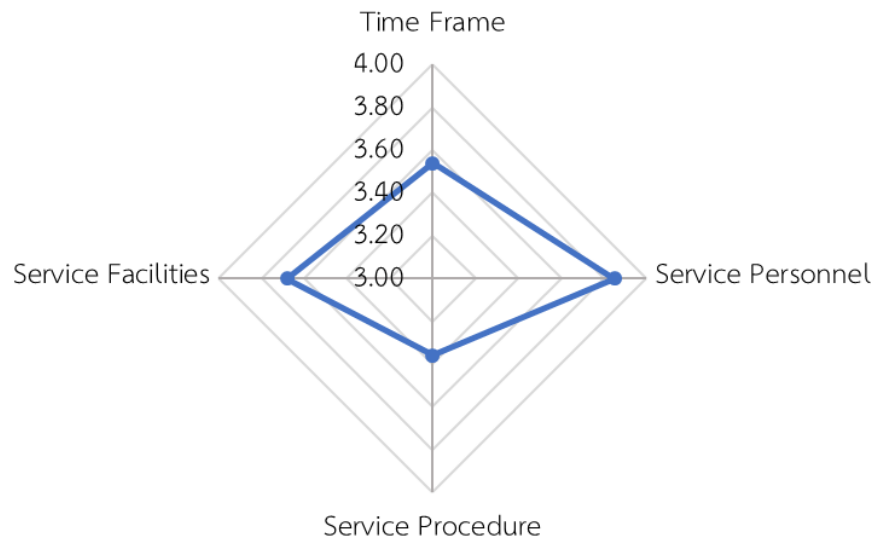
## Information, News, Knowledge and Innovation of CAAT



- The overall satisfaction of all sampled respondents in this study for CAAT’s services in the department / group was found that the average was 3.61 out of 5.00 meaning that it was moderately satisfied.

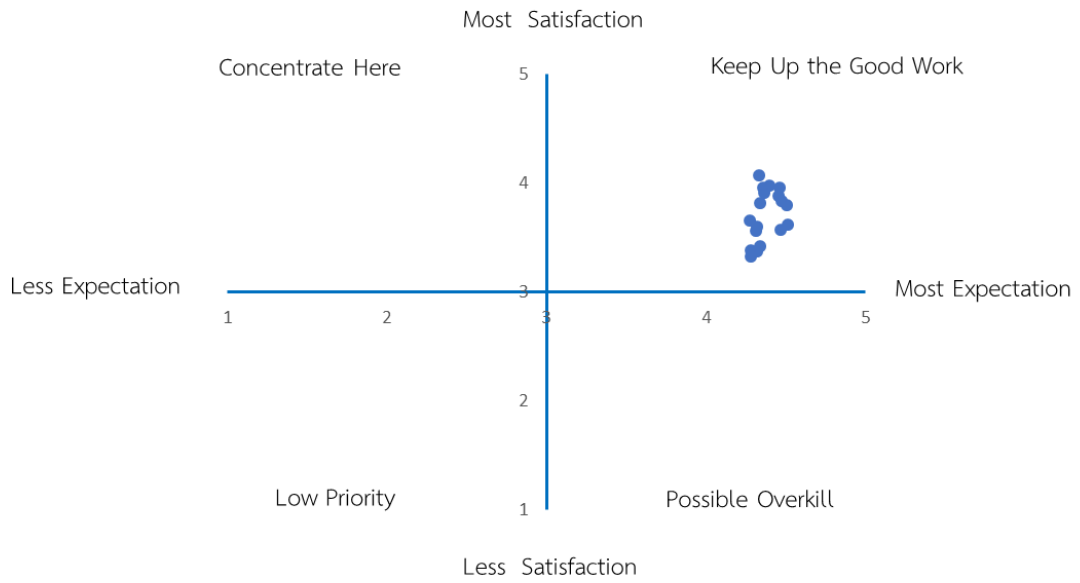
Services	Average	%	Meaning
Time Frame	3.54	70.8	Very Satisfied
Service Personnel	3.85	77.0	Very Satisfied
Service Procedure	3.36	67.2	Very Satisfied
Service Facilities	3.68	73.6	Very Satisfied
Overall	3.31	72.2	Very Satisfied

## Overall satisfaction for the service of department / group



- After analysing respondents' overall expectation and satisfaction for CAAT services by the Quadrant Analysis and SERVQUA framework, the results show that almost all indicators of time frame, service personnel, service procedure, and service facilities felt in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for almost all the indicators as presented in the figure. However, the overall satisfaction for CAAT's services was found at 6.22 out of 10.

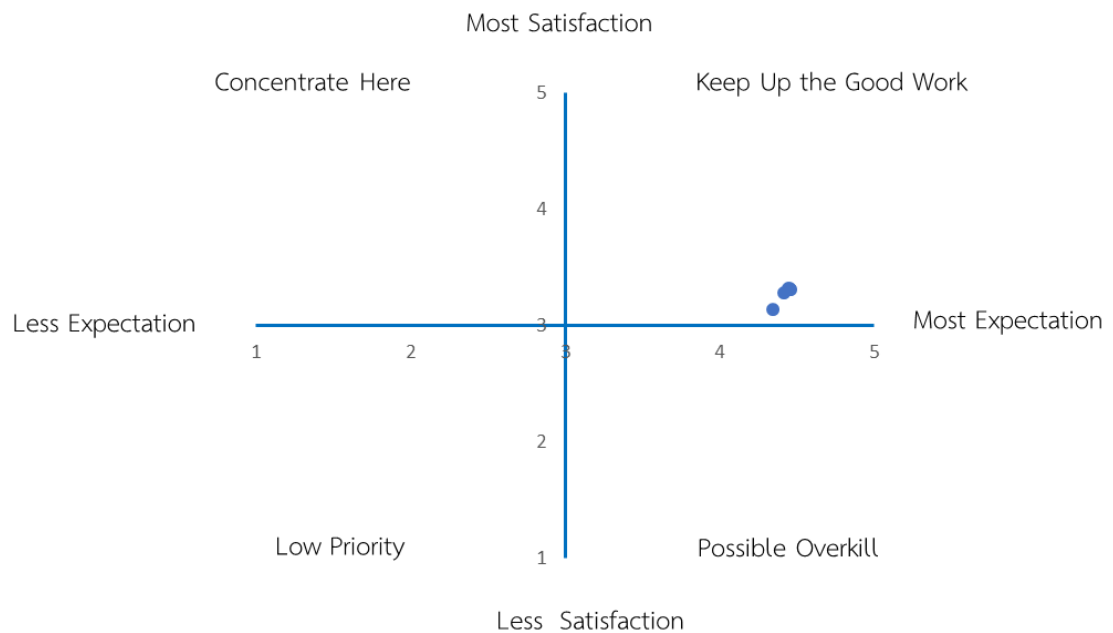
Service of Department / Group



- The results of analysing respondents’ overall expectation and satisfaction for CAAT vision, international standard, good governance, and personnel-organizational development show that all indicators fell in the quadrant of Keep Up the Good Work. The average of expectation and satisfaction was over 3.00 or more than 60% for all indicators as presented in the figure. However, the overall satisfaction for CAAT’s information, news, knowledge, and innovation was found at 6.12 out of 10 meaning that it was somewhat very satisfied.



## Overall CAAT service



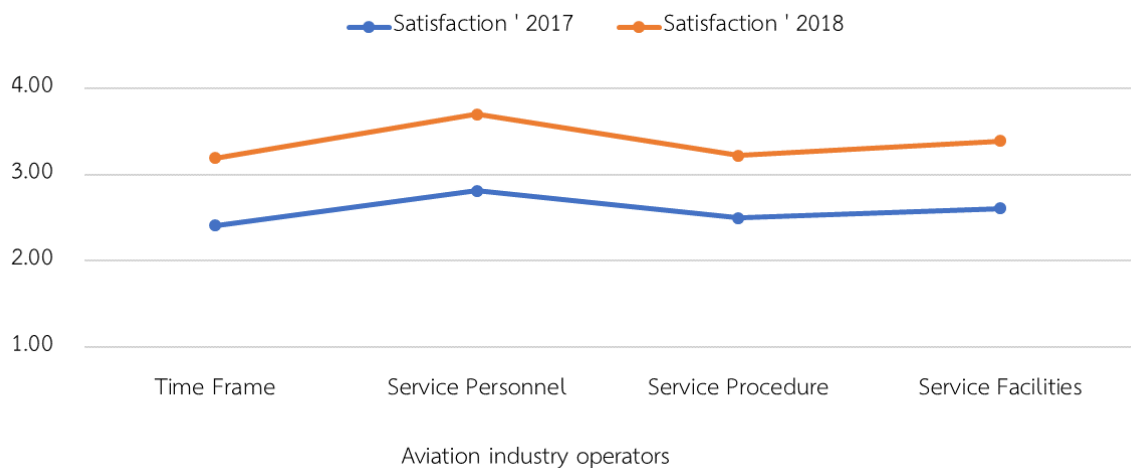
- The comparison of research findings on aviation-industry entrepreneurs between 2017 and 2018 in the following 4 dimensions:

  - Time Frame including prompt service and timeliness of service. In 2017, the average of overall satisfaction was found at 2.41 or 60.3% that was lower than the average of overall satisfaction in 2018 that was found at 3.19 out of 4 or 79.8%.
  - Service Personnel including readiness and politeness of service, smiling and courteous, appearance (dress, grooming, cleanliness), fairness and unbiased, knowledgeable and skillful (explanation, clarification, advise), and Transparency and honesty. The results show that the average of respondents' satisfaction in 2017 was 2.81 or 70.3% that was lower than the average of respondents' satisfaction in 2018 that was 3.70 out of 4 or 92.5%.
  - Service Procedure including the procedure that is in accordance with the announcement and signing, announcing or informing about the procedure and hours of operation. The results show that the average of respondents' satisfaction in 2017 was 2.50 that was lower than the average of respondents' satisfaction in 2018 that was 3.22 out of 4 or 80.5%.

4. Service Facilities including cleanliness of CAAT service area, sufficiency of facilities such as seating, waiting room, bathroom, etc., service points that are appropriate and easy to access, ad clear posting, symbol, and service point. The findings show that the average of respondents' satisfaction in 2017 was 2.61 or 65.3% that was lower than the average of respondents' satisfaction in 2018 that was 3.39 out of 4 or 84.8%.

In the comparison of research findings between 2017 and 2018, the overall satisfaction of sampled aviation-industry entrepreneurs in this study for CAAT's services in the department / group was found that the average of respondents' satisfaction in 2017 was 2.58 out of 4.00 or 64.6% that was lower than their satisfaction in 2018 at 3.38 or 84.4%.

Overall satisfaction for the service of department / group



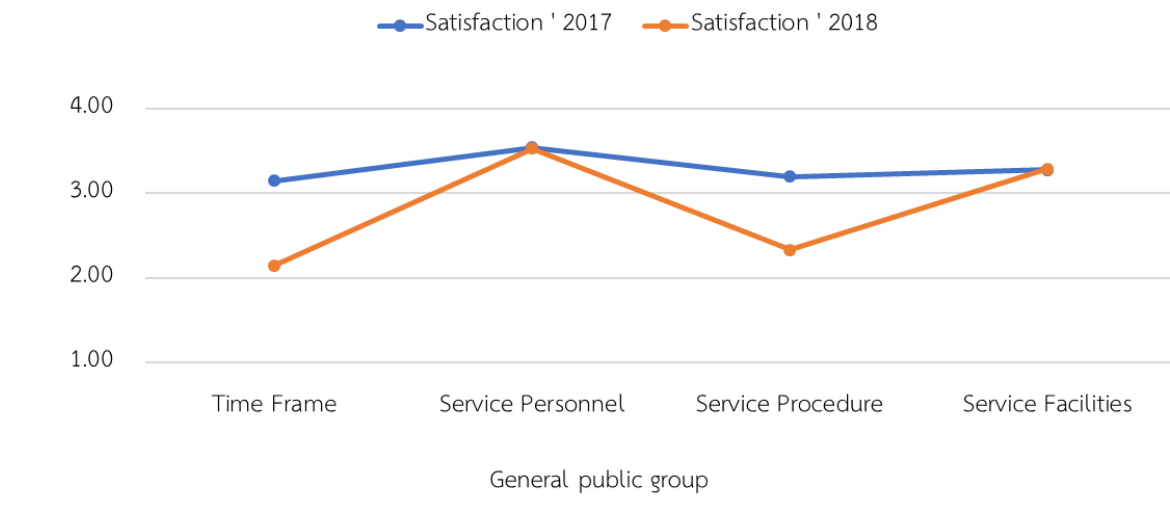
- The comparison of research findings on the public (ie., general people) satisfaction for CAAT's Services between 2017 and 2018 in the following 4 dimensions:
  1. Time Frame including prompt service and timeliness of service. In 2017, the average of overall satisfaction was found at 3.15 or 78.8% that was higher than the average of overall satisfaction in 2018 that was found at 2.15 out of 4 or 53.8%.
  2. Service Personnel including readiness and politeness of service, smiling and courteous, appearance (dress, grooming, cleanliness), fairness and unbiased, knowledgeable and skillful (explanation, clarification, advise), and Transparency and honesty. The results show that the average of respondents' satisfaction in 2017 was 3.54 or 88.5% that was slightly

higher than the average of respondents' satisfaction in 2018 that was 3.53 out of 4 or 88.3%.

3. Service Procedure including the procedure that is in accordance with the announcement and signing, announcing or informing about the procedure and hours of operation. The results show that the average of respondents' satisfaction in 2017 was 3.20 or 80.0% that was higher than the average of respondents' satisfaction in 2018 that was 2.33 out of 4 or 58.3%.
4. Service Facilities including cleanliness of CAAT service area, sufficiency of facilities such as seating, waiting room, bathroom, etc., service points that are appropriate and easy to access, ad clear posting, symbol, and service point. The findings show that the average of respondents' satisfaction in 2017 was 3.28 or 82.0% that was slightly lower than the average of respondents' satisfaction in 2018 that was 3.29 out of 4 or 82.3%.

The overall satisfaction of general people in the public for CAAT's services in the department / group was found that the average of respondents' satisfaction in 2017 was 3.29 or 82.3% that was higher than the average of respondents' satisfaction in 2018 that was 2.83 out of 4 or 70.6%.

Overall satisfaction for the service of department / group



- The comparison of research findings on all sampled people's satisfaction for CAAT's Services between 2017 and 2018 in the following 4 dimensions:
  1. Time Frame including prompt service and timeliness of service. In 2017, the average of overall satisfaction was found at 2.73 or 68.3% that was higher than the average of overall satisfaction in 2018 that was found at 2.68 out of 4 or 67.0%.
  2. Service Personnel including readiness and politeness of service, smiling and courteous, appearance (dress, grooming, cleanliness), fairness and unbiased, knowledgeable and skillful (explanation, clarification, advise), and Transparency and honesty. The results show that the average of respondents' satisfaction in 2017 was 3.12 or 78.0% that was lower than the average of respondents' satisfaction in 2018 that was 3.65 out of 4 or 91.3%.
  3. Service Procedure including the procedure that is in accordance with the announcement and signing, announcing or informing about the procedure and hours of operation. The results show that the average of respondents' satisfaction in 2017 was 2.80 or 70.0% that was equal to the average of respondents' satisfaction in 2018 that was 2.80 out of 4 or 70.0%.
  4. Service Facilities including cleanliness of CAAT service area, sufficiency of facilities such as seating, waiting room, bathroom, etc., service points that are appropriate and easy to access, ad clear posting, symbol, and service point. The findings show that the average of respondents' satisfaction in 2017 was 2.89 or 72.3% that was lower than the average of respondents' satisfaction in 2018 that was 3.34 out of 4 or 83.5%.

The overall satisfaction of all sampled people in this study for CAAT’s services in the department / group and was found that the average of respondents’ satisfaction in 2017 was 2.89 or 72.1% that was lower than the average of respondents’ satisfaction in 2018 that was 3.12 out of 4 or 77.9%.

Overall satisfaction for the service of CAAT in the department / group



In conclusion, the results of evaluating expectation and satisfaction among general people in the public and aviation entrepreneurs in this study show that almost all the indicators of CAAT operations and service quality felt in the quadrant area of Keeping Up the Good Work. The indicators of each domain included CAAT’s information, news, knowledge and innovation, and other operations and services. However, satisfaction with CAAT operations and services should be focused on how to reduce a gap between higher expectation and lower satisfaction such as useful information, accurate information, fast and reliable information, etc. Moreover, CAAT should resolve public opinions and aviation entrepreneurs’ thoughts about CAAT’s Red Tape resulting too much time to get a good service. The gap analysis for filling the gap between higher expectation and lower satisfaction would help increase targeted people’ sustainable satisfaction now and the future.

Noppadon Kannika, Ph.D., and Team  
 SUPER POLL Building 7, Floor 3th, Mahidol University  
 Tel. 02.515.5928 or 064.224.2646 [www.superpoll.co.th](http://www.superpoll.co.th)