

# RCGR<sup>10<sup>th</sup></sup> 2022

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IN DUBAI

PROCEEDINGS OF

# THE 10<sup>th</sup> REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME: Breakthrough Business Creativity,  
Leading Change, and Reengagement**

7 August 2022

Sripatum University, Bangkok, Thailand



**Editors:**

Vichit U-on

George C. Hadjinicola

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7 August 2022  
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Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand  
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## Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 10<sup>th</sup> Regional Conference on Graduate Research 2022, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn  
President, Sripatum University, Thailand  
RCGR 2022's Honorary Chair

## Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in the 10<sup>th</sup> Regional Conference on Graduate Research 2022 which will take place at Sripatum University on 7 August, 2022 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Breakthrough Business Creativity, Leading Change, and Reengagement”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on  
Sripatum University, Thailand  
RCGR 2022's General Chair



Prof. Dr. George C. Hadjinicola  
Lecturer, University of Cyprus, Cyprus  
RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas  
University of Wollongong in Dubai, United Arab Emirates  
RCGR 2022's General Chair

## Welcome Address from Conference Program Chairs

Welcome to the 10<sup>th</sup> Regional Conference on Graduate Research 2022 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 5 countries have submitted their papers to the 10<sup>th</sup> RCGR 2022 international conference. After a careful review process by members of the international program committee, 127 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2022 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned  
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand  
RCGR 2022's Program Chair



Prof. Dr. Andreas C. Soteriou  
Lecturer, University of Cyprus, Cyprus  
RCGR 2022's Program Co-Chair

## Speaker Background



### **Dr. Mariano Carrera**

Dr. Carrera has nearly 10 years of teaching experience and has a proven track record of being published in numerous journals including presentations at various academic conferences. His areas of excellence are Training & Development, Decision Making, Writing, Research, Management, Strategic Planning and Team Leadership. In retrospect, building on the almost 20 years as a petroleum geologist where he was actively involved in the surrounding disciplines to better understand and position myself as a specialist geologist and generalist petroleum professional. He has the full field development experience from concept exploration to redevelopment. This broadening of his awareness has helped him moved from the petroleum industry to academia. Dr. Carrera has designed and delivered several undergraduate courses using a variety of learning approaches to meet international standards.

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**Marketing Factors of Thai Airways Affecting on the Selection of Services  
During The COVID-19 Pandemic of the Working-Age Populations in Bangkok**



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by

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## **Abstract**

This research studies about the marketing factors of Thai Airways affecting decision-making in the selection of services during the COVID-19 crisis of the working-age population in Bangkok. The objective of this research is to study about the marketing factor of Thai Airways and the decision factor in the selection of services during the COVID-19 crisis of the working-age population in Bangkok. The online questionnaire was the main tool for collecting the data from 400 working-age population in Bangkok. Using these data to calculate the value of descriptive statistic which are the value of mean ,percentage ,and standard deviation by t-test and f-test and regression. The result has proven that the personal factors are not affect to the decision of the working-age population who used to travel with Thai Airways. Product ,price ,place ,promotion ,process ,people , and physical evidence factors statistically significant affect the behavior of using services, Thai Airways International Public Company Limited during COVID-19 pandemics at a leve lof 0.05.

**Keywords:** COVID-19, Decision Making, Working-Age Population, Thai Airways

## **1. Introduction**

At the present, Competition in business combined with crisis situations, from the spread of the corona-19 make a business that are trying to find a strategy in order to use this opportunity to benefit from the takeover market share of the business to determine which conditions this competition is considered an important factor in driving the business, which contributes to a positive impact on the consumer, including the economic expansion and is going to continue, including the efficient use of resources and the key is to help strengthen the economic potential of the country can compete with other competitors in the market.

## **1.1 Background and Importance of the Problem**

Business aviation can be considered necessary to the consumer in the very present, since air travel is considered as the main element in the trade and negotiations in business, because consumers and business owners most want to take a trip in to work, rest, and sending out the goods, business aviation, it is necessary to have flight service thoroughly and with a lot enough to the needs of the consumer, in particular, a group of business people and the General population has money enough to travel abroad because an important variable in bringing income into the country, since Thailand is one of the countries that are sent into and out of the top of the world In addition to business, send out, and then travel it is just one more way that generate income to the country greatly typically, consumers will use the service airlines, which have a wide variety of companies, which can be divided into two main types airlines premium (Premium Airlines) and a low-cost carrier or low-cost airline (Low-Cost Airlines)

Which to choose, it is based on are property of the consumer, or the level of comfort in travel, which airline companies that have a lot to choose from, which all airlines are in a complete state of uncertainty were due to the economic crisis COVID-19 causes competition in this business serious because of the spread of the COVID-19 can spread quickly, especially in a closed space, like a passenger plane to make it easy to spread, which makes the citizens in the country can be infected by these tourists after various measures in relief for the tourists around the world. Most of the airlines company have to find a strategy to improve of the model and provide more flights to meet the needs of consumers who use the service.

Therefore, the airline business should have a strategy to provide services in each flight during the crisis COVID-19 and the query to use as the data for in-flight services and realize the strategic marketing creating advantage of business aviation

The company has carried out to the plan, the rehabilitation ,and the reformation of business plan which all of the parts of the extra income from activities other than transport and cost cuts continuously, such as restructuring and downsizing the organization, including operating costs, the other side to maintain the liquid between the supply of new loans and until the overall situation in the aviation industry will return to normal.

## **1.2 Research Question**

Is the marketing factors have any affect on the decision making of the adult population to use the service of Thai Airways?

## **1.3 Research Objective**

According to the importance of the problem of this thesis, this objective is created for studying all of these 3 points which are

- 1) Study the marketing factor of Thai Airways which affect to working-age people who work in Bangkok.
- 2) Study the factor of decision making in use of the service during COVID-19 pandemic of the working-age people who work in Bangkok.

3) Study the relation between marketing factors of Thai Airways which affect to the decision making in use of the service during COVID-19 pandemic of the working-age people who work in Bangkok.

## **2. Literature Review**

### **2.1 Related Concepts and Theories**

#### *2.1.1 Marketing factors*

1. Thirindao Phothikul study about the market factors that affect the decision to buy products from business, the curtains of the consumers in the field, Fang district, Chiang Mai province by the study to collect information from citizens living in the district, Fang district, Chiang Mai province, the number 400 series tools used in research are questionnaire and open end data analysis using the computer program finished the statistics used in data analysis include value of frequency, percentage, mean and standard deviation.

2. Supin Jindaluang study about the market factors that affect the choice of the mobile phone system, consumers in Fang district, Chiang Mai province, to study the differences between sex, and income of those who choose to use mobile phone consumers in Fang district, Chiang Mai province, the samples used in the study of 396 report using the method of sampling by convenient consists of GSM Advance, GSM 1800, DTAC, TRUE MOVE and English Mobile to collect information using a questionnaire and use of statistical data analysis, including the percentage value average value standard deviation hypothesis test by using the test values, t-test and F-test and test to find the difference using the method of Least-Significant Different (LSD)

3. Jirasak Srirat study about the market factors that influence the decision to choose a car insurance voluntary sector of car users in Muang district, Chiang Rai province and to study the problem of the customer in choosing car insurance in Mueang district, Chiang Rai province, collect information by bdsm query samples include user car registered and taxable in the district, Chiang Rai province, the number of 382 people, and data analysis with statistical package program to find the frequency, percentage, mean and standard deviation

4. Kasidit Jaiphawhang study about behavior and factors influencing the choice of service school tutoring of high school students in the municipality Chiang Rai and to study the differences of student behavior at the secondary level in the municipality of Chiang Rai in choosing cram school in the field of gender and education level by this study, the study has collected information from students in a municipality of Chiang Rai amounted to 371 people the tools used in the study is the questionnaire changing scale estimation and query the open end and use the data analysis using the statistics program finished and used descriptive statistics include the value frequency percentage The average, standard deviation and variance analysis by using T-test and Anova

5. Kannika Sriprom study about the market factors influencing the choice of buying life insurance of citizens in the district king-Amphoe DOI Luang Chiang Rai province, independent study is intended to study the conditions and problems of life of the people in Beijing sub-district, DOI Luang, Chiang Rai province, to study the marketing factors that influence the decision to buy life insurance of citizens in the district area.

## 2.2 Literature Surveys

Siriboon Hormngoen. (2549). *Behavior and marketing factor which effect the choosing department store of the population in Ubonratchathani.*, studied about the behavior and the market factors which have significant impacts of the decision to choose used the service Department of citizens in the municipality of phibun mangsahan sub-district, phibun mangsahan, Ubon Ratchathani province shall collect information from the public in the urban areas, municipality, Khlong Toei sub-district, phibun mangsahan, Ubon Ratchathani province, amounting to 450 people, acquired by random coincidence, and used the questionnaire as a tool of statistics used in data analysis include percentage, average, standard deviation - test and F – test

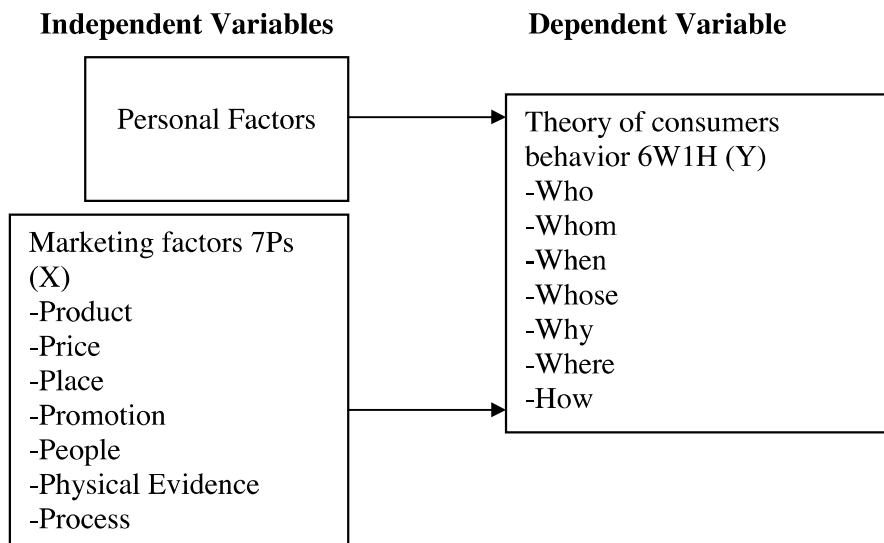
Sasithorn Srongtai. (2550). *Factors Effect the Choosing Telecom service in bachelor degeed student in Bangkok.*, studied with the personal factors that affect the decision in choosing mobile networks of undergraduate students in Bangkok, and marketing mix factors that influence the decision to choose a mobile network of undergraduate students in Bangkok to be useful for guidelines on setting the strategy and development operations of the mobile networks in accordance to the needs of the consumer.

Visanu Paengyagaew. (2550). *Factors Effect the Choosing of Garage in Chiangrai Province.*, researched on the study of the factors which affect the decision to choose car garage in Chiang Rai, the populations who are the customers of car garage in Chiang Rai made first-class insurance for 381 people who attempt questionnaires about factors in which affect the decision to choose car garage in Chiang Rai, Thailand.

Ailada Deesri. (2550), studied about the personal factors which affect the decision to choose a water park in Sra Kaew. The mix of marketing factors that influence the decision to choose a water park in the Sra Kaew by collecting the data from a questionnaire as a main research tool, and select the samplers according to convenience.

Sarin Kantiwattanakul. (2550). *Decision Making Factors in Selecting the International Transportation Service : A Case Study on E. L. C. Container Lines Company Limited.*, studied on the analyzation and comparison of factors in the decision making to use the service of export and import with E. L. C. Container lines co., Ltd. by collecting the sample from 19 agricultural companies, 34 industrial companies, and 55 commercial companies which total are 108 companies.

## 2.3 Conceptual Framework



## 2.4 Research Hypothesis

1<sup>st</sup> Hypothesis the population with different personal traits will have a decision to use services, Thai Airways International Public Company Limited in the epidemic COVID-19.

2<sup>nd</sup> Hypothesis product marketing factor affect behavior services, Thai Airways International Public Company Limited in a situation epidemic COVID-19.

3<sup>rd</sup> Hypothesis price effect on the behavior selection use the service, Thai Airways International Public Company Limited limited in a situation epidemic COVID-19.

4<sup>th</sup> Hypothesis place affect the behavior selection use the service, Thai Airways International Public Company Limited in a situation epidemic COVID-19.

5<sup>th</sup> Hypothesis promotion affect behavior services, Thai Airways International Public Company Limited in a situation epidemic COVID-19.

6<sup>th</sup> Hypothesis people affect behavior services, Thai Airways International Public Company Limited in a situation epidemic COVID-19.

7<sup>th</sup> Hypothesis physical evidence affect behavior services, Thai Airways International Public Company Limited in a situation epidemic COVID-19.

8<sup>th</sup> Hypothesis process affecting the behavior of the service of Thai Airways International Public Company Limited in a situation epidemic COVID-19.



### **3. Research Methodology**

#### **3.1 Research Design**

This research is a quantitative research which is in terms of a survey research.

#### **3.2 Population and Sample**

400 of working-age population who work in Bangkok and used to travel with Thai Airways.

#### **3.3 Research Instruments**

The tools that we mainly use in this research is questionnaire which is created by these conditions.

1) Study about the theory from other research and paper in which directly relate to the marketing factors of Thai Airways and the behavior of decision making of the service in use of Thai Airways during the COVID-19 pandemic.

2) Study the conditions and terms of the questionnaire from the reliable documents that relate to the marketing factors of Thai Airways and the behavior of decision making of the service in use of Thai Airways during the COVID-19 pandemic.

3) Create the questionnaire which covers the details by studying from other related questionnaire.

4) Consult to professors who can help and give a guidance for the most accurate in terms of details and precision of the research

5) Submit the corrected questionnaire to 3 experts for checking the precision of the content validity, and fix the mistake in the questionnaire for the perfect version.

6) Spread the questionnaire even if the population who are not include in the target which have similar condition to our targets and analyze the reliability of the questionnaire by finding the Cronbrach's Alpha which is equal to 0.78 in which came from the program called SPSS.

7) Collect the result from the real targets according to the structure of questionnaire.

#### **3.4 Data Collection**

The data collection in this research are obtain the complete information on every side ;therefore , the data are collected in 2 types.

1) Secondary data are the data gathered from various documents and academic work which related by collecting information from the library and the relevant departments to be used to determine the ideas in this research and references in a research.

2) Primary data are the data which is earned from the survey for collecting data from the questionnaire.

Spread the questionnaire to the sample manually and create a questionnaire by using Google Form, and send to the sample by using the online channels like Line or Facebook.

### **3.5 Statistics Used for Data Analysis**

The result of this research can analyze the data of using the program for the statistical software SPSS processing and data analysis.

The statistics used in the research, divided into 2 groups as follows:

1) Descriptive Statistics include the value of frequency, percentage, average, standard deviation, describe the features of various variables to answer the research purposes.

2) Inferential Statistics including t-test, F-test, and (Regression Analysis) to test the research hypotheses.

## **4. Data Analysis and Findings**

### **4.1 Introduction**

Research about marketing factors of Thai affecting decision-making in the selection of services during the crisis COVID-19 of the working-age population in the Bangkok.

At the moment, the samples used in the research include the working-age population in the Bangkok are used for collecting data by using a questionnaire through online channels which receive a response, and can be used to analyze data, all 400 people which is counted as 100 percent in this Chapter, the researcher conducted data analysis procedure, and present the result of this research.

### **4.2 Data Analysis of the Quantitative Data**

4.2.1 Results of the analysis of statistics, the basic demographic information of the respondents found that respondents totaled 400 people by results, as follows:

- Most of the respondents are female, percent 53.5 and male accounted for 46.5 percent.
- Most of the attendants have a single status accounted for 66.0 minor is married accounted for 25.5 percent, and widowed or divorced accounted for 8.5 percent.
- The attendants which have age between 21 - 40 years accounted for 64.8 percent minor is the age of 41 - 60 years old accounted for 25.2 percent. and the minimum is under the age of 20 years, percent 0.0.
- Most of the respondents have a bachelor's degree accounted for 70.2 minor is higher than the bachelor's degree, accounting of 21.0 percent and the minimum is the primary thought is 0.0 percent.
- Most of the respondents have a professional do the business accounted for 40.8 percent minor is employed, private companies accounted for 37.7 percent and the minimum is civil servants accounted for 19.5 percent.

- The average monthly income 35,001 - 45000 THB percent 31.0 is inferior 25,001 – 35,000 baht, at 26.5%, and more than 45,001 baht percent 26.25 and the minimum is 15,000 - 25000 THB percent 16.25.

4.2.2 Results of the analysis, descriptive of the variable market factors of Thai by the results as follows:

- It is found that respondents with a focus on marketing factors of the Thai decision to use the services in a crisis corona-19 of the working-age population in the province of Bangkok provides an overview level ( $\bar{x} = 4.1$ ) when considering each of the factors found that the factors with an average of max factor products, or services ( $\bar{x} = 4.37$ ) is a minor factor, processes, services ( $\bar{x} = 4.335$ ), and the lowest is the price factor ( $\bar{x} = 4.16$ ).

- For the overview ( $\bar{x} = 4.37$ ) when considering each of the factors found that the factors that have an average maximum is the reliability and the reputation of the airline ( $\bar{x} = 4.53$ ) is inferior to the quality of service ( $\bar{x} = 4.35$ ), and the lowest is the form of service, with a variety quickly and thoroughly ( $\bar{x} = 4.24$ ).

- It is found that respondents pay more attention to the factors, the market price of Thai Airways international, the decision to use the services in a crisis corona-19 of the working-age population in the province of Bangkok in the overview level ( $\bar{x} = 4.16$ ), considering the two factors is found that the ticket prices, which averaged 4.27 are the factors that have an average higher than the payment form, there are a variety.

- It is found that respondents give importance to the factor market distribution channels of the Thai decision to use the services in a crisis corona-19 of the working-age population in the province of Bangkok in the overall average is moderate ( $\bar{x} = 3.642$ ) when considering each of the factors found that the factors that have an average maximum is with service, food and beverage quality ( $\bar{x} = 3.68$ ) is inferior to travel to contact and pay the fare, guests ( $\bar{x} = 3.67$ ) and lower. is located in the city center ( $\bar{x} = 3.60$ ).

- It is found that respondents give importance to marketing factors marketing promotion of the Thai decision to use the services in a crisis corona-19 of the working-age population in the province of Bangkok in the overview level ( $\bar{x} = 4.033$ ).

- Respondents give importance to the factors of the marketing personnel at the service of Thai Airways international, the decision to use the services in a crisis corona-19 of the working-age population in the province of Bangkok in the overview level ( $\bar{x} = 4.335$ ) when considering each of the factors found that the factors that have an average maximum is the employee dress clean, tidy ( $\bar{x} = 4.44$ ) is inferior to the staff hospitable and personality ( $\bar{x} = 4.43$ ) and the minimum is the number of employees is sufficient to service our customers ( $\bar{x} = 4.16$ ).

- Respondents give importance to marketing factors aspects of physical factors of the service in the overview level ( $\bar{x} = 4.0758$ ) when considering each of the factors found that the factors.

#### 4.4 Summary of the Results

No.	Hypothesis	Result
1	The population with different personal traits will have a decision to use services, Thai Airways international public company limited in the epidemic COVID-19	Not true
2	Product marketing factor affect behavior services, Thai Airways international public company limited in a situation epidemic COVID-19	True
3	Price effect on the behavior selection use the service, Thai Airways international public company limited in a situation epidemic COVID-19	True
4	Place affect the behavior selection use the service, Thai Airways international public company limited in a situation epidemic COVID-19	True
5	Promotion affect behavior services, Thai Airways international public company limited in a situation epidemic COVID-19	True
6	People affect behavior services, Thai Airways international public company limited in a situation epidemic COVID-19	True
7	Physical Evidence affect behavior services, Thai Airways international public company limited in a situation epidemic COVID-19	True
8	Process affect behavior services, Thai Airways international public company limited in a situation epidemic COVID-19	True

### 5. Conclusion, Discussion, and Recommendation

#### 5.1 Conclusion

The results, including discussion of the research, are the market factors of Thai Airways affecting decision-making in the selection of services during the COVID-19 crisis of the working-age population in the Bangkok. And review the relevant literature to bring the processing and analysis of statistical data. The researcher analyzed and summarized according to the research purposes as follows:

##### 1. General information of the respondents

The results of the analysis, general information of the respondents use Thai Airways International Public Company Limited service. It found that the majority is female of 214 (53.50 percent) ,and 186 people is male (46.50 percent) by which the age is between 21 - 40 years old, 259 people, 64.8 percent, most have a single status, 264 people, 66.00 percent education level is bachelor's degree, 281 people, 70.20 percent and most of the occupation is business 163 people as 40.80 percent.

## 2. Descriptive analysis about the various variables according to the conceptual framework research

2.1 Descriptive analysis about marketing factors of Thai Airways affecting decision-making in the selection of services during the COVID-19 crisis of the working-age population in the Bangkok.

It is found that the average level of the marketing factors of the Thai decision to use the services in a crisis COVID-19 of the working-age population in the province of Bangkok, the overall level when considered in detail, of each side, found that levels the most comments is the factors of products or services, minor, two sequences are the factors personnel serving is inferior to the price factor is a minor factor promoting marketing is a minor factor distribution is inferior to the factors, processes, services, and the final sequence is factors, physical factors of the service, respectively.

2.2 analysis descriptive about variable behavior services, Thai Airways international public company limited in a situation epidemic COVID-19 found that the airline is selected, the most used is the Thai Airways accounted for 42.5 percent of all the causes decided to choose Thai Airways international public company limited is a comfortable number of 172 percent 43.0 most frequency in the service will be at 1 per year, once by percent 45.25 and do not have a specific time at the selected travel, which accounted for hundreds of 34.75 also use the service with Thai Airways for the purpose of travel is primarily by percent at 50.5, respectively.

## 3. The results of the analysis to answer the research hypotheses.

Results of hypothesis testing 8. can be summarized research findings as follows:

The 1<sup>st</sup> hypothesis assume that personal factors, found that the use of different age has no influence on the decision-making in the selection of services during the crisis corona-19 of the working-age population in the province of Bangkok by different men between the ages of 21-40 years, are satisfied to use the service, Thai Airways international public company limited than the other, and use different professions found that occupation business owner and employee of a private decision in the selection of services during the crisis COVID-19 more than career civil servants and employees of state enterprises significant statistics at the level of 0.05, which does not adhere to the assumptions set

The 2<sup>nd</sup> hypothesis concluded that the analysis results analysis results descriptive about variable market factors of Thai affecting decision-making in the selection of services during the crisis corona-19 of the working-age population in the province of Bangkok factor, product, or service, a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis set.

The 3<sup>rd</sup> hypothesis concluded that the analysis results analysis results descriptive about variable market factors of Thai affecting decision-making in the selection of services during the crisis corona-19 of the working-age population in the province of Bangkok price factors have a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which is set.

The 4<sup>th</sup> hypothesis concluded that the analysis results analysis results descriptive about variable market factors of Thai affecting decision-making in the selection of services during the crisis corona-19 of the working-age population in the province of Bangkok factors, the distribution channels have a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which set.

The 5<sup>th</sup> hypothesis concluded that the factors promoting the market have a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which is set.

The 6<sup>th</sup> hypothesis concluded that the factors personnel that provide a positive influence to the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which is set.

The 7<sup>th</sup> hypothesis concluded that factors, physical factors of the service, have a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which is set.

The 8<sup>th</sup> hypothesis concluded that the factors, processes, services, individuals have a positive influence on the decision to use the service, Thai Airways international public company limited in crisis corona-19 of the working-age population in the province of Bangkok significant statistics at the level of 0.05 according to the hypothesis which is set.

## **5.2 Discussion**

In this study ,the test results of marketing factors of Thai Airways affecting decision-making in the selection of services during the COVID-19 crisis of the working-age population in Bangkok. Overall, found that customers have opinions on quality of service levels, the company, Thai Airways international public company limited has the management of a modern enterprise with integrated development to comply with the economy airline by leading market factors play an important role in the development of organizations and departments within the organization to adjust the work process efficiency, especially in the service impress to the passengers, and can meet the requirements by passengers expect will contribute to the service of the organization, the most successful of which, when considering the reviews of the passenger to the service quality that affect the satisfaction of customers through marketing factors.

According to the result, the product factor in this research will relate to the result form Thirindao Phothikul. (2551) who studied the marketing factor which effect to choosing of cotton business in Chiang Mai. The result has proven that the quality of service and product had the highest value of mean because the consumers need the product which has a great quality in every time that the consumers pay for the product and service.

According to the result, the price factor in this research will relate to the result form Jirasak Srirat (2550) who studied the marketing factors influencing decision making of car insurance type 1 of car owners in Chiang Rai. The result has proven that the price of the product and service should

relate to the quality of product which can satisfy the consumers in every time that the consumers pay for the service.

According to the result, the place factor in this research will relate to the result form Thirindao Phothikul. (2551) who studied the marketing factor which effect to choosing of cotton business in Chiang Mai. The result has proven that the company which is hard to reach and bad transportation are badly affect to the business. Obviously, the place factor is another factor that shouldn't be abandoned in business world.

According to the result, the promotion factor in this research will relate to the result form Kasidit Jaiphawhang. (2549) who studied about the behavior and marketing factor which effect the choosing school for secondary graded student in Chiang Rai. Undeniably, the promotion factor is as essential as product factor because the consumers can acknowledge the existance of the brand by social media such as commercial, online platform media, and commercial vinyl.

According to the result, the people factor in this research will relate to the result form Jirasak Srirat (2550) who studied the marketing factors influencing decision making of car insurance type 1 of car owners in Chiang Rai. The result has proven that the people factor is obviously important as much as other factors. The manners and reliability of the employees are crucial in the world of business. There will be no customers who wants to use the service of the company where contains a lot of unreliable employees.

According to the result, the physical evidence factor in this research will relate to the result form Visanu Paengyagaew (2550) who studied the factors effect the choosing of garage in Chiangrai. The result in this research was shown that the physical evidence factor is need to have in business because the factor will affect the reliability of the company from customers' point of views.

According to the result, the process factor in this research will relate to the result form Supin Jindaluang (2550) who studied the marketing factors affecting the consumers, purchase of mobile phone services in Fang District, Chiang Mai. According to the result of this research, the mobile phone system have to have a strong communication and signal system which can spread the frequency and internet signal with high quality of the process. So it can be clearly shown that the strong process can attach the attention of the consumers to use the service.

### **5.3 Recommendation**

The result of this research suggests an important component of quality, service, market factors of Thai Airways affecting decision-making in the selection of services during the COVID-19 crisis of the working-age population in Bangkok. So it is a way for Thai Airways International Public Company Limited can bring 8 elements to use contextual details are as follows: the results showed that the factors of products or services ,the price factors, the place factors ,the promotion factors ,the people factors, the physical evidence factors ,and the process factors which influence the contrary to the satisfaction of the customers through the service of Thai Airways International Public Company Limited. Significantly the results of the research can be applied if the organization will implement the guidelines. It will increase the efficiency of the marketing and the service quality of Thai Airways International Public Company Limited by taking into account. The company should provide the appropriate information to use to deliver good service to customers and help deliver beyond the service experience to those who use Thai Airways services.

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