

## **Abstract**

In case study, behavior and demand of Thai Smile Airway's passengers. This research was to study 1) To study the satisfaction of Thai Smile Airway's passengers. 2) To study effectively improving customer service. Questionnaire was been tool in this research to survey the satisfaction and demand of Thai Smile Airway's passengers. The results of research are following;

1. The general information that most respondents were male, between 31-40 years, bachelor degree, officer, monthly income of 30,001 – 35,000 baht and destination is Khonkaen.
2. High level of the satisfaction in services when a separate item found, the passengers are most pleased in product factors and price factors. The passengers have a reliability in Thai Smile Airways even the tickets are expensive more than the other airlines but they were serviced on ground and on plane. In the problems were found are place factors and promote factors. The suggestions are the network should be developed and the distribution of information should be thorough.

Keywords: Satisfaction/ Passengers/ Thai Smile Airways