

**THE EFFECT OF CUSTOMER SATISFACTION, SWITCHING COSTS, INTERPERSONAL BONDS  
TOWARDS SERVICE LOYALTY OF CUSTOMER IN THAI AIRLINES INDUSTRY**

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[dx.doi.org/10.18374/IJBR-13-3.9](https://doi.org/10.18374/IJBR-13-3.9)

**ABSTRACT**

The purpose of this study is to examine the relationship between satisfaction, switching costs, and Interpersonal bonds toward service loyalty of customer in Thai airline industry. Moreover, it includes extending our knowledge about service loyalty to an airline company and factors that lead to its development. The focus of the study is on developing a model of service loyalty, based upon both qualitative research and a review of the literature that may subsequently be used in managerial actions and follow-up studies of loyalty. In this study, the relationship between customer satisfaction and service loyalty of customer, the relationship between switching costs and service loyalty of customer, and the relationship between interpersonal bonds and service loyalty of customer are investigated. The target to be chosen as the respondents of this research is passengers who are using airlines as transportation means to their destinations both domestic and international in Suvarnabhumi Airport as well as Don Mueang Airport. Sampling data was collected from passengers having been on the plane at least one flight in the past six months from Thai airline carriers.

Keywords: *Service loyalty, Satisfaction, Switching costs, Interpersonal bonds, Thai airline carrier*