

Job Satisfaction of Flight Dispatchers : A Case Study of Thai Air Asia

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Abstract

The purpose of this research is to study the job satisfaction of flight dispatcher of Thai Air Asia. The population of this research were 21 employees who working in planning flight paths, taking into account aircraft performance and loading, enroute winds, thunderstorm and turbulence forecasts, airspace restrictions, and airport conditions. They get authority to divert, delay or cancel a flight. The survey for this research uses questionnaire as tools for data collection. The statistical data is processed by using a computer software program. The statistical methods used in data analysis are percentage, mean, standard deviation. Resulting are as following :

1. The most of respondents who employed in flight dispatcher of flight operation department at Thai Air Asia were male with age 31-35 years old, graduated bachelor's degree, in the position of flight dispatcher (without license) that have experiences 6 - 10 years and got salary 30,001 – 35,000 baht per month.

2. The most of factors affecting to the job satisfaction for flight dispatcher in flight operation department at Thai Air Asia were job description, works environment, and the least factor of flight dispatcher's job satisfaction is job prosperity.

Keyword : Flight Dispatcher, Job Description, Job Satisfaction

Statement of the Problem

At present, a famous traveling from one city to another city is traveling by aircraft not only people but including to cargo/goods for international trading. For each flight have many details that concern with many departments in airlines but all of departments need the professional staff to make the best service for customer satisfaction and fly safely. They could not operating flight without any supporting from the ground operations, to keep the aircraft operating on schedule and safety flight until aircraft arrival at destination airport.

As per research aimed that study job satisfaction of flight dispatcher. Siraya Buaphong (2015) In order to find out most of flight dispatchers were satisfied with the work itself and achievement in their job. Moreover, they had to use all of their skills, knowledge and capabilities to make all the flights in

their responsible, including flight crews and passengers, operate safely and to be on time which safety is the principle in aviation. And the factor that most of flight dispatcher decided to change their job was the Compensation including welfare and other benefits that they felt they earned less than others in the career. In some cases, childhood ambition, stress on work also the additional reason of this change.

This research make researcher feel interested about flight dispatcher's job satisfactions. So the result of this research will advantages for airlines to be guidelines to improve and meet of flight dispatcher's satisfaction that will make flight dispatcher willing to work with airline by their full potential.

Research Objective

1. To study about flight dispatcher's job satisfaction of flight operation department of Thai Air Asia.
2. To develop the human resource management to make the flight dispatchers have more satisfaction for their job.

Research Process

This research is descriptive study by casual and comparative to focus on the study the job satisfaction of flight dispatcher of Thai Air Asia. The source of data is primary data from questionnaire.

Population

Population are flight dispatcher in Thai Air Asia including license/senior flight dispatcher for 18 employees and assistant flight dispatcher for 3 employees that totally 21 employees

Research Tools

The tool of this research, the questionnaire by rating scale for 5 levels and divide in 3 parts as following below :

Part 1 : Individual factors such sex, age, education, position, experience, and salary.

Part 2 : Motivation factors that affect to job satisfaction of flight dispatcher such job description, and job prosperity.

Part 3 : Hygiene factors that affect to job satisfaction of flight dispatcher such compensation, relationship, job successful, and work environment.

Validity and Reliability Check

The researcher sent the questionnaire to professor for checking and find out the potential to be the suitable questionnaire as following below :

1. Prepare and check the content validity and wording. Then finding the index of item objective congruence (IOC) for improving the questionnaire.

2. Find out reliability, researcher try out the improved questionnaire for testing the reliability by used the Cronbach alpha α – Coefficient. The result for this testing got the α – Coefficient in 0.77

3. Researcher used the improved questionnaire for collecting data to analyze in the research.

Data Collection

Collecting data from airline's information and questionnaire. By given the questionnaire to flight dispatchers in flight operation department of Thai Air Asia totally 21 employees and analyzing all of data.

Statistic for Analyzing Data

1. Percentage to describe the frequency of data from the questionnaire

2. Mean and Standard Deviation to describe the job satisfaction of flight dispatcher of Thai Air Asia.

The Result of Research

1.) *The results of the data analysis from demography of flight dispatcher found that the majority of Thai Air Asia's flight dispatchers consisted of male employees, for 17 employees (81.00 percent), and next were female for 4 employees (19.00 percent). With the most of them were 38 - 35 years old for 8 employees (38.10 percent). The next 26 - 30 years old for 6 employees (28.60 percent), and the fewest were 20 - 25 years old, for 3 employees (14.30 percent). They had the most education degree was a bachelor degree for 20 employees (95.20percent), and followed by the lower level of Bachelor's degree was 1 employee (4.80 percent). The highest number was flight dispatcher (without license) for 11 employees (52.40 percent), followed by the Senior Director (with a license) for 7 employees (33.30 percent), and the lowest was the Assistant Director There were 3 employees (14.30 percent). The highest number of employee's experiences around 6 - 10 years for 8 employees (38.10 percent), followed by experiences around 11 – 15 years for 7 employees (33.30 percent) and the lowest is the experience of 1 to 5 years for 3 employees (14.30 percent) and have experiences more than 15 years for 3 employees (14.30 percent). The most of the employees have more than 35,000 baht salary for 10 employees (47.60 percent), followed by 30,001 - 35,000 baht salary for 7 employees (33.30 percent), and the lowest were 15,000 - 20,000 baht of salary for 1 employee (4.80 percent) respectively.*

2.) *The result of this research found that overall of flight dispatcher's job satisfaction of Thai Air Asia, the level of feedback was high ($\mu = 4.33, \sigma = 0.45$). The highest level is motivation factors*

about job description ($\mu = 4.51, \sigma = 0.42$) and the second factor is the hygiene factor about works environment ($\mu = 4.39, \sigma = 0.49$) and the lowest feedback is motivation factors about job prosperity ($\mu = 4.22, \sigma = 0.37$) respectively.

Job Satisfaction	μ	σ	Result
Motivation Factors			
1. Job Description	4.51	0.42	Highest
2. Job Prosperity	4.22	0.37	High
Hygiene Factors			
3. Compensation	4.25	0.54	High
4. Relationship	4.30	0.43	High
5. Job Successful	4.32	0.44	High
6. Works Environment	4.39	0.49	High
Total	4.33	0.45	High

Table 1, Result of overall of flight dispatcher's job satisfaction of Thai Air Asia

2.1) *Job Description* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is the highest of job satisfaction ($\mu = 4.51, \sigma = 0.42$). When we consider for each items, researcher found that the highest job satisfaction was the other assignments that will add values for worker and make them feel important for airline ($\mu = 4.62, \sigma = 0.59$). The second is assignments that suitable for skills knowledge and ability ($\mu = 4.57, \sigma = 0.60$) and the lowest feedback level is given assignments have equal and clear ($\mu = 4.33, \sigma = 0.73$) respectively.

2.2) *Job Prosperity* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is high ($\mu = 4.22, \sigma = 0.37$) When we consider for each items, researcher found that the highest job satisfaction was opportunities to promote in higher level with transparency so the feedback level is high ($\mu = 4.29, \sigma = 0.64$) The second is opportunities to promote in higher level that

analysis from skill, knowledge, and ability ($\mu = 4.24$, $\sigma = 0.54$) and the lowest feedback level is ($\mu = 4.14$, $\sigma = 0.57$) respectively.

2.3) *Compensation* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is high ($\mu = 4.25$, $\sigma = 0.54$) When we consider for each items, researcher found that the highest job satisfaction was the benefits appropriate for current economic such as accident insurance, provide training cost, and etc. ($\mu = 4.33$, $\sigma = 0.66$) and salary that suitable for job responsibilities and fair when compare with cost of living ($\mu = 4.33$, $\sigma = 0.58$). Both of them had feedback level in high. The second is the additional compensation and benefits appropriate for current economic such as traveling, bonus, overtime, and etc. ($\mu = 4.29$, $\sigma = 0.64$) and the lowest feedback level is the compensation transparency fairness and can monitor ($\mu = 4.05$, $\sigma = 1.02$) respectively.

2.4) *The relationship* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is high ($\mu = 4.30$, $\sigma = 0.43$) When we consider for each items, researcher found that the highest job satisfaction was the excellence co-operation and suitable support for good operation so the feedback level is high ($\mu = 4.52$, $\sigma = 0.51$) The second is opportunities to the mutual responsibility of colleagues in the work ($\mu = 4.38$, $\sigma = 0.74$) and the lowest feedback level is they have party or celebration to make a good relationship for colleague ($\mu = 4.05$, $\sigma = 0.80$) respectively.

2.5) *Job Successful* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is high ($\mu = 4.32$, $\sigma = 0.44$) When we consider for each items, researcher found that the highest job satisfaction was ability to archive to operation department's goals so the feedback level is high ($\mu = 4.43$, $\sigma = 0.75$) The second is can solve operation problem and participate of success in work ($\mu = 4.33$, $\sigma = 0.58$) and the lowest feedback level is ability to work within period ($\mu = 4.19$, $\sigma = 0.60$) respectively.

2.6) *Works Environment* is the factor that affect to flight dispatcher's job satisfaction, overall have feedback level is high ($\mu = 4.39$, $\sigma = 0.49$) When we consider for each items, researcher found that the highest job satisfaction was ability to necessary stationary are modern and enough for operation so the feedback level is high ($\mu = 4.48$, $\sigma = 0.68$) The second is suitable place for operation

such as light or temperature, facilities ($\mu = 4.43$, $\sigma = 0.75$) and the lowest feedback level is safety work places ($\mu = 4.29$, $\sigma = 0.73$) respectively.

Conclusion

The result of study about job satisfaction of flight dispatcher in operation department of Thai Air Asia. Researcher can use the summary of research results to discuss the results as follows below :

1. *General demographic characteristics* found that analyst the differences in demographic characteristics such sex, age, education, position, experiences, and salary about flight dispatcher's job satisfaction in operation department of Thai Air Asia. From analysis of the basic information of flight dispatcher found that the majority of flight dispatcher is male 17 employees (81.00 percent) with age 31 – 35 years old for 8 employees (38.10 percent). They got bachelor's degree for 20 employees (95.20 percent) in position flight dispatcher (without license) for 11 employees (52.40 percent) with 6 – 10 years of experiences around 8 employees (38.10 percent) and got more than 35,000 baht salary for 10 employees (47.60 percent) respectively. This research was consistent of Sgt. Suriya Prasertsri (2013) in topic Satisfaction in their Operations of the Military Noncommissioned Officers, Department of the Air Welfare found that the commissioned officer of Royal Thai Air Force that have different of sex, age, education, position rank, monthly income, and experiences so they will have different job satisfaction level

2. *Opinion about motivation factors and hygiene factors* that make difference of flight dispatcher's job satisfaction of flight operation of Thai Air Asia.

As per result of this research found that overall of flight dispatcher's job satisfaction of flight operation of Thai Air Asia had feedback level in high consistent with the research of Siraya Buaphong (2015) in topic "Job Satisfaction of Flight Dispatcher" found that overall of job satisfaction in high level. It's can divided in 2 categories as motivation factors and hygiene factors. Both factors are high level.

2.1) *Job Description* is the factor that affect to flight dispatcher's job satisfaction. Overall is the highest level of job satisfaction. When we consider for each items, researcher found that the highest job satisfaction was the other assignments that will add values for worker and make them feel important for airline and assignments that suitable for skills knowledge and ability. This result was consistent of Herzberg's two – factors theory (1959) found that the work itself should be meaningful, interesting and challenging for the employee to perform and to get motivated. So it's according to result of interview from research of Siraya Buaphong (2015) said that flight dispatcher had job satisfaction in high level because they feel hard level of their task should always learning, used experience with knowledge to resolving problem, and manage the pressure in work place. So the flight dispatcher

satisfied their job because they like job description. It must be used thinking, planning, calculating make them feel challenge and proud of their ability to be part of safely flight.

2.2) *Job Prosperity* is the factor that affect to flight dispatcher's job satisfaction. Overall have feedback level is high. When we consider for each items, researcher found that the highest job satisfaction about job prosperity was opportunities to promote in higher level with transparency so the feedback level is high and opportunities to promote in higher level that analysis from skill, knowledge, and ability. So it's according to Phassorn Khamsorn and Oranuch Mungmee (2010) they study in topic "Job Satisfaction of staff of Thai Post Co.,Ltd. Bangkok" found that Thai Post staff had job satisfaction with job prosperity and stability in high level. Wherewith opportunities to growth in their carrier path because Thai Post have clearly and transparency make them feel confident with process.

2.3) *Compensation* is the factor that affect to flight dispatcher's job satisfaction. Overall have feedback level is high. When we consider for each items, researcher found that the highest job satisfaction about compensation was the benefits appropriate for current economic such as accident insurance, provide training cost, and etc., and salary that suitable for job responsibilities and fair when compare with cost of living including the additional compensation and benefits appropriate for current economic such as traveling, bonus, overtime, and etc. So it's according to Prapharnrasa Limsukhon and Dr. Monwika Phadungsit (2011) in topic "Job Satisfaction of Accountant of Charoen Pokphand Group" found that the compensation factors are the high level of job satisfaction of accountant.

2.4) *The relationship* is the factor that affect to flight dispatcher's job satisfaction. Overall have feedback level is high. When we consider for each items, researcher found that the highest job satisfaction of the relationship was the excellence co-operation and suitable support for good operation so the feedback level is high and opportunities to the mutual responsibility of colleagues in the work. So it's according to Jiraphong Baithong (2007) in topic "Job Satisfaction of Public Health Volunteers of Mae Lao, Chiang Rai Province" found that relationship with colleague affect to job satisfaction of public health volunteers in high level because the most of public health volunteers are people who live in this area for a long time. They feel affectionate with the community like a relative.

2.5) *Job Successful* is the factor that affect to flight dispatcher's job satisfaction. Overall have feedback level is high. When we consider for each items, researcher found that the highest job satisfaction of job successful was ability to archive to operation department's goals and can solve operation problem and participate of success in work. So it's according to Suthaniti Nukul-eungaree (2012) in topic "Job Satisfaction of Thai Airways Staff : A case study of Thai Airways Headquarter" said that job successful make staff feel satisfy in high level because they got assignments that used knowledge and ability suitable for their position including assistance and supporting from their colleague to solving problems. It's enthusiastic and willing to achieve the organization's goals.

2.6) *Works Environment* is the factor that affect to flight dispatcher's job satisfaction. Overall have feedback level is high. When we consider for each items, researcher found that the highest job satisfaction of work environment was ability to necessary stationary are modern and enough for operation and suitable place for operation such as light or temperature, facilities. So it's according to Suthaniti Nukul-eungaree (2012) in topic "Job Satisfaction of Thai Airways Staff: A case study of Thai Airways Headquarter" found that Overall of job satisfaction have feedback level is high. When we consider for each items, the company has the safety of work place, working environment is suitable for work, the company has good equipment and prompt to use equipment, work place was spacious and not crowded.

Flight Dispatcher is very important for every flight. Because of one of their responsibilities is make safely flight until aircraft arrived and parked to the apron at destination airport. Flight dispatchers working in the airline operations office or control center at the airport. They use computers, calculators, weather charts, information, and loading reports from other departments. So flight dispatcher should get the appropriate compensations and other benefits.

Recommendations for Further Studies

Regarding the findings of this study, the following recommendations are made for future studies in this field below :

1. Research should be done with another airlines such as Nok Air, Thai lion Air, etc. For compare and lead airlines to make more job satisfaction.
2. For this research, the researcher defined only one airline. It's makes the scope of the narrow data. So researcher should select at least 2 or more airline for result comparison to develop human resource process to lead the flight dispatcher to work with their full potential.
3. For the future research, researcher should other factors that forecast to affecting with operation such as management factors, human resource management factors, etc. to make more job satisfaction for flight dispatchers.

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