

Key Success Factors Affecting A Basic Ground Handling Course of Ground Service

Agents.

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Abstract

This research presents a mixed- method research, with the objectives are to (1) identify indicators and key success factors affecting a Basic Ground Handling Course (BGH) of ground service agent in airlines in Thailand, (2) develop an Analytic Hierarchy Process (AHP) model to indicate key success factors based on the experts' perspectives (Ground Service Agents and Ground Service Supervisors), and (3) examine significant differences between ranking results. Two certain groups of experts, fifteen ground service agents (GSA) with good working performance who passed the BGH course within one year and fifteen ground service supervisors who were appointed as mentors. Based on a review of literature, four primary key performance indicators (KPIs); effective work performance, customer's satisfaction, learning and development, and passing criteria, and 12 primary key success factors from four groups; (1) training course (2) instructor (3) trainees' qualification and (4) software and equipment, which were determined. Questionnaire surveys with key stakeholders to consider the applicability of these indicators and key success factors in the context of airline in Thailand were used before developing a hierarchy model. Pair-wise comparisons, weight were calculated based on AHP approach and consistency check were also conducted. Priority ranking of all key success factors was based on their global weights then, analyzed the relationship between rankings from two expert groups by Spearman Rank Correlation Test. The AHP Analysis results showed that, Spearman rank correlation coefficient weight value was 0.43, with null hypothesis was all rejected. Key success factors affecting a Basic Ground Handling Course of Ground Service Agents (GSA) can be prioritized in order as follows; (1) knowledgeable and skillful instructor (2) enthusiastic and committed trainees (3) curriculum is aligned with organization's goals. And from the correlation coefficient test, it revealed that there were no statistically significant differences in prioritization of the twelve key success factors of two expert groups.

Keywords : Basic Ground Handling Training (BGH), Ground Service Agent (GSA), Analytic Hierarchy Process (AHP)

Objectives

This study were to (1) identify suitable key performance indicators and key success factors affecting Basic Ground Handling Course of Ground Service Agents in Thailand, (2) prioritize these key success factors based on the experts' perspectives (experience ground service agents and supervisor's perspectives), and (3) examine significant differences between ranking results of two certain groups of experts.

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