FACTORS THAT INFLUENCE CUSTOMERS' SATISFACTION TOWARD AIR ASIA SERVICES

By

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B.Sc. (Hons) in Tourism Management

Independent Study (HTT 650)

January 2014
ACKNOWLEDGEMENT

Alhamdulillah. Thanks to Allah SWT, who with His willing giving us the opportunity and strengths to complete this project paper successfully. We would like to acknowledge with much appreciation the crucial role of our advisor, Madam Norfadhilah bt Mohd Akhuan for the guidance, suggestions and encouragement in struggles to complete this research. Without the help from her, we would not be able to complete this task in a given time period. Without knowledge, a poor man like a sail in the middle of the vast ocean, without proper guidance will surely misguided. Deepest thanks to our parents and family for supporting emotionally and financially throughout this project. Not forgetting thousand of thanks to our friends and classmates as much help, cooperation, and full of support for the report completion, from the beginning till the end. Last but not least, sincere gratitude towards everyone who contributed directly and indirectly in completing this report. Without them, it would impossible for us to successfully finish this research.

Thank you.
ABSTRACT

The purpose of this study is to provide a better understanding of customer satisfaction level with the availability of the in-flight food service, price and online booking after using the Air Asia airline service. The research objective of this paper is to identify factors that influence customer satisfaction towards Air Asia and to identify the relationship between price and potential customer of Air Asia. The target population of this study is among Univesiti Teknologi MARA (UiTM) students included from peninsular Malaysia and Sabah & Sarawak. Questionnaire data collection method has been used for this study. The survey is undertaken throughout October 2013. The result revealed that the respondent was satisfied with the services provided by Air Asia Airline. It also showed the first objective of this research is fulfilling by all three factors which influence customer satisfaction towards Air Asia Airline. Furthermore, respondent had agreed that Air Asia online booking service is flexible to use, the price of Air Asia ticket is aligned with their service and there are a quality of in-flight food been served to them.
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Chapter 1
INTRODUCTION

1.1 Introduction

Chapter one provides an overview of the whole study. It outline the background of the study inclusive the characteristic of low cost carrier. Next, to determine the problem statements occur. From there, it creates the research objective on which the researcher needs to achieve by the end of study. On top of that, there are also several questions needs to be answered from the research question part. The researcher needs to build and draw their theoretical framework for the whole paper research. Lastly, the researcher is going to discussed about the significant of study and its benefit towards the Universiti Teknologi MARA (UiTM) Malacca City Campus students as well.