



**PASSENGERS' CHOICE FOR FULL-SERVICE CARRIER  
AIRLINES**

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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, \_\_\_\_\_, (I/C Number : \_\_\_\_\_ )

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Head of Programme  
Lecturer of UITM Melaka, City Campus  
Faculty of Business Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah  
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “Passengers’ choice for full-service carrier airline” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UITM)

Thank You,

Yours Sincerely,

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Yasmin Kaisah Binti Ahmad Zolkifli

2016448336

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## **ABSTRACT**

Passengers travelling by air keep increasing each year and it was forecast that there will be 30 million of air passengers by 2020. This shows that the usage of airline operators will increase and at the same time there will also be an intense competition between airline operators. Thus, the airline operators need to know what are the factors that influencing the passengers' choice for airlines in order to tackle this problem. The purpose of the research study is to investigate the factors influencing passengers' choice for full-service carrier airline. The independent variables used are price, brand image, in-flight meals, marketing communication and product. The method used in conducting this research study is by distributing questionnaires a total of 384 respondents as sample size were taken. The results of the research study shows that brand image is the most dominant factors influencing passengers' choice for full-service carrier airline and all of the independent variables are significant except for price.