



**A SURVEY ON THE CUSTOMER BEHAVIOUR IN
COMMERCIAL AREA AT KUALA LUMPUR
INTERNATIONAL AIRPORT, SEPANG.**

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In The Name of Allah, The Merciful, The Mercy –Giving

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ABSTRACT

The leading direction of this research is to fulfill the requirement in completing my course. The challenging part in going on this research is the fact that the customer behaviour is unpredictable and changeable. This research is about "A Survey on the Customer Behavior in Commercial Area at Kuala Lumpur International Airports, Sepang."

The research topic of "A Survey on the Customer Behaviour in Commercial Area at KLIA, Sepang" is been chosen because nothing worth for the business organization than the customer gratification as its top priority. The importance of this survey is to increase the revenue of KLIA by providing the right services and facilities that meet the customer wants and expectations.

This research has been divided into five chapters representing the research working path as well as trying to reveal the customer behaviour in commercial area at KLIA. In the introduction, the researcher had discussed the company's background and scope of the study. Later, the researcher had stated the problem statement, and identifying the objectives and the significance of this study.

In the chapter two comprises the explanation of retailing as a whole. Then, the researcher had discussed about airport retails in commercial area that are apart of the retailing activities. The researcher had explained the airport retails in detail views and also had discussed about the customer behavior and marketing mix that were related to this study.

In the research methodology and design chapter, the researcher had discussed about the methods of collecting and analyzing the data. The method of collecting the data is from gathering the primary and the secondary data.

In the chapter four the discussion were focused on the analyzing of the data and the findings. This is where the researcher were analyzed the data collected from the questionnaires that were distributed to the passengers who are commuting at KLIA.

For the last chapter, conclusion and recommendations had concluded the findings and analysis that has been done by the researcher. Based on the previous chapter, the researcher had given the conclusion and some recommendations to be suggested to the airport retails in commercial area at KLIA.

By understanding the background, customer eating behaviour, buying behaviour and entertainment behaviour of the passenger, the wants and expectation, of the customer can be meet and more revenue can be ploughed by MA(S).