UNIVERSITI TEKNOLOGI MARA

"CUSTOMER'S PERCEPTION TOWARDS AIRLINE INDUSTRIES DUE TO DISAPPEARANCE OF MH370"

GROUP MEMBERS:

MUHAMMAD ALIFF IMRAN BIN RAZAK (2011834374)

'ASYURAA BINTI MOHAMMAD (2011275006)

PROGRAMME:

BM 220 6B

SUBMITTED TO:

MADAM ZALIHA BINTI HJ. HASHIM

MADAM AZLIN ZANARIAH BAHTAR

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
MALACCA CITY CAMPUS

"DECLARATION OF ORIGINAL WORK"

We,

(MUHAMMAD ALIFF IMRAN BIN RAZAK),

('ASYURAA BINTI MOHAMMAD),

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these 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 distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: *Aliff Imran*   Signature: *'Asyuraa*

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ABSTRACT

Air travel remains a large and growing industries. It facilitate economic growth, world trade, international investment and tourism and is therefore central to globalization taking place in many other industries. The terrible tragedy of missing Malaysia Airlines flight MH370 will no doubt be discussed by people all over the world. It is hard to imagine a crisis with so many tragic elements, 227 passengers and 12 crew presumed dead, hundreds of devastated family members and friends desperate for news and no definitive answer weeks after the event. This tragedy reminds us of the basic requirements for dealing with a crisis whilst simultaneously handling frenzied media attention. However, as time goes by, people all over the world went into overdrive when news of the incident hit but a lack of solid information in the initial phases led to media speculation, mixed messages, conspiracy theories, and confusion. The case involves the highest number of people ever to be lost on a missing aircraft. The Malaysia Airlines plane was carrying 239 passengers and crew on a flight from Kuala Lumpur to Beijing. The previous record for people lost on a missing plane was set on March 16, 1962, when a U.S. military charter flight carrying 107 people, mostly soldiers, vanished over the Pacific Ocean on a flight from Guam to the Philippines.

Thus, based on the case above, the overall purpose of this study is to explore the customer's perception towards Airlines Industry in Malaysia after the critical incidence of MH370 experienced by MAS. This research is conducted to indicate how public react towards the incidence of MH370, their perception towards Malaysia Airlines (MAS) after the disappearance of MH370 and their opinion on what should be done by Malaysia Airlines (MAS) in order to regain customers trust. .

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