



Universiti Teknologi MARA

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**FACTORS THAT INFLUENCE CUSTOMERS
SATISFACTION TOWARD AIR ASIA SERVICES**

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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 Teknlologi 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 influences 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 align with their service and there are a quality of in flight food been served to them.

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FACTORS THAT INFLUENCE CUSTOMERS SATISFACTION TOWARD AIR ASIA SERVICES

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.