



**SERVICE QUALITY ELEMENTS TOWARDS  
CUSTOMER SATISFACTION: A STUDY OF  
MALAYSIA AIRLINES PASSENGERS**

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## **DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

I, Alia Erfani binti Abd Ghani, (I/C Number: 951120075650)

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 independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

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

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## **ABSTRACT**

The title of this research is “Service Quality Elements towards Customer Satisfaction: A Study of Malaysia Airlines Passengers”. The main objective of this research is to identify the relationship between service quality elements towards satisfaction of Malaysia Airlines passengers. The service quality elements consist of empathy, tangible, responsiveness, reliability, and assurance which have been identified in order to investigate whether or not these factors have influence towards customer satisfaction. The independent variables in this research are service quality elements while the dependent variable is customer satisfaction. In order to complete this research, five hypotheses were constructed to determine the relationship between independent variables towards dependent variables. The questionnaires were distributed and 187 respondents were obtained with convenience sampling will used as sampling technique that was analysed with Statistical Program for the Social Sciences (SPSS) version 23. The results have shown that responsiveness, reliability, and assurance have a positive and significant relationship towards satisfaction of Malaysia Airlines passengers. However, empathy and tangible were insignificant with positive influence towards the dependent variable. Result from this research is believed could help Malaysia Airlines to identify the problem which rely on the level of service quality elements and customer satisfaction level.