



اُنْدُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY ON SERVICE QUALITY DIMENSIONS
TOWARDS CUSTOMERS' SATISFACTION OF AIR ASIA
AT KUALA LUMPUR INTERNATIONAL AIRPORT 2**

KARTINI AFIQAH BINTI AHMAD BUDAYA

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JAN 2015



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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, Kartini Afiqah Bt Ahmad Budaya

I/C Number: 911206-10-5404

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 the degree of any other degree.
- 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: January 2015

LETTER OF SUBMISSION

January 2015

The Head of Program
Bachelor Business Administration (Hons) International Business
Faculty of Business Management
University of Technology MARA
Malacca City Campus
110, Off Jalan Hang Tuah
75300 Malacca

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Service Quality Dimensions and Customers’ Satisfaction on Air Asia at Kuala Lumpur International Airport 2” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA., Malacca City Campus.

Thank You.

Yours sincerely,

.....

KARTINI AFIQAH BINTI AHMAD BUDAYA

2012434386

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

A STUDY OF SERVICE QUALITY TOWARDS CUSTOMERS' SATISFACTION OF AIR
ASIA AT KUALA LUMPUR INTERNATIONAL AIRPORT 2 (KLIA 2)

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Abstract

Number of airlines has been increasing throughout the year. Customers have multi-choices to travel with in choosing airlines either with low-cost carriers (LCCs) or even Full-Service Carriers (FSCs). In order to deliver better quality service to the customers it is imperative for the airlines companies to survive and strengthen their competitive in the airlines industry. Moreover, low-cost airlines have become dominant players in the airlines industry throughout the recent years. An example of low-cost airlines is Air Asia, which have become the main airlines for customers to fly with. Therefore, the purpose of this research is to study the customers' view on service quality provided by Air Asia. The research was conducted at KUALA LUMPUR INTERNATIONAL AIRPORT 2 (KLIA 2), the main hub for Air Asia. The number of population was 180 and 120 respondents involved in this research for answering questionnaires but only 110 was returned. The sampling technique used was the non-probability sampling which is convenience sample. This research is to explore the dimension of service quality. Hence, this study is to examine the level, relationship and most influence service quality towards customers' satisfaction for choosing Air Asia at KUALA LUMPUR INTERNATIONAL AIRPORT 2. The findings found Assurance have high level of customers' satisfaction, all service quality dimensions have positively and strongly relationship with customers' satisfaction and Empathy is the most important factors towards customers' satisfaction on Air Asia.