

**UNIVERSITI TEKNOLOGI MARA**

**FINAL YEAR PROJECT REPORT**

**CUSTOMERS' SATISFACTION TOWARDS PENANG  
INTERNATIONAL AIRPORT SERVICES**

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**Report submitted in partial fulfillment of the requirement  
for the degree of  
Bachelor of Science (Hons.) (Statistics)  
Center of Statistics Studies  
Faculty of Computer and Mathematical Sciences**

**SEPTEMBER 2016**

## **ACKNOWLEDGEMENTS**

Bismillahirrahmanirrahim,

In The Name Of Allah, The Most Gracious, The Most Merciful, we are grateful to Allah S.W.T for giving our group the strength to complete this Final Year Project (MSP660) successfully. Special thanks to our very helpful supervisor, Madam Siti Fatimah Bt Othman for her supervision and valuable advices to our group in completing this project.

We also like to express our gratitude to all the lecturers from Faculty of Computer and Mathematical Sciences, UiTM Kelantan Kampus Kota Bharu who have thought, shared a lot of knowledge and never forget to give advices during our classes and studies. We would like to thanks to our friends and classmates for their supports to complete our Final Year Project.

Last but not least, the greatest and deepest gratitude to our parents and family members for their unlimited supports and endless patience, tolerance and loves.

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## **ABSTRACT**

This study conduct to know the factors (tangible, reliability, responsiveness, assurance and empathy) that affecting the customers' satisfaction towards Penang International Airport service. Sample size of this study was 384 passengers in Penang International Airport by using Simple Random Sampling. The data was collected online through Google Drive with a self-administered questionnaire and it was analyzed using independent t-test and multiple linear regression. From this study, researcher know that between local and foreigner passenger, there were statistically significant difference of satisfaction of airport services. Tangible, Assurance and Empathy were found to have a significant influence on the Customers' Satisfaction towards Penang International Airport. The findings of this study will help airport administrators to identify important factors that affecting the customers' satisfaction in the airport.