

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER SATISFACTION – THE
INTRODUCTION STAGE OF MALINDO AIR**

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ABSTRACT

Low cost carrier is now the trending business model of the airline industry in the Asian region. The latest entrant to the market, Malindo Air, was launched in September 2012, and has sparked the interest to do this study. The main objective of the study is to identify the significant dimensions of airline services that correlate with customer's satisfaction. This study also formulates and recommends strategies for Malindo Air to improve its service quality and thus, reduce the number of complaint in order to establish itself in the airline industry. Academic constructs and theoretical framework of previous studies are employed to achieve the objectives of this study.

The data collection is conducted using two approaches, primary and secondary data. Primary data were gathered from questionnaires and interviews while the secondary data were sourced from reports, journals and magazines. The 300 peoples are responded to the survey where distributed at Senai International Airport, Johor.

The findings of the study indicated that onboard service were significant towards customer satisfaction. Business tools like SWOT, Porter's five forces and PEST are used in analyzing the Malindo Air's internal capabilities and external environment that may give impact to the performance

Malindo Air is at the introduction stage where the complaints gathered need to be scrutinized and remedial actions to be undertaken in order to reduce the number of complaints that may affect the image and hence, the sustainability of Malindo Air. Finally, several suggestions are recommended in order to increase the level of customer satisfaction on the services provided by Malindo Air.

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