



COMPANY ANALYSIS

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1. INTRODUCTION

1.1 Background of the Study

The aim of this study to investigate the problems with AirAsia system and services that complained by customers. As we already know, Air Asia is one of flight service in Malaysia. The customers who want to use this service can do either from the counter itself or by Internet service. Unfortunately, several service that offered by Air Asia not fulfill customer's satisfaction. Although AirAsia represent a low cost flight services, a satisfied services should not be neglected. In entrepreneurship, there no such things as perfect because there are always a room for improvement or a better solutions for each crisis or issues. As a well-known company most likely around the world, AirAsia should provide a better services and also handled every crisis professionally. The study will be more stressing on problem of ticketing services, luggage services and also customer service counter.

1.2 Problem Statement

- i) Problem with Air Asia website, especially when customer do the booking via online. The customer will get wrong flight not same as they book. But when querying at the customer service, they did not have solution for this problem.
- ii) Website loading also one of the problem that can be identified. Have the several pages that mention, Air Asia web cannot proceed with flight booking and unable to pay because of hang on payment page, and sometimes customers cannot access AirAsia website because of loading time to long especially when promotion time
- iii) Poor customer service such as difficult to contact via the phone, people who in charge the customer service not give any help of solution and just ask the customer to wait for a long time.
- iv) Mistake on time of booking ticket and make customer have to pay more to buy another ticket.
- v) The luggage problem also one of the problem of the case study. Problems include missing, damage and delayed of the luggage.

1.3 Purpose of the Study

The case study to investigate the factor may be contribute to service of Air Asia service that suffered with complain. As a result, when become at our coming service design, we have to ensure that all factor might be contribute to inefficient of our product should be prevent. Other than that, from the case study we can learn how the management manage their services, how the management to tackle the problem in social networking and give may be can give us the idea others service that we can offer with used networking. From the case study also we can learn and imagine what actually user wants from the service that we will offer and learn what we can do to improve the efficient of the service itself. For example, user usually prefer the site that user-friendly, short loading time and also large capacity storage for each user.

2. COMPANY INFORMATION

2.1 Background

Air Asia is a Malaysian low-cost airline headquarters near Kuala Lumpur, Malaysia. It is the biggest largest in Malaysian by fleet size and destination. Air Asia provide domestic flight and also international flight to more than 25 countries and 165 destinations all over the world. Air Asia company was establish in 1993 and start their operating service in 18 November 1996. A lot of changes Air Asia made to improve their service until in year 2007. The New York Times described the Air Asia lines as a 'pioneer' of low-cost travel in Asia. Again Air Asia reward as a World Airline Awards at the Fanborough Air show ranked as the world best low cost airline. In 2017, Air Asia named as the world's best low cost carrier for 9 years.

2.2 Organizational Structure

