FACTOR CONTRIBUTING TO CUSTOMER'S AIRLINE SELECTION AT SUKA JAYA TRAVEL AND TOURS SDN BHD (SJTT)

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JANUARY 2017

DECLARATION OF ORIGINAL WORK

FACULTY OF BUSINESS MANAGEMENT

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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 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.

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ACKNOWLEDGEM ENTS

In the name of Allah, the most gracious and the most merciful with selawat and salam to Prophet Muhammad S.A.W. Alhamdulillah, thanks to Allah for blessing me with His mercifulness for my health, strength and life all this time. With His help and permission, I was granted the opportunity to accomplish this final year project with a lot of efforts and self-confidence.

Firstly, I would like to take this opportunity to express my gratitude to my supervisor at Suka Jaya Travel & Tours Sdn. Bhd. (SJTT), Hj. Abdul Shukor Zainuri for his guidance, advice, valuable suggestion, encouragement and moral support through the completion of this project. A million thanks to my advisor, Dr. Baderisang Mohamed for gave me a lot of information for implementation this research. I really appreciated his guidance from the initial to the final level that enables me to develop an understanding of this research thoroughly. Without his advice and assistance it would be a lot tougher to completion. I also sincerely thanks for the time spend proofreading and correcting my mistakes.

Besides, I also would like to convey my gratitude and sincerely thanks to beloved family and my entire friend for their excellent support and inspirations. Not forgetting my beloved best friend, Hasnaa Sakinah Zahari who has kindly agreed to proof-read this report. Thank you so much for being so supportive, may Allah bless all of you always.

Last but not least, I would like to thanks all lecturers and staff in Faculty Business Management at UiTM Penang and those who have directly or indirectly contributed to my final year project paper. Thank you so much.

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ABSTRACT

Aviation sector has become one of the most popular sectors for transportation either for domestic or overseas travelling. The purposed of this study is to explore the precedence factors that influence customer's airline selection. The target population is people who came to Suka Jaya Travel and Tours Sdn. Bhd (SJTT) located at City Center Bagan Serai, Perak

Questionnaire was randomly distributed to 150 respondents at SJTT and the data are collected and been analyze using Statistical Package for Social Science (SPSS). In order to interpret the data, reliability analysis, descriptive analysis, frequency analysis, correlation analysis and regression analysis are studied. The findings or the outcomes were used to answer the research question and to prove that the objective of the study is achieved.

Moreover, based on the outcomes, all three independent variable that are fare, on board service and safety are found to have a significant relationship with the dependent variable that is customers' selection. Thus, all hypothesis proposed can be accepted. After all findings have been explained, some suggestions or recommendations are provided by the researcher to improve organization performance and to be used as a guideline for the interested parties.