

**UNIVERSITI TEKNOLOGI MARA**

**USER SATISFACTION STUDY OF AIRASIA FLIGHT  
RESERVATION SYSTEM USING MOBILE  
APPLICATION**

**NURULASYIKIN BINTI OTHMAN**

Report submitted in partial fulfilment of the requirements  
for the degree of

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# **ABSTRACT**

The customers today are on the move and they are using mobile application platform to get in touch with the latest updates. As mobile devices continue to grow to be part of daily life essentials, the need for "information anytime and anywhere" has been driving force for the increasing growth of mobile applications. This research is attempt to study the AirAsia flight reservation system using mobile application by analyzing the user satisfaction level and issues which contribute to the problem. Understanding the issues related to the application is crucial because it will lead to future improvements of the application itself. Questionnaire is used to record the feedback and measurement from respondents while End-User Computing Satisfaction (EUCS) and Goal Question Metric (GQM) technique is used to prepare the questionnaire and method to evaluate respondents' satisfaction level.

**Keyword:** User satisfaction, mobile application, flight reservation system

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