



اَوْنُو تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
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**A STUDY ON CUSTOMER SATISFACTION OF THE
SERVICE PROVIDE BY MALAYSIA AIRPORT
(OPERATION DEPARTMENT)
AT TERMINAL 1 BUILDING
KOTA KINABALU INTERNATIONAL AIRPORT**

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EXECUTIVE SUMMARY

The purpose of this study is to explore the current situation and to identify factor/barrier which could affect the level of customer satisfaction of the service provided by Malaysia Airports Sdn Bhd (Operation Department) at Kota Kinabalu International Airport. Besides, it is also as a partial requirement to per sure and obtain the Degree in Business Administration (Marketing), University Technology MARA.

The target groups for this study comprises international passengers from Korea, Japan, China, Australia, Singapore, Brunei and others. Observation, Interviews, questionnaire forms, stastical information from the Malaysia Airports Holdings Bhd (MAHB) Annual Reports, news paper and internet were used to gather the necessary information for analysis purpose. The questionnaire forms was divided into three main sections. Section A – Demographic, Section B – Customer Expectation and Section C- Customer Satisfaction and Recommendation.

From the collected and analyzed data, it was found that many aspects in terms of facilities and services have not really meet the consumers expectation. Although not too bad but many area need prompt attention to improved. KKIA itself needs to have own initiative to improve the quality of facilities and services.

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