

**UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**PUBLIC PERCEPTION TOWARDS SERVICE QUALITY
BETWEEN MALAYSIA AIRLINES AND AIR ASIA**

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter focuses the background of the study which is on the public perception towards service quality between the Malaysia Airlines and Airasia. It also emphasize on the definition of the public perception and the importance of the service quality in influencing the public perception. Section 1.1 discusses the background of the study, section 1.2 explain the problem statement and section 1.3 states the research objective. Section 1.4 state the research question and section 1.5 is on the information regarding the scope the study. 1.6 explain the significant of the study and lastly section 1.7 is about the definition of terms and concept.

1.1 Background

In the world today, giving out quality service is vital as it could influence the business performance. It helps to build good perception towards the public. The service quality gives may bring great impact towards the business performance. The service quality is something that all should have. Service quality is the desire of all business and organization. It is a pace which keep them strong as it could bring them to the better public perception.

During the past few decades service quality has become a major area of attention to practitioners, managers and researchers owing to its strong impact on business performance, lower costs, customer satisfaction, customer loyalty and profitability.¹

¹ Seth, Deshmukh, Vrat (2004) "service quality models: a review" Page 913

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of the literature on Public perception towards quality service between MAS and AirAsia. Section 2.1 explain on the public perceptions on the services offered by the two airlines. Section 2.2 is determining the service quality. Section 2.2.1 discuss on the tangible facilities and equipment and section 2.2.2 discuss on the reliability. Meanwhile 2.2.3 discuss on the responsiveness, whereas section 2.2.4 discuss on the assurance. On the other hand, section 2.2.5 discuss on empathy. Section 2.3 provide the conceptual framework. Finally, section 2.4 identifies the hypothesis

2.1 Public perception

Public perception refers to the conscious understanding that people have of public issues and official issues.¹⁴This can be refer to as the perception of the people about certain things that happen in our surrounding. The public perception will then influence the competitiveness in the service quality provides by an organization. The public will become the judge of which organization provide better services. Caruana (2002) state that customer satisfaction plays a mediator role in the effect of the service quality on service loyalty.¹⁵ The service quality of an organization depend on the customer preference about the organization. This refers that the customer satisfaction influence the public perception on the service quality rendered by both airlines. Public perception may be influence by the brand of the product. The dimension such as the core services,

¹⁴www.innovatues.net "Factors that influence Public Perception"

¹⁵ Rahim Mohasab, Osman Mohammad, T.Ramayah. (2010). "Service Quality, Customer Satisfaction and Loyalty" page 74

CHAPTER 3

RESEARCH METHOD

3.0 Introduction

In this chapter, the research methodology explained about how well the study will be carried out. Section 3.1 discussed on research design, section 3.2 explains on sample size and section 3.3 discuss a sampling technique. Section 3.4 discussing on unit of analysis, on the other hand, section 3.5 discussing on measurement, section 3.6 data collection and also section 3.7 data analysis which relates to this research.

3.1 Research design

Research design involves a series of rational decision-making choices relating to decisions regarding the purpose for the study. For example, exploratory descriptive and the hypothesis testing. Besides that, the location of research. In our research we will conduct in area Kuching International Airport and Kuching area. The type it should conform to (type of investigation). This is controlled by the researcher. It is temporal aspects (time zone) and the level of which data will be analyzed on the unit of analysis. This design is important to the research design. (sekaran 2003).⁴² The type of investigation that is used for this study is correlation study in which we are interested in highlighting the relations between the important variables associated with the problem.

⁴² Hazman Shah Abdullah (2014) "Research method guide" Page 196