



A STUDY OF CUSTOMER EXPECTATION TOWARDS HANDLING
COMPLAINTS AT MALAYSIA AIRLINE SYSTEM (MAS)
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ABSTRACT

This project paper is submitted to the Faculty of Business Management, Universiti Teknologi MARA, Sabah Campus as part of requirement for the fulfillment of Marketing Research subject (MKT 660). This paper is entitled "**A STUDY OF CUSTOMER EXPECTATION TOWARD HANDLING COMPLAINTS AT MALAYSIA AIRLINE SYSTEM (MAS) KOTA KINABALU, SABAH**". Consequently, a survey was performed only focus to customer at Sales Department and Kota Kinabalu International Airport (KKIA) area. This research objective is to identify types of customer's complaints that have been made, determine the customer expectations in handling the complaints and obtain recommendation or suggestion to improve the ways in dealing with the customer complaints. The data of information was gathered from questionnaire .A number of 150 questionnaires were distributed and returned as required. There was some of the information gathered from the questionnaire which emphasis the respondent's background, such as their gender, age, and nationality. It is also identify the respondent's type of complaint, times taken on handle the complaints, prefer on making the complaint, staff communication skills and so on. The data was systematically analyzed and processed by using the SPSS 16.0. Finally, the results of the survey are converted into findings that will be present in term of tables and chart that surely easy to understand. Based on the findings and the problems that had been highlighted from this mini-research, the recommendations will be building to solve the problem that face by the respondents.