

**CUSTOMERS' ACCEPTANCE TOWARD  
GRAD CARDS MALAYSIA AIRLINES (MAS)  
IN KOTA KINABALU**

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## ABSTRACT

This research is about a study on the *CUSTOMERS' ACCEPTANCE TOWARD GRAD CARDS MALAYSIA AIRLINE (MAS) IN KOTA KINABALU*. The existing of MAS airline as a company where provided air transportation, especially in Kota Kinabalu, so that some of the customer based in Sabah country was not difficult to outgoing or travel to any places or country for the enjoyment, holiday and also another purpose.

Malaysia Airline provided quality comfort, to all of customer. Beside provide air transportation, MAS also introduce several beneficially product, where one of them as a grad cards. Actually, this product produce only to all full time students in this country, the purpose to help them in reducing their air transportation budgeting, and also to be converted into real frequent flyers and inevitable, into the ENRICH programmed.

Generally, who are member of this cards will receive much more of benefit for the half price for travel and to certain of facilities, which already setting down by the organization. Beside for the competition strategy, in introduce this cards and to attract more of customer in the market. Malaysia Airline also introduces the grad cards to promote and show these product and services to the customer, as to fulfill their demand and make relationship.