

**A STUDY ON THE SERVICE LEVEL  
PERFORMANCE OF THE TRANSPORT SERVICES  
FOR AIRLINE CREW.**

**A GRADUATION EXERCISE IS  
SUBMITTED AS A PARTIAL REQUIREMENT OF THE  
BACHELOR IN BUSINESS ADMINISTRATION  
(TRANSPORT)**

**PREPARED BY :  
WAN MOHAMAD NASLE B. WAN MOHAMAD NASIR  
BACHELOR IN BUSINESS ADMINISTRATION  
(TRANSPORT)  
SCHOOL OF BUSINESS AND MANAGEMENT  
MARA INSTITUTE OF TECHNOLOGY  
SHAH ALAM  
SELANGOR DARUL EHSAN.**

**MAY 1997**

## ***TABLE OF CONTENTS***

	<b>page</b>
<b><i>ACKNOWLEDGEMENT</i></b>	i
<b><i>LIST OF CHARTS AND TABLE</i></b>	ii
<b><i>LIST OF GRAPHS AND FIGURES</i></b>	iv
<b><i>ABSTRACTS</i></b>	vi
<b><i>LIST OF ABBREVIATIONS</i></b>	vii

### **1.0 CHAPTER ONE**

#### **BACKGROUND OF STUDY**

<b>1.1 Introduction</b>	1
<b>1.2 Problem Statement</b>	5
<b>1.3 Hypotheses</b>	7
<b>1.4 Research Objective</b>	8
<b>1.5 Literature Review</b>	9
<b>1.6 Scope and Limitation</b>	11
<b>1.6.1 Organisation Limitation</b>	11
<b>1.6.2 Implementation Procedure</b>	11
<b>1.6.3 Internal Factors</b>	11
<b>1.6.4 Time Duration</b>	12
<b>1.7 Methodology</b>	13
<b>1.7.1 Primary Data</b>	13

## ACKNOWLEDGEMENT

" In The Name of Allah, the merciful and most compassionate"

Firstly of all, I would like to express my gratitude to Malaysia Airlines for accepting me to be attached to its organisation.

In preparation of this thesis, under the direction and supervision of En. Mohd. Yusoff b. Hj. Sulaiman, to whom I express my gratitude for his advice.

I would also like to express my special thanks to all staff at the Administration Transport Services (operation) section who had allocated some of their precious time for professionally assisting me in the completion of this study. They are...

-Abang Zek                      -Dak Habshah                      -Abang Azhar  
-Kak Mei                      -Dap                      -Zuraida  
-Dak Uteh

My special appreciations to my parents (Abah & Mak), family and Bib who had been very supportive. I love you all.

I extend my special thanks and appreciation to the following persons for their time, cooperation and guidance towards the completion of this study:

-En. Nor Rashidi                      Customer Services Manager.

-En. Zailani                      Customer Services Superintendent.

-All the staff and drivers at the Transport Services Operation KUALA. They are...

Sam	Saat	Zali	Suhaimi
Dilus	Nik	Hana	Hamid
Azlan	Dollah	Zizi	Izham
Nan	Baha	Yusop	Mohd
Amir	Rosli	Zainal	Alwi

My special thanks also to all lecturers and friends who have kindly given me their moral support through out my study. Especially to my house-mate USJ 4.

Lastly, I wish to thanks to all those who helped in the preparation of this thesis especially all the participants who took the time and effort to fill in the questionnaires.

Thanks you.

## **ABSTRACT**

The main purpose of this study are to identify the service level performance of Transport Services for Malaysia Airlines crew and also to finds ways of improving the service level for this service.

As for this study, it will concentrate on the service level position for both cabin and technical crew. This is due to the fact that any delay in bringing them to the airport will affect the aircraft departure time and even whole related operation.

The data and information for this study are gathered through interviews, observation and other secondary services such as books, magazine and company transport manual outlet. Tables, graphs, pie charts are used to analyze the data.

The service level provided by the Transport Services of Malaysia Airlines is still not satisfied their customer. There is lot of room for improvement, the study makes a few recommendations to improve the service.

---

## 1.1 INTRODUCTION.

The movement of people without an efficient transport system is also costly and often hazardous. The responsibility and function of transport services are provided a service to the airline crew to ensure "that the right passengers are in the right place at the right time". The transport services provided a transportation especially for their technical crew and cabin crew. Their services also cover for the staff that working outside normal shift hours.

Transport Services Department is under Sales and Services Division which includes other departments such as baggage handling, passenger handling etc. Transport Services Department can be divided into three sections that is Transport Services Operation, Maintenance and Purchasing & Supply. Basically, the research only concentrate on the operation section which was play an important role in the transportation flow for the airlines crew.

Transport Services Department is under one administrator to control all activities regarding with the operation and administration. Currently, the total strength at the operation section of this department is two hundred and eighty two staffs for operation purposes. And for administration purpose there are six staff available at the administration of transport services. This can be seen in *chart 1.1, on*