



DETERMINANT OF ELEMENTS IN INFLUENCING
CUSTOMER SATISFACTION : A STUDY ON MAS
GROUND SERVICES AMONG FIRST CLASS AND
BUSINESS CLASS PASSENGERS

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ABSTRACT

Customer satisfaction has been found to drive buyer's decisions about the firms from which they will repurchase goods or services. The objectives of this study are (1) To identify customer perception towards services being offered, (2) To determine whether there are any significant differences between First and Business Class passenger towards MAS ground services, and (3) To provide recommendations to MAS in improving their current services for better services in the future.

A set of 100 questionnaires were distributed to the respondents who fly with MAS First and Business Class. 39 questions were asked to gather information. Questions can be divided into Section A (Respondent Profile), Section B (Check-in), Section C (Golden Lounge) and Section D (Departure Gate). Section B, C and D can be divided into several attributes which under these attributes have its several elements that may influence customer satisfaction. From this study, it can be conclude that majority of the respondents are satisfied with the service being offered by MAS ground services. Even though majority of the respondents have a high percentage on perception of satisfaction towards service provided, but there are still a need for MAS to make an improvement in their service from time to time in order to increase the level of passenger's satisfaction on ground services.

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TABLE OF CONTENTS

	Page
LETTER OF TRANSMITTAL	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLE	viii
CHAPTER	
1.0 INTRODUCTION	
1.1 Background of Study	1
1.1.1 Background of Malaysia Airlines	3
1.2 Scope of Study	6
1.3 Problem Statement	6
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Significant of Study	10
1.7 Limitation on Scope of Study	11
1.8 Definition of Terms	13
2.0 LITERATURE REVIEW	
2.1 Introduction	14

	Page
2.2 Service	15
2.3 Service Quality	16
2.4 Customer Satisfaction	18
2.5 Factors that Contribute to Customer Satisfaction	20
2.5.1 Human Element	21
2.5.2 Social Responsibility	22
2.5.3 Systematization of Service Delivery	23
2.5.4 Tangibles of Service	23
2.6 Impact on Customer Dissatisfaction	24
2.7 Impact on Customer Satisfaction	25
2.8 Theoretical Framework	27
 3.0 RESEARCH METHODOLOGY AND DESIGN	
3.1 Introduction	30
3.2 Data Collection	30
3.2.1 Primary Data	30
3.2.1.1 Questionnaires	30
3.2.1.2 Interviews	32
3.2.2 Secondary Data	33
3.2.2.1 Internal Sources	33
3.2.2.2 External Sources	33