

# **“PASSENGER’S SATISFACTION TOWARD SERVICE QUALITY AT MELAKA INTERNATIONAL AIRPORT (MIA)”**

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# Table of Contents

<b>ACKNOWLEDGMENT.....</b>	<b>i</b>
List of Tables.....	v
List of Figures.....	vi

## CHAPTER ONE

### 1.0 INTRODUCTION

1.1 Introduction.....	1
1.2 Background of the Study.....	1
1.3 Problem Statement.....	3
1.4 Research Objectives.....	4
1.5 Research Questions.....	5
1.6 Theoretical Framework.....	5
1.7 Significance of the Study.....	6

## CHAPTER TWO

### 2.0 LITERATURE REVIEW

2.1 Introduction.....	8
2.1.1 Overview of Airport in Malaysia.....	9
2.1.2 Overview of Malacca International Airport (MIA).....	10
2.2 Service Quality.....	12
2.2.1 SERVQUAL.....	12
2.2.2 Tangibility.....	13
2.2.3 Reliability.....	15
2.2.4 Responsiveness.....	16
2.2.5 Assurance.....	17

### ***List of Tables***

**Table 1.0 : The numbers of passenger at Malacca International Airport (MIA)**

**Table 3.1 : Questionnaire Contents**

**Table 4.2 : Passenger Profile**

**Table 4.3 : Reliability Coefficients for the Variables**

**Table 4.4 : Passengers Level of Agreement Uses towards Independent Variables (IV)**

**Table 4.5 : Mean and Standard Deviation for Independent Variables (IV)**

**Tables 4.6 : Passengers Level of Agreement Uses towards Dependent Variables (DV)**

**Table 4.7 : Mean and Standard Deviation for Dependent Variables (DV)**

**Table 4.8 : ANOVA**

**Table 4.9 : The effects of SERVQUAL dimension on customer satisfaction**

# **CHAPTER ONE**

## **1.0 INTRODUCTION**

### ***1.1 Introduction***

This chapter illustrates the general description of this study. It started with the background of the study which expressed the SERVQUAL dimensions towards passenger satisfaction. Next, the identification of research issues was organized in the problem statement. From there, the research objectives, research questions and theoretical framework were developed and presented accordingly. Lastly, the researcher discussed about the significance of the study and its contribution towards management of Malacca International Airport, academicians as well as the passengers.

### ***1.2 Background of the Study***

Nowadays, numerous issues on how the airport services can convince their passenger to experience the services are being discussed in Malaysia (Mohamed 2003; Norudin 2012; News Strait Times 2012; The Star 2012). Based on News Strait Times (2012), local airlines have been urged to consider providing their services at Malacca