



**KLAS IN – FLIGHT CATERING: MEASURING THE
EFFECTIVENESS OF SERVICE QUALITY TOWARDS
CUSTOMER SATISFACTION**

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“DECLARATION OF ORIGINAL WORK”

I, MOHD SYAFIERUL BIN SABU, (I/C Number: 861007-09-5087)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

November 2010

Head of Program
Bachelor of Business Administration (Hons) Marketing
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "KLAS IN-FLIGHT CATERING: MEASURING THE EFFECTIVENESS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....
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ABSTRACT

The purpose of this research is to investigate the effectiveness of service quality implemented by KLAS In-Flight Catering towards customer satisfaction. The other objective is identifying the level of customer satisfaction towards the service implemented by KLAS In-Flight Catering through various dimensions which is tangibility, reliability, responsiveness, assurance and empathy. A survey questionnaire which consisted of three parts to measure demographic factors, independent variables and dependent variable was constructed. 50 respondents were selected randomly from nine international airlines which are KLAS IFC current customers. The result shows that mean average of customer satisfaction is 3.85 which are at average and satisfaction level. This research is hoped to enhance the level of service quality through various dimensions and thus increasing the level of customer satisfaction.

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