



**INFLUENCE OF SERVICE QUALITY AND ROLE OF VALUE FOR MONEY
TOWARDS CUSTOMER SATISFACTION OF AIR ASIA AIRLINES**

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JULY 2019

DECLARATION OF ORIGINAL WORK



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LETTER OF SUBMISSION

Puan Zainah Binti Jalil,

JULY 2019

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

No. 110, Off Jalan Hang Tuah,

75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT REPORT

Enclosed herewith is a thesis entitled “**INFLUENCE OF SERVICE QUALITY AND ROLE OF VALUE FOR MONEY TOWARDS CUSTOMER SATISFACTION OF AIR ASIA AIRLINES**’. I hope this thesis will meet the requirement and expectation from you and the faculty. Thank you very much for all guidance and supports you have generously rendered upon the completion of this thesis.

Your sincerely,

FATIN NUR ATIQA BINTI MOHAMAD ASWAD

Matrix Number: 2016537839

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ABSTRACT

The quality of service is described as a function of the distinction between the estimated service and the perception of the real service given to the customer while value for money helps as a predictable element used by marketers and evolve promotion and pricing strategies. As for customer satisfaction, customer will instantly repeat their purchase when they are satisfied with the product and service that offered by the firm. "Influence of Service Quality and Role of Value for Money Towards Customer Satisfaction of Air Asia Airlines". The purpose of this research is to study the service quality elements (tangible, reliability, responsiveness, assurance and empathy) towards satisfaction of AirAsia Airline customers. Main problem that AirAsia Airline faced are too many complaints from customers, delay in flight schedule and cancellation, lastly, decreasing in customer satisfaction. The main objective of this research is to identify the relationship between service quality elements and value of money towards satisfaction of Air Asia Airlines passengers. For research methodology, six hypotheses were constructed to determine the relationship between service quality elements (tangible, reliability, responsiveness, assurance, and empathy) towards customer satisfaction. The questionnaires were distributed and 105 respondents were obtained with convenience sampling will used as sampling technique that was analyzed with Statistical Program for the Social Science (SPSS) version 23. Result showed that value of money has the relationship with AirAsia Airlines's passenger satisfaction, while service quality elements (tangible, reliability, responsiveness, assurance, empathy) did not have relationship with AirAsia Airlines' passenger satisfaction.