PERCEPTIONS AND BEHAVIOURAL INTENTIONS ON AIRLINE SAFETY AMONG DEGREE STUDENTS AFTER FLIGHT TRAGEDIES

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Declaration

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Field of study: Marketing

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ABSTRACT

This study aimed to determine perceptions of safety after flight tragedies among degree students in UiTM, Campus 1, Kota Samarahan. There have four dimensions of perception of safety such as experiences, trustworthiness, reputation and tangible that affect the behavioural intention after flight tragedies. The result revealed that the reputation dimension of perception was the most important in this study. The relationship between perceptions and behavioural intentions on airline safety was also investigated. The perceptions of safety have a significantly positive relationship especially tangible dimension with behavioural intentions. In addition, in this study also provides recommendations to improve airline safety. In this study, 285 degree student respondents were selected to answer the questionnaires.

Table of Contents

CHAPTER 1

INTRODUCTION

1.0 Background of the Study

The airline industry has been growing rapidly due to its role as supporting the world trade, tourism activities and international investment. According to Tourism Malaysia (2013), the number of tourist arrival increased in 2012 which it recorded 25, 032,708 from 24,714,324 in 2011, with earnings RM60.6 billion and RM58.3 billion respectively. Nowadays, promotion price strategies where airline offer low fares for flight ticket become a main strategy to attract attention from their customers to use their service. According to Assaf (2009), pointed out when the airlines could offer lower fares they might get a large number of passengers. Safety has always been a critical element to the business success of the passenger airline industry. Therefore, it is very important for airline industry to ensure that they offered high safety to their passenger when used their service. This is because the safety one of the important dimension for passengers in choosing airline as their transport. Based on Levine (1991) study, safety play an important role in customers' airline decisions and need to told to customers about airlines general level of safety reputation.Most travelers trust to the system even though they feel doubt about the safety because there no other option apart from to accept it to continue their air travel (Siomkos, 2000). However, technological failures have become a big strategic problem to aviation industry such as industrial accidents, transportation accidents, occupational diseases, product harm and environment pollution incidents (Siomkos, 2000). It can bring to the negative perceptions to capability of airline. Therefore, experiences, trustworthiness, reputation or situation and tangible also affected to customer's perception on airline safety level.

The failures of airline in safety that can lead to a large number of passenger death and injuries and airline industry need to pay some compensation to customer and may even

1