



**MEASURING CUSTOMER SATISFACTION TOWARDS
AIR TRAFFIC CONTROL SERVICE QUALITY
PROVIDED BY
DEPARTMENT OF CIVIL AVIATION, KUCHING**

**JULIE AK FRANCIS BELEN
2003110771**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**


APRIL 2008

DECLARATION OF ORIGINAL WORK



I, **JULIE AK FRANCIS BELEN (NRIC: 740723-13-5384)** hereby declare that:

- This work has not previously been accepted in substances 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; and
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been acknowledged.

Signature..........

Date:..... 29 April 2008

TABLE OF CONTENTS

	<u>Page</u>
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	vii
List of Figures	ix
Abstract	xi
CHAPTER 1: INTRODUCTION	
1.1 Background and scope of study	1
1.2 Problem Statement	2
1.3 Research Question	3
1.4 Objectives of study	4
1.5 Hypothesis	4
1.6 Scope and Limitation	5
1.7 Significance of Study	6
1.8 Definition of Terms	7
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	9
2.2 Air Traffic Control Service	9
2.3 Service Quality	12
2.4 Measuring Service Quality	14
2.5 Customer Satisfaction and Service Quality	18
2.6 Theoretical Framework	20
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	21

ABSTRACT

This report presents the results of a study on customer satisfaction towards Air Traffic Control service quality provided by Department of Civil Aviation Kuching. The primary purpose of the study was to evaluate the customer satisfaction toward the quality of air traffic control services. The second objective of this study is to identify areas relating to service quality that are lacking and needs improvement. The third objective is to identify ways to improve the current Air Traffic Control system to meet the customer satisfaction. The researcher used a modified SERVQUAL survey instrument to collect primary data from three organizations/aviation companies which are based in Kuching International Airport - Hornbill Skyways, Police Air Wing and Royal Malaysian Air Force. Data was analyzed through Statistical Package for Social Sciences (SPSS) software. Areas of possible deficiencies were identified by descriptive analysis –frequency distribution, cross tabulation and correlation analysis. The findings suggest that generally pilots are satisfied with the quality of Air Traffic Service in Kuching; the emphaty dimension have the greatest service quality deficits and assurance dimension has the least service quality deficits. Finally, based on the analysis and findings, recommendations were given to improve the Air Traffic Control service quality and customer satisfaction.

CHAPTER 1: INTRODUCTION

1.1 Background and Scope of Study

The **air traffic control service** (ATCS) system is a vast network of people and equipment that ensures the safe operation of commercial and private aircraft. Air traffic controllers coordinate the movement of air traffic to make certain that planes stay a safe distance apart. Their immediate concern is safety, but controllers also must direct planes efficiently to minimize delays.

The air traffic control service in Kuching International Airport is provided by the Department of Civil Aviation (DCA), which is an organization under the Ministry of Transport Malaysia.

This study focuses on measuring the customer's satisfaction (i.e. airline companies' and pilots satisfaction about overall service) toward air traffic control service quality provided by the Department of Civil Aviation, Kuching.