



اوتووركتي تيكنولوغي مارا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**DOMESTIC AVIATION: THE INFLUENCING FACTORS THAT
CONTRIBUTE TO THE CONSUMER PREFERENCE
TOWARDS MALAYSIA AIRLINES**

“A STUDY ON KBR-KUL vv SECTOR”

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LETTER OF SUBMISSION

The Head of Program
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10th November 2005

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

I, Normala Che Omar, Matrix Number 2002315134, hereby submit the project paper of Marketing Research to fulfill requirement as needed by the Faculty of Business Management, Mara University of Technology (UiTM).

The topic of the project paper is **Domestic Aviation: The Influencing Factors That Contribute To The Consumer Preference Towards Malaysia Airlines “A Study on KBR-KUL vv Sector”**.

Hence, I hope that the research will meet your requirement. All your cooperation in assisting and viewing of this project paper is highly appreciated.

Thank you.

Your faithfully,

.....
(NORMALA CHE OMAR)

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Bachelor of Business Administration (Hons Marketing)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“In the Name of Allah, Most Merciful, Most Gracious”

Alhamdulillah, grateful to Allah for blessing me, giving me strength, time, and knowledge to finish this valuable report. Although lots of difficulty needs to be faced, with His love, I received lots of guidance, support, and help from many people during completing this report.

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*To all of you what can I say is **THANK YOU!** The deed that I owe you all could never be repaid. **May ALLAH bless all of us, AMIN...***

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EXECUTIVE SUMMARY

In the new globalization era, the growing competition of aviation industry is a critical issue worldwide including Malaysia. Currently, Malaysia Airlines is facing a decline in domestic sector though its total uplift is higher than AK for KBR-KUL vv sector in average due to several factors. There are different opinions among airline passengers based on their experiences where some customers prefer MH and some prefer AK for their local travel. This study was conducted to study the factors that influence consumer preference towards Malaysia Airlines for short haul market. The objectives of this research were to know the factors; the most important and the least important factor that can influence consumer preference. Besides that, this study also to improve Malaysia Airlines' service by providing necessary suggestions and recommendations. Scope of study was consumers who experience and fly with Malaysia Airlines for KBR-KUL vv sector. Sample scope was 120 respondents, where 10% from average daily passengers for these route. From the result the researcher found that schedule-based is the most important factor that influencing consumer to choose Malaysia Airlines as a preferred carrier. This notion is proved by significance relationship between consumer preferences and the factor that influence for choosing this carrier. Some conclusion and recommendation had closed this research.