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**“ ENHANCING AND MARKETING KUCHING
INTERNATIONAL AIRPORT IMAGE TO ITS
EXPECTATION AS INTERNATIONAL AIRPORT”**



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ABSTRACT

It is not surprisingly, customer nowadays have a high expectation. As they are more demanding, there is a need to conduct a study on customer satisfaction, besides to gain better quality in their service.

Airports, like any other service organization are confronted with the issues of how best to serve their customers with varying taste and needs. Being one of the first points of contact visitors and their destination, airports today are more sensitive towards providing excellent customer service. Passenger service in the airports includes the passenger processing from the time they arrive at the terminal curbside until they are compressed into the aircraft on flight boarding.

The passenger processing formalities is a prime concern that will create a moment of truth among airport users. It also looks into the various systems and facilities that are available at the airport, together with procedures and process that were adopted in the passengers processing at the terminal.

TABLE OF CONTENTS.

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENTS	iv
LIST OF TABLE / FIGURE	v
LIST OF CHARTS	viii
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
CHAPTER 1- INTRODUCTION	
1.1 Background of the study	1
1.1.1 Airport and Passenger	1
1.1.2 Airport and Tourism	2
1.2 Background of the company	3
1.2.1 Malaysia Airport Objectives	4
1.2.2 Malaysia Airport Vision Statement	4
1.2.3 Malaysia Airport Mission Statement	5
1.3 Problem Statement	5
1.4 Objective of the study	6
1.5 Research question	7
1.6 Scope of the study	7
1.7 Significance of the study	8
1.8 Limitations of the study	9
1.8.1 Time constraint	9
1.8.2 Financial constraint	9
1.8.3 Accuracy of information	9
1.9 Definitions of terms	10
CHAPTER 2 – LITERATURE REVIEW	
2.1 An overview of customer satisfaction	12
2.2 Definition of satisfaction	13



CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY.

Satisfying customers' needs and satisfaction has always been a critical factor to consider in any service company. Airports in Malaysia are faced with the challenges in fulfilling the needs and expectation of its customers especially the passengers that traveled in and out of the country. The airport operators must therefore recognize their needs through feedback. The airport authority need to recognize the various checking processes, by the airlines, the airport security, customs and immigration. Airports therefore must see itself as a main player in related industries by providing entry and exit point among travelers and users. The first impression of travelers and users therefore must be the prime concern of the airports. This chapter introduces the airports' role towards the development of tourism where tourist will form the airports major customer that is the passengers.

1.1.1 Airport and Passengers.

Airport is defined as meeting ground and exchange point for people and goods arriving and departing on a variety of air and surface vehicles having different spatial and other requirement. Typically at the airport, departing or outbound passengers arrive et the terminal curbside in the private cars, taxis or buses. The passengers are then processed into the aircraft, some of which could seat up to 400 passengers. The aircraft then depart to specified destinations.

Conversely, arriving or inbound passengers, go through an expansion process as the scatters from arriving aircraft to their destinations or continuing flights in a variety of

CHAPTER 2

LITERATURE REVIEW

2.1 AN OVERVIEW OF CUSTOMER SATISFACTION

In a competitive battle world nowadays, the need to maintain and improve the service quality is considered a must. Companies in every sector try to improve their service quality through fulfilling customer satisfaction. Nowadays, as an airport become more and more competitive there is a need to increase the service quality

According to Stempler (1991) a major business reason to focus on service is revenue because service can be a revenue generator. Good service can generate good revenue. Customer is the one who are served in service sector. Customer is always right. Many companies had undertaken this statement as a principle of their company. Many businesses feel that customer is the reason for their existing.

Customer expectation is an important thing to consider. When they did not received the expected service they will complaint or just stop dealing with that organization. Companies should give their customer a chance to express their feeling towards the service that they provide. Whether they will complaint or commend, the organization should accept it.