



**A STUDY ON
CUSTOMERS' PERCEPTION
TOWARD SERVICES PROVIDED BY
MALAYSIA AIRLINES IN KOTA KINBALU**

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ABSTRACT

This research will be conducted to study the general customers' perception toward services provided by Malaysia Airlines in Kota Kinabalu.

I have chosen this research topic due to interest in knowing what the customers have to say about the overall services provided by Malaysia Airlines, mainly in Kota Kinabalu. 7 out of 17 questions in the questionnaire were structured to generate direct findings for the research while the rest of the questions are background oriented & will vary the findings generated through cross-tabulation. Software called Statistic Package for Social Science (SPSS) will be used to analyze data from the questionnaires.

In overall, the research is **general in nature** which can be quite subjective as it will just cover the surface or basic attributes identified through the theoretical framework. It was through the findings of the research, either directly or from cross-tabulation that, researcher may progress deeper in a specific area if he may wish or allowed to continue researching further.