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TITLE OF RESEARCH:
CHOICES TOWARDS AIR TRANSPORTATION AMONG THE STUDENT IN UITM: THE COMPARISON STUDIES OF MAS AND AIR ASIA

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1.1 Definition of Air Transportation.

The topic for this research is focus on **Perception towards air transportations among the student in UiTM Negeri Sarawak Campus Samarahan: the comparison studies of MAS and Air Asia**. First of all is about the history of the Air transportation. It began on the modern age of aviation began with the first untethered human lighter-than-air flight on November 21, 1783, in a hot air balloon designed by the Montgolfier brothers, and balloon flight became increasingly common over longer and longer distances throughout the 19th century, continuing to the present. The practicality of balloons was limited by the fact that they could only travel downwind. It was immediately recognized that a steerable, or dirigible, balloon was required. Although several airships, as steerable balloons came to be called, were built during the 1800's, the first aircraft to make routine flights were made by the Brazilian aviation pioneer Alberto Santos-Dumont. Santos-Dumont effectively combined an elongated balloon with an internal combustion engine. On October 19, 1901 he became world famous when he flew his airship "Number 6" over Paris to win the Deutsch de la Meurthe prize. Santos-Dumont's success with airships proved that controlled and sustained flight was possible.

CHAPTER 2

LITERATURE REVIEW

2.0 LITERATURE REVIEW

According to **Dewan Bahasa dan Pustaka Dictionary**, the air transportation means the conveyances by the aircraft and other than that, air transportation also means the air travel. Conveyances here mean or refer to the means of transport like, flight, truck, car and other transportation that have in the world.

On this research the student satisfaction are very important for their choices. Satisfaction can be defined as an attitude. The student has certain services standards in minds prior to consumption (their expectation), observe service performance, compare it with their standards, and then form satisfaction judgments based on the comparison. This resulting judgments is labeled negative disconfirmation if the services is worse than expected and simple confirmation it as expected. When there are substantial positive disconfirmations and pleasure and an element of surprise then the customers (students) are likely to be delighted *(Lovelock C: 2000)*

Air transportation currently the major transportations today. Without it, many works cannot be done effectively and efficiently especially to the politicians and businessperson. Air transportation users should thanks to the airplanes inventors, Wright

CHAPTER 3

RESEARCH METHOD

3.0 INTRODUCTION

In this chapter it will discuss about the sources of data in the researcher. Sampling can be define as an identification of a group of individuals or house holds (institution or objects) who (that) can be reached by mail, telephone or in person and who (that) processes the information relevant to solving the marketing problems a hand. In this research, the objective of sampling is to know about the population of the full time student without taking a sense. This researcher also makes interferences about the population based on the same sample. *(Naresh K. Malhotra (1999, page 12)*

This chapter will discuss regarding the method that will be used in order to find data to become information in the study. Basically this chapter will stress on how to find information of the study based on two major sources of information which is from primary data and secondary data. The definition of these two sources of data will be discussed next. In addition, this chapter is dividing into several categories which are research design, data sources, sampling design, sampling technique, and data collection method and data analysis.