

MALAYSIA AIRLINES (MAS)

CUSTOMER HANDLING IN SERVICE DEVIATION

**A GRADUATION EXERCISE SUBMITTED IN PARTIAL
FULFILLMENT FOR THE REQUIREMENT OF
BACHELOR OF BUSINESS ADMINISTRATION
(TRANSPORT)**

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MARCH 1998

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ABSTRACT

This graduation exercise has been written to provide a clear view and the overall understanding of customer handling in service deviation. The overall objective of this research is to determine the role of service recovery in Customer Service Department, identify major causes of delays related to Customer service Department and the process of decision making when there is service disruption.

The current problems that will focussed in this study are the disruptions that occur in the Customer Service Department that includes minor and major causes of delays. In this research, I would also like to analyse statistics related to flights, stations and the time duration of delays.

Another problem that would be focus on is the constraints in decision making process. These constraints are related to airport operating hours, crew availability, aircraft serviceability, ground handling and approvals for overflight clearance.

There is problem in flow of information and weaknesses in the existing system within the Customer Service Department and with other operating departments.

ACKNOWLEDGEMENT

“BISMILLAHIRAHMANIRRAHIM”

‘In the name of Allah, Most Gracious, Most Merciful’

Firstly, I would like to express my appreciation and gratitude to Malaysian Airlines System (MAS), especially to **Flight Management Centre (FMC)** for my five months practical training. My special thanks to **Tuan Hj. Abdullah Muda**, the manager of Flight Management Centre for his professional attention and advices that have assisted me in the completion of this project paper.

I am greatly indebted to my respectful advisor, **Tuan Hj. Nas Rijal Munchak** for his excellent guidance, support, advice, precious criticism and encouragement. Also many thanks to all **Transport Lecturers** who throughout the years filled me with all the knowledge.

My deepest thanks to **Tuan Hj. Majid Awang, Encik Mior Murith, Tuan Syed Othman, Puan Sabiah** and all **Flight Management staffs** for their cooperation, much helpful ideas and time.