



**THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT
AIR ASIA BHD**

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ABSTRACT

In rapidly changing contemporary business world, the emerging significance of the airlines industry has been one of the most crucial economic developments of the past decade. A paradigm shift was recorded in terms of the ease of transportation and reliability of the airlines corporations across the globe. The airlines industry has played an important role in the global economy especially in serving as a vital component in the tourism industry and remains essential to the conduct of international business. Moreover, low cost carriers have become dominant players in the airlines industry in the recent years. AirAsia Berhad has made a remarkable revolution in the air travel with rapidly increasing growth over the years.

The most concern of any airlines corporation would always be the fulfilling the customers' needs by providing benefits and services top of its class. Service quality remains essential in reflecting sales profitability and sustainability of the firm. This creates an attention for the researchers to investigate the key factors that affect the customer satisfaction in service quality of the airlines industry. The airlines organization being investigated is AirAsia Berhad due to its identity of a local company and classification of LCC. Hence, this study aims to determine the significance of contributing factors towards customer satisfaction and service quality of AirAsia Berhad.