THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PASSENGERS SATISFACTION: A CASE OF AIR ASIA PASSENGERS

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JUNE 2011
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A project paper submitted to Graduate School, College of Business in partial fulfillment of the requirements for the Degree of Master in Science (Management)

University Utara Malaysia

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ABSTRACT

This study is to determine the level of passenger’s satisfaction among Air Asia Passengers and to
determine the influence of service quality on passenger’s satisfaction among Air Asia
Passengers. A field survey of Air Asia passengers in University Utara Malaysia (UUM) in
Kedah was conducted between administration staff, academic staff and students. A total of 60
questionnaires were distributed to Air Asia passengers in UUM through judgment sampling.
Mean for passengers’ satisfaction state that passengers of Air Asia tend to be satisfied with the
Air Asia services with the mean 4.64. Conversely, regression analysis indicated that ‘Assurance’
and ‘Reliability’ were factors that positive influence towards service quality on passenger’s
satisfaction among Air Asia Passengers in UUM. These findings show that Air Asia should give
attention on the factors of ‘Assurance’ and ‘Reliability’ in order to retain the passengers.
Recommendation for future research was also put forward.
ACKNOWLEDGEMENT

In the name of Allah, Most Compassionate and Merciful

Assalamualaikum w.b.t…

First and foremost, all praises to Allah S.W.T, the Almighty and Selawat and Salam to Prophet Muhammad S.A.W, his family and companions r.a. Syukur Alhamdulillah, by the will of Allah S.W.T, I am able to complete this research which facilitated the completion of this project paper. Without the help and support I received from the following people, I would never have completed this research.

My appreciation is mostly given to Associate Prof Dr Nor Azila Mohd Noor for her invaluable efforts and time in providing proper guidance, assistance and effortless support throughout the entire process. From her I learnt skills, patience and endurance in completing the project paper.

My appreciations are also extended to Mr Asif Zamri bin Zainol Lecturer, College of Business UUM for his guidance, encouragement and valuable suggestions throughout the duration of this research. Thank you for being understanding.
I am deeply indebted to beloved father, Mohd Tan bin Mansor, mother, Maznah binti Hassan and all my siblings for their love and compassion who made me who I am today. All the above persons that I mentioned above gave me an immeasurable amount of love and encouragement throughout the entire process.

My classmates, course mates and friends have created an environment of support and encouragement thanks to them. My sincere appreciation also goes to the management of Air Asia airline for granting the permission to carry out this study. My sincere thanks is also extended to all the respondents who have contributed significantly by participating in the research and answering questionnaires.

Last but not least, my appreciation goes to University Utara Malaysia the University that I am always proud to be with, especially to all lecturers in College of Business. Thank you for the knowledge given, guidance and patience. All the devotion will be remembered forever.

Thank you very much...
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission To Use</td>
<td>iii</td>
</tr>
<tr>
<td>Abstract</td>
<td>iv</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>v</td>
</tr>
<tr>
<td>List Of Tables</td>
<td>x</td>
</tr>
<tr>
<td>List Of Figures</td>
<td>xi</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.1 Introduction 1
1.2 Problem Statement 3
1.3 Objectives of the study 4
1.4 Research Questions 4
1.5 Significance of the Study 4
1.6 Organizational of Chapters 5
1.7 Chapter Conclusion 6

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction 7
2.2 Service Quality 7
2.3 Dimension of Servqual 11
2.4 Customer Satisfaction 14
### 2.5 Relationship between Customer Satisfaction and Service Quality

2.6 Definition of Terms And Framework

2.7 Hypothesis Testing

2.8 Chapter Conclusion

### CHAPTER 3: METHODOLOGY

3.1 Introduction

3.2 Population and sampling

3.3 Instrumentation

3.4 Data collection procedure

3.5 Type of Analysis

3.6 Reliability test

3.7 Scope and limitations

3.8 Chapter Conclusion

### CHAPTER 4: FINDINGS

4.1 Introduction

4.2 Descriptive Statistics Of Data Collection

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2.1 Gender</td>
<td>32</td>
</tr>
<tr>
<td>4.2.2 Age</td>
<td>33</td>
</tr>
<tr>
<td>4.2.3 Marital Status</td>
<td>33</td>
</tr>
<tr>
<td>4.2.4 Ethnic</td>
<td>34</td>
</tr>
<tr>
<td>4.2.5 Job Sector</td>
<td>34</td>
</tr>
<tr>
<td>4.2.6 Education</td>
<td>35</td>
</tr>
<tr>
<td>4.2.7 Monthly Incomes</td>
<td>35</td>
</tr>
<tr>
<td>4.2.8 Frequency of Travel</td>
<td>36</td>
</tr>
<tr>
<td>4.2.9 Purpose of Travel</td>
<td>36</td>
</tr>
<tr>
<td>4.2.10 Destination use Air Asia</td>
<td>37</td>
</tr>
<tr>
<td>4.2.11 Reason for choosing Air Asia</td>
<td>37</td>
</tr>
<tr>
<td>4.2.12 Method of booking Air Asia</td>
<td>38</td>
</tr>
<tr>
<td>4.2.13 Sources of Information Air Asia</td>
<td>39</td>
</tr>
</tbody>
</table>
4.3 Mean And Standard Deviation Of Data Collection

4.3.1 Passenger Satisfaction

4.3.2 Service Quality

   a) Reliability
   b) Responsiveness
   c) Empathy
   d) Tangibility
   e) Assurance

4.4 Inferential Statistics Of Data Collection

4.4.1 Correlation

   a) Reliability and Passengers Satisfaction
   b) Responsiveness and Passenger Satisfaction
   c) Empathy and Passenger Satisfaction
   d) Tangibility and Passenger Satisfaction
   e) Assurance and Passenger Satisfaction

4.4.2 Regression

4.5 Chapter Conclusion

CHAPTER 5: DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

5.2 Discussion

5.3 Discussion Of Finding

5.4 Recommendations

5.5 Chapter Conclusion

REFERENCES

APPENDICES
LIST OF TABLES

Table 2.1: Hypothesis Testing 21
Table 3.1: Summary of the Questionnaire Design 25
Table 3.2: Reliability test for reliability 27
Table 3.3: Responsiveness test for reliability 28
Table 3.4: Empathy test for reliability 28
Table 3.5: Tangibility test for reliability 28
Table 3.6: Assurance test for reliability 29
Table 3.7: Passenger’s Satisfaction test for reliability 29
Table 4.1: Gender of Respondents 32
Table 4.2: Age of respondents 33
Table 4.3: Marital Status of Respondents 33
Table 4.4: Ethnic of Respondents 34
Table 4.5: Job Sector of Respondents 34
Table 4.6: Education of Respondent 35
Table 4.7: Monthly Incomes of Respondents 35
Table 4.8: Frequency of Travel of Respondents 36
Table 4.9: Purpose of Travel of Respondents 36
Table 4.10: Destination use Air Asia of Respondents 37
Table 4.11: Reason for Choosing Air Asia of Respondents 37
Table 4.12: Method of booking Air Asia of Respondents 38
Table 4.13: Sources of Information Air Asia of Respondents 39
Table 4.19: Table of Passenger Satisfaction 40
Table 4.14: Table of Reliability
Table 4.15: Table of Responsiveness
Table 4.16: Table of Empathy
Table 4.17: Table of Tangibility
Table 4.18: Table of Assurance
Table 4.19: Service Quality Dimension and level
Table 4.20: Table of Normality Test
Table 4.21: Correlation between reliability and passenger’s satisfaction
Table 4.22: Correlation between reliability and passenger’s satisfaction
Table 4.23: Correlation between responsiveness and passenger satisfaction
Table 4.24: Correlation between empathy and passenger satisfaction
Table 4.25: Correlation between tangibility and passenger satisfaction
Table 4.26: Correlation between assurance and passenger satisfaction
Table 4.27: Regression analysis between responsiveness and passenger satisfaction
Table 4.28: Regression analysis between reliability, responsiveness, empathy, tangibility and assurance with passenger satisfaction
LIST OF FIGURES

Figure 2.1: Perceived Service Quality Model 9
Figure 2.2: The Disconfirmation Model of Consumer Satisfaction 16
Figure 2.3: Customer Satisfaction Model 17
Figure 2.4: Theoretical Framework 21
Figure 3.1: A representative sample from the population 23
CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Competition in the air travel industry is very high. To gain competitive advantage airlines have resorted to various strategies such as insensitive marketing, advertising and promotion as well as ticket price wars. Besides that, the other important factor is improving service quality to their passenger. Ostrowski (1993) showed that by continuing to provide perceived high quality services, it would help airlines acquire and retain customer loyalty. This showed the importance of service quality in airlines. According to Atilgan et al. (2008), in most service setting, customers may not received the level of service they expected before the actual service experience. The performance of the service falls either under customer’s expectations or above expectation. When expectations are exceeded, service is perceived to be high quality while if otherwise, service quality is deemed unacceptable. When expectations are confirmed by perceived service, quality is satisfactory.

There are many types of airline services in airline industries. The entire airline service can be dividing into four areas which are passenger services, baggage or cargo services, engineering services and catering services. There are several airlines in Malaysia, for example, Malaysia Airline, Air Asia, Firefly, Berjaya Airline, and Berjaya Transmile. But, currently Air Asia is leading in term of passenger volume.
The contents of the thesis is for internal user only
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