

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

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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.

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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.

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