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CUSTOMER SATISFACTION OF THE AIRLINES INDUSTRY IN KELANTAN.

By

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APPENDIX B: DECLARATION

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ABSTRACT

In line with the establishment of various service industries have been established to advance a country regardless of political, economic, or social aspects. Airline services have also grown rapidly over time. Various types or companies established in this flight service include Air Asia and Malaysia Airlines. This service is widely welcomed by all Malaysians who want to travel anywhere in the country or abroad. This airline is also in several places, especially at Pengkalan Chepa Airport. This study was carried out to determine customer satisfaction in the airlines industry in Pengkalan Chepa. A Likert scale was used to perform the investigation utilising quantitative approaches. The researcher collects information from random customers who use the following services and the data collected is also analysed using correlation analysis and Pearson correlation analysis techniques. A total of 200 respondent answered some random questions that were given by the researcher to get information on how satisfied they are. The questions were distributed to respondents who use flight services at Pengkalan Chepa Airlines to complete this study. Quantitative methods were used to collect the necessary data. Most of the questions asked focus on the factors that have influenced in determining the level of customer satisfaction in terms of price, airport environment and service in influencing customer satisfaction towards airlines industry. This study can provide an insight into the industry regarding the level of customer satisfaction and can make the airport in Pengkalan Chepa aware that the customers is very important to continue their business. All improvements also need to be taken seriously in terms of service and environment there. Finally, some other determinants are recommended to be included in the research and obtain further reasoning.

Keywords:Airlines Industry; identity: Customer satisfaction in the airlines industry.

CHAPTER 1

1.1 INTRODUCTION

This study aimed to examine about customer satisfaction of Malaysia airlines industry. Making this study it started with basic information in chapter 1. This chapter has flow of the chapter such as background of the study, problem statement, research objective, research's question, significant of study, definition of terms and the last one is summary. In this chapter, the background of the study will be explained by researcher about the history of the company. The problem statement followed by research objective and research questions. Next is significant of study will be explained by researcher why this research is important and worth doing this study and important in the contribution to the body knowledge. Definition of term also included in this chapter to give the reader an understanding of the concepts or factors that will be discussed and how to use those concepts in the study that will be conducted. Lastly is summary. Researcher will summarize all the things found in chapter 1.

1.2 BACKGROUND OF STUDY

In recent years, air travel has been one of the fastest growing modes of transportation. Over the next two decades, it is expected to grow at a rate of about 5% per year globally. The aviation industry's development rate has now surpassed that of the global aviation industry. As a result of government incentives to promote air travel, airline companies and flight frequency have increased. Travelers prefer air transportation more than ever before as a result of low-ticket prices (Gures et al., 2014).

Transport famous which is airlines. Malaysia's domestic Airline industry is currently in an interesting phase, with head-to-head competition between Malaysia Airlines and Air Asia. Malaysia Airlines has been classified as a full-service airline, while Air Asia has been classified as a low-cost airline (O'Connell and Williams 2005). Malaysia Airlines serves 100 destinations worldwide on international and domestic routes. Malaysia Airlines was named one of six airlines with a 5-star rating by Skytrax. Meanwhile, Air Asia is the region's first low-cost carrier. It serves 75 destinations in 21 countries on its international and domestic routes. Safety is an integral part of Malaysia Airlines' service delivery, and the airline ensures that maintenance is carried out in strict accordance with stringent regulatory requirements and obligations. The airline also priorities training and invests in facilities such as its own simulator center, an academy to train flight attendants, and computer-based training for crew and engineers. Even its cargo handlers are trained in dangerous goods handling, as required by IATA (Sukri et al., 2014).

Malaysia Airlines proudly flies the national flag on behalf of all Malaysians. Malaysia Airlines, as the national carrier, has embraced the Negaraku initiative, which was launched by Malaysia's

Prime Minister with the goal of instilling patriotism in all Malaysians. A few aircraft will bear the Negaraku emblem with special livery, incorporating the spirit of Negaraku. Our in-flight magazine, Going Places, as well as our in-flight entertainment system, will feature Malaysian Heroes and special content with a focus on Malaysia.
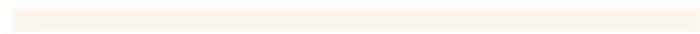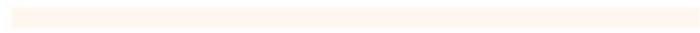
1.3 PROBLEM STATEMENT

Despite having recognised as a top airline in and out of Asia by the World Travel Awards (2010–11, 2013), Malaysia Airlines now finds it hard to compete on price with other low-cost carriers. Despite having received the World Travel Awards' designation as a top airline serving Asia (2010–11, 2013), Malaysia Airlines now finds it difficult to compete on price with other low-cost carriers. Since decades, the global aviation sector has struggled with financial and consumer satisfaction issues (Farooq et al., 2018).

According to media sources and public knowledge, Kota Bharu Airport may suffer certain issues. Flight delays can be brought on by a number of things, including inclement weather, mechanical issues with the aircraft, or logistical issues with the airport. Bad weather - Because flight safety is of utmost importance, bad weather such as storms, fog, rain, or high winds can delay flights. Technical issues with the aircraft - Because it takes time to fix or replace damaged parts, technical issues with the aircraft, such as damage to the engine, avionics, or navigation system, can result in flight delays.

Traffic volume, At Kota Bharu Airport, the volume of aircraft and passengers can cause long lines and obstructions on the runway. At the Kota Bharu Airport, traffic jams can develop in a number of places, including: Passenger terminal - Particularly at busy periods, lines may form for security checks, baggage pickup, and check-in, which might result in crowding and buildup of people in the airport. Runway - When aircraft must wait for their turn to take off or land, there may be congestion on the runway. Flight delays and congestion may result from this. Parking area - Traffic congestion in the parking area may result if the number of travellers arriving at Kota Bharu Airport exceeds the parking area's capacity. Traffic congestion at Kota Bharu Airport can be a

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significant problem, as it can result in flight delays, inconvenience for passengers, and disruptions in airport operations.

Finding transportation to and from Kota Bharu Airport may be challenging for some travellers, particularly if they arrive after night. Public spaces at Kota Bharu Airport, including restrooms and waiting areas, may have sanitary issues. One of the elements contributing to sanitary issues in the airport area may be the large number of visitors. The degree of usage of the airport's restrooms, seats, and other amenities increases as more travellers arrive. If the facility is not consistently cleaned, hygiene issues may arise. Cleaning issues may also be brought on by the actions of travellers who do not care about the cleanliness of the airport's surroundings. For instance, abandoning unclean chairs or carelessly putting rubbish into the airport. Hygiene issues may arise if the airport administration does not execute periodic maintenance on the infrastructure and setting at the airport. Lack of resources, including staff, cleaning supplies, and funding, may also contribute to the airport's cleanliness issues. Finally, some travellers may encounter issues with the Kota Bharu Airport staff's customer service, such as a lack of information or an unwelcoming demeanour.

1.4 RESEARCH OBJECTIVE

The objective of the study in the research attempted to:

1) To examine the relationship between services quality of Malaysia Airlines Industry.

2) To examine the price that influence the customer satisfaction toward Malaysia Airlines Industry.

3) To examine the airport environment that can affect customer satisfaction.

1.5 RESEARCH QUESTIONS

In order to meet the above research objective, the following questions were constructed by:

1) What is relationship between services of Malaysia Airlines Industry?

2) How did the price influence the customer satisfaction on Malaysia Airlines industry?

3) What can affect customer satisfaction about airport environment?

1.6 SIGNIFICANT OF STUDY

Practical

Considering on the study which is customer satisfaction in the airlines industry, the meaning of significant of study is refers to the contribute(s) to and impact of the study on the research field. The significance also signals who benefits from the research findings and how. As we all know, Malaysia airlines was once declared closed when Malaysia was hit by the covid pandemic but in 2022 Malaysia airlines and MAS have returned by offering affordable ticket prices for every customer to fly abroad. This study will also offer the advantages to the next researcher in order to learn more about Malaysia Airlines industry. The airlines company has been expanding quickly with a notable rise in worldwide airline profits from USD6.1 billion in 2011 to USD10.6 billion in 2012. Additionally, this study has demonstrated that higher staff quality will result in a large increase in customer satisfaction levels.

There are some similarities between consumer satisfaction and service excellence, but overall customer satisfaction is a separate notion. Despite these differences, there is evidence of a relationship between service quality and customer satisfaction, and it can be argued that service quality had a significant impact on customer satisfaction. As a result, this study agrees with the first school of thinking and postulates that airline firms' perceived service quality will significantly impact their customers' pleasure (Farooq et al., 2018). Dependent variable is the variable that depends on other factors that are measured. The researcher has been analysed the dependent variable which is customer satisfaction in the Airlines industry.

The important about independent variable is about the cause. The experimenter manipulates or modifies the independent variable, which is thought to have a direct impact on the dependent variable. Independent variable is included service quality, prices, and environment of airport. For

instance, the study found that the empathy component was a key influencer of customer satisfaction with the calibre of airline service. Thus, airline marketers should in still empathy and endeavours to keep existing passengers while enhancing passengers' recommendations to friends and relatives (Suki, 2014). Despite significant connections between service quality and customer happiness, the researcher found that the two constructs displayed independent and concluded that they were at least from the perspective of the customer and distinct entities.

Academic

As a thorough technique for measuring service quality, ten components of service quality were created, including tangibles, reliability, responsiveness, understanding of consumers, access, communication, and credibility.

Wu and Ko (2013) assert that SERVQUAL incorporates a few dimensions and contexts that provide some broad principles for assessing service quality, but that each dimension of service quality should be scrutinised and assessed separately for the inclusion of different industry-specific difficulties (Farooq et al., 2018).

As we know, Malaysia Airlines and UiTM have teamed up to foster global academic collaboration while flying high. The largest higher education institution in Malaysia UiTM, has been working with industry players and taking proactive steps to further strengthen, promote, and develop initiatives based on the 3 Degrees of Separation concept, Academia - Industry - Community among academic and non-academic staff, students, and alumni.

1.7 DEFINITION OF TERM

1.7.1 SERVICE

A comparison of a company's performance in meeting client expectations may be used to gauge the quality of its services. Customers buy services to satisfy certain demands. They have expectations and criteria for how a company's service offering will, consciously or subconsciously, meet their demands. A business succeeds in meeting or exceeding the expectations of its clients when it comes to service quality. High-quality services should have a few characteristics, including reliability, tangibleness, empathy, responsiveness, and assurance.

1.7.2 AIRPORT ENVIRONMENT

An airport is a place where helicopters, airships, and fixed-wing aircraft may take off and land. An airport may also house or maintain aircraft. An airport often features structures like hangars and terminal buildings in addition to at least one surface for take offs and landings like a runway, helipad, or water. For consumers to feel comfortable and do business more easily, a welcoming and cosy setting is crucial.

1.7.3 PRICE

Pricing is the process of figuring out what a business will get in return for its goods. Manufacturing costs, the marketplace, competition, market circumstances, and product quality all affect prices. In the theory of microeconomic price allocation, price determination is another important element. Pricing is one of the "four P's" of the marketing mix and a crucial component of financial modelling. The three other factors are goods, marketing, and location. The other three Ps are cost centres; price is the only P that generates money. Price, also known as rental rates,

insurance premiums, other service fees, and so on, is the amount that the buyer is willing to pay in return for the good or service that is being sold in the transaction. Price and non-price competition are factors that affect pricing decisions (Hutagaol & Erdiansyah, 2020). Price competition is a pricing policy to differentiate products in the market, whereas non-price competition is a strategy that sells goods using factors other than price, such as product quality, service quality, advertising strategies, etc. The cost of an item at the time of sale is known as the ticket price. The ticket price is the amount paid at the point of sale when an item's price has changed, as in a retail sale.

1.8 SUMMARY

In conclusion, this chapter has discussed backgrounds of the study, problem statement, research objectives, research questions, significance of the study, and definition of terms which are important. This study was successful in investigating satisfaction with two of the world's best airlines (Malaysian Airlines and Air Asia). Using other airlines as case studies, future research could help to refine the measurement items for these dimensions. Despite the overall dissatisfaction expressed by both airlines' passengers, both airlines could use the detailed service satisfaction dimension scores to develop new services, improve management, service caps, and operations, as well as the price offered. Concerning future research recommendations, the researcher believes that all the current study's limitations, as stated above, should be overcome. Future research may wish to improve and expand their population. Future research may wish to improve their model and expand their population. Consumers who use Malaysia's other outlying airports, such as those in Sabah and Sarawak, should be included in future research (Sukri et al., 2014).

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will go over independent variables, dependent variables, hypotheses, conceptual frameworks, and summaries. The outcome will show that the relationship between independent and dependent variables is interconnected. As a result of competitive pressure, providing highquality service has become a marketing requirement for airlines. Moreover, airline passengers can experience many service encounters with front-line employees as well as in-flight attendants, this is called "moment of truth". Passengers may judge or evaluate airline service quality by comparing their experiences and expectations across several quality attributes (Gro nroos, 2000), so there is a need to investigate the impact of airline service quality on passenger satisfaction and loyalty, as customer satisfaction is very important in the corporate sector (Namukasa, 2013).

2.2 LITERATURE REVIEW

<u>Independent Variable</u>

2.2.1 SERVICE QUALITY

When evaluating airline service quality, five aspects of service quality that relate certain service qualities to consumers' expectations are found. In order to provide individualized service and comprehend the unique needs of each customer, all the dimensions are used as a primary framework. Additionally, politeness is closely related to this quality and can be seen as a crucial component of successful personalized people management (Yunus et al., 2013).

In the past, the concept of service quality has been defined as the discrepancy between what customers expect from a service and how they experience it. Service quality has previously been defined as how well a service meets the demands or expectations of customers. It can also be thought of as the consumer's general perception of the services' relative quality or inferiority. In recent years, it has become widely accepted that client ratings of a service determine its quality. The general rationale is clear because the customer's opinion affects his or her future actions, such returning the next time or giving favourable reviews to family members. This shows that service providers cannot only provide services in accordance with internal standards, which may not meet customers' expectations (Yunus et al., 2013).

The phrase "function of the difference between, the service expected and the customer's views of the actual service delivered" is used to describe service quality. Recently, service quality has received considerable attention from scholars in the disciplines of service marketing and business expansion. Its conception and measurement scales have also drawn a lot of interest. In particular, the topic of service quality has received a lot of attention from researchers in several fields,

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including mobile banking, health management, telecommunication, online education, hotel, and tourism, among others. Compare service performance to their own expectations, which are based on past experiences, memories, and or word-of-mouth. Customers' perceptions of the quality of the services are determined by this comparison. In addition, claim that providing excellent services will increase customer satisfaction by improving your understanding of how clients perceive the quality of your services (Farooq et al., 2018).

This comparison supports his claim. As a general assessment of how well a service is performed by an organization, the attitude has also been used to describe service excellence. Since offering high levels of service quality offers a firm a competitive edge, service quality has been the focus of innumerable studies since its beginnings. The relationship between service quality and several factors, such as perceived value, brand image, and customer satisfaction, has been researched and examined in the literature. The findings of these research indicate that if customers experience service quality that exceeds their expectations, this drives their perception of value. The perceived value of the consumer increases with service excellence. Customer loyalty can be increased and brand perception can be improved by providing high-quality services. Customers' perceptions of a brand improve when they receive great service, and they typically think about using the service again and referring it to others (Raditha Hapsari, 2016).

2.2.2 AIRPORT ENVIRONMENT

Environmental impact evaluations are necessary for proposed airport actions that are subject to FAA approval under the National Environmental Policy Act (NEPA) and special purpose environmental laws and regulations. Before a project starts, the environmental review procedure must be finished. Airport sponsors create most of the environmental documentation for airports. However, states that receive block payments for airport construction or the FAA may prepare some documentation based on the funding arrangement and level of effect. Defined "atmospherics" as "the design of buying environments to induce certain emotional responses in the customer that boost his/her purchase likelihood" in a proposal that introduced the term as a marketing strategy. Also covered was how the external environment affects how customers perceive your services. The word "services cape" was created to define "the man-made physical environment where service items are offered" considering these two investigations (Adisasmita & Hadipramana, 2011).

Airport noise and vibration are a severe environmental issue brought on by increased air traffic, particularly flights with large jet planes, and growing urbanisation in the surrounding area. Airports; heightened public awareness of environmental issues generally and noise issues specifically. The number of flying aeroplanes has a significant impact on how impaired those who live close to airports feel. Compared to when an aircraft is flying during the day, aeroplane noise is more irritating in the afternoon and evening. Night-time flight operations are more disruptive to social and recreational activities and interfere with bedtime. Already a major issue is the impact of aviation operations' noise on the nearby residential area (de Castro Carvalho et al., 2013).

2.2.3 PRICE

However, thinking that a customer's willingness to pay is unknown when they request a ticket is a more practical approach to treating client pricing preferences regarding the airline sector. In addition, numerous studies show that customer happiness is a reliable indicator of consumer involvement. Customers who are happy with the service received are more inclined to engage with the business for an extended period. Examine dynamic pricing in the presence of imperfect competition. (i.e., demand is price-sensitive) and stochastic demand modelled as a Poisson process using intensity control theory (managing the demand intensity with price changes). For exponential demand functions, a closed-form solution is discovered, and a deterministic heuristic is used to provide an upper bound on revenue for general demand functions. Additionally, it is shown that the optimum pricing technique is monotonic and that a fixed-price heuristic with market size is asymptotically optimal. These conclusions are then enlarged to take into account compound Poisson demand, discrete pricing, time-dependent demand, overbooking, replenishment, cancellations, holding costs and discounts, and variable starting capacity (McAfee & Te Velde, 2006).

Moving between a specified finite selection of prices dependent on the amount of time and stock left at established time thresholds. At each price level, demand is a Poisson process, and they identify the best continuous time switching strategy using any number of price mark-ups or markdowns. This enables reversible pricing adjustments. They demonstrate that every price subset in the best solution is a portion of the four maximum concave envelopes present in the entire set of permitted prices. The discrete price time-threshold problem allows demand to be Markovian, meaning that prices and demand rely on both the amount of time left and the number of previous sales. When a buyer thinks about making an online purchase, security is fundamentally a key

consideration. About 60% of B2C transactions are paid for with credit cards, with electronic funds transfers coming in second place with about 30% of transactions. Every payment method asks for payment security, and it also verifies the reliability and security of websites. According to Buskin/Goldberg Research, 75% of internet shoppers prioritize credit card security while making purchases. High website security levels can result in customer-pleasing aims (Byambaa & Chang, 2012).

<u>Dependent Variable</u>

CUSTOMER SATISFACTION TOWARDS AIRLINES INDUSTRY.

A key factor in determining an organization's competitiveness is service quality. It is described to gauge how well businesses are doing at satisfying their customers' requirements and wants. Gaining a competitive edge is crucial for a business in the highly competitive air transportation sector. Because clients are aware that what they will receive is better than what other businesses have to offer, it helps the business stand out from the competition and attract customers. Pre-flight services, in-flight services, and post-flight services are the three components of service quality in the airline sector (Khudhair et al., 2019).

Additionally in his latest study on the Ugandan aviation business, Namukasa employed three criteria: the quality of the pre-flight, in-flight, and post-flight services. He employed a number of different metrics to assess the quality of the pre-flight service, including. When evaluating the quality of the flight services, other factors such as personnel courtesy, physical assets, and boarding were taken into consideration. Post-flight service, on the other hand, was evaluated using criteria such as punctual landing and frequent traveller programs. The results of the study supported the notion that all three of these elements such as the quality of pre-flight service, the quality of inflight service, and the quality of post-flight service are crucial and significantly improve customer satisfaction. Service quality is seen to be closely correlated with and a good predictor of customer happiness. The relationship between customer happiness and perceived service quality in the airline business (Khan & Khan, 2014). Their research revealed a strong correlation between these two characteristics. A pleased customer is more likely to remain with the airline industry, but a dissatisfied client is more likely to go to another service provider (Farooq et al., 2018).

Price is a measure of quality that consumers use that depends on a number of things, one of which is the information that is available to them. Customers frequently use price as a gauge of quality when acquiring services since quality might be difficult to discern or prices within a class of services can vary greatly. Customers reactions to goods and services are influenced by both their cost and quality. Customers seldom buy things with the best quality and frequently contemplate buying them only when they fulfil the very minimum requirements for quality. Many people think that price and quality are mutually exclusive. In other words, a greater price is a sign of a better product. In other words, a higher price is a sign of a better product. If there is such a link, it would appear to make determining value more difficult. Price influences the level of quality since customers frequently use price as a gauge of service quality. Pricing strategies are employed by the airline industry to optimise profits by focusing on various market segments, including leisure travellers, business travellers, and group operators. In the airline sector, consumer segmentation results in pricing differential. Low-cost airlines operate in contrast to full-service carriers. Lowcost airlines only offer modest accommodations and fly a single kind of aircraft. These characteristics suggest that the pricing approach of low-cost airlines results in relatively low fares (Suhartanto & Noor, 2012).

Additionally, research has been done on the physical surroundings in a variety of businesses, including restaurants, festivals, and hotels. Customer satisfaction in the leisure industry is significantly impacted by the quality of the service environment. Additionally, the physical environment of airport settings is thought to have great predictive power for consumer emotion, which raises customer happiness. Examining the connections between the physical environment of airports, consumer satisfaction, and behavioural goals in the aviation business is still lacking.

Since clients are more likely to notice the concrete surroundings and base their judgements on it than on ambiance, which is intangible, we put more emphasis on the observable conditions. The physical environment is presented and applied to an airport setting in this research, which is based on Wakefield and Blodgett's (1996) study on the subject. The various sectors have also highlighted customer satisfaction as a key factor in determining behavioural intentions such as repeat business, referrals, and increased spending. Because of the increased number of flight routes, it is very important for airports to satisfy its customers and tourists. According to one research, travellers who are pleased with the airport's features (such as accessibility, amenities, functioning, etc.) are more likely to use it again (Moon et al., 2017).

2.3 HYPOTHESIS

The hypothesis of the researcher is made based from the factor that study such as quality of service airlines, customer satisfaction and price towards MAS and Airasia at Pengkalan Chepa, Kota Bharu Kelantan. The following hypothesis was developed and was to be evaluated based on the study:

H1:

There is a relationship between quality of services with customer satisfaction airlines industry.

H2:

There is a relationship between customer satisfaction towards the airport environment.

H3:

There is a relationship between quality of prices with customer satisfaction airlines industry.

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2.4 CONCEPTUAL FRAMEWORK

A conceptual framework shows how variables should be related to one another. It outlines how the researcher method' pertinent objectives fit together to provide logical findings. Based on the examination of the literature review, the researchers have put out a framework. Therefore, below is a conceptual framework.

Independent Variable

Dependent Variable
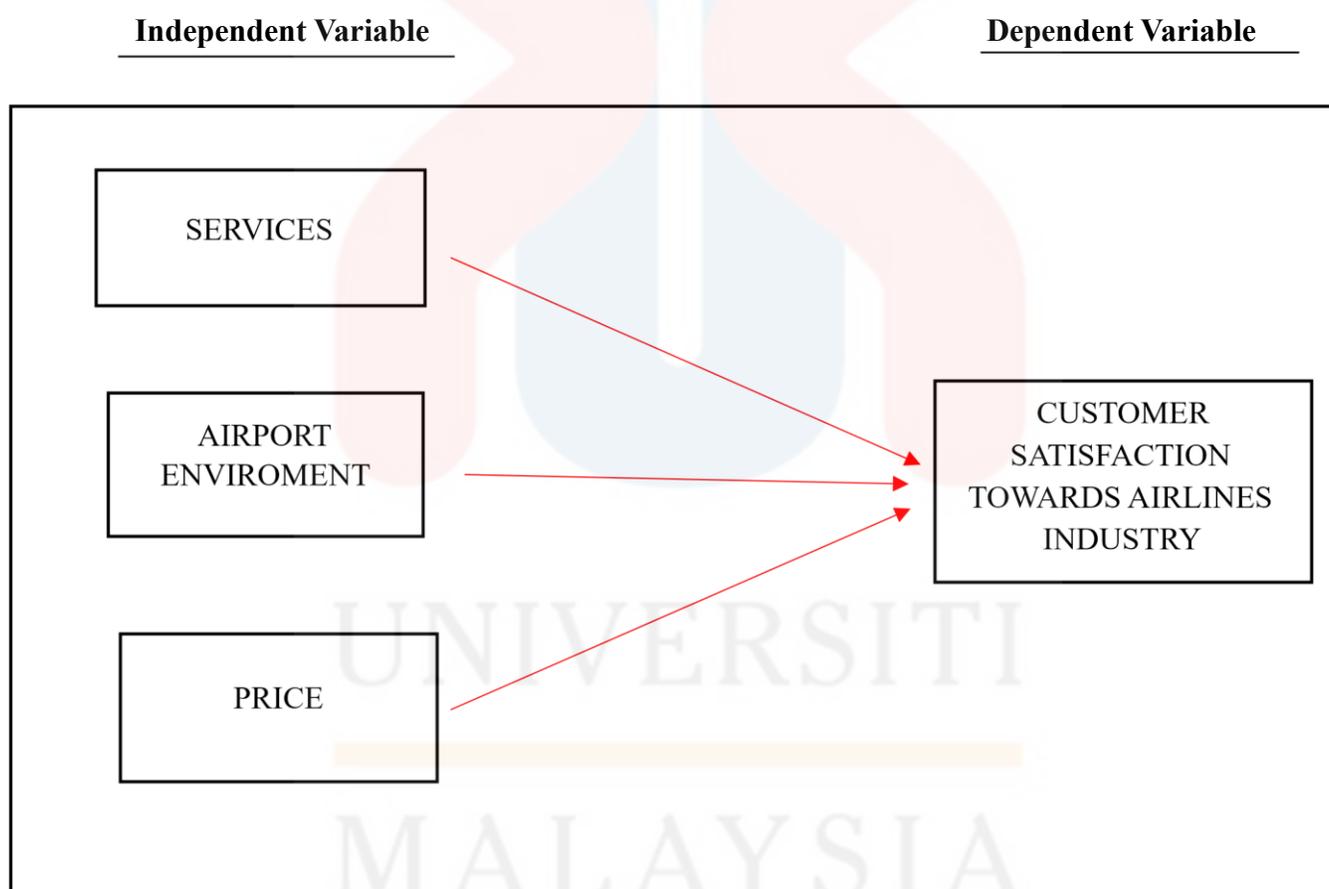
Sources: (Suki, 2014).

Table 2.4.1 Conceptual Framework

Based on figure 2.4 from conceptual framework, the researcher has studied the relationship between independent variable and dependent variable. The independent variable is service, customer and price. Meanwhile the dependent variable is customer satisfaction towards airlines industry. The framework shows to us that service, customer, and price are totally important and influence the customer satisfaction towards airlines industry especially MAS and Airasia.

The first variable is about service. Based on the reason, the researcher was conducted for the purpose of identifying the expectations of passengers for airline services. Furthermore, it understanding the correlation between these factors is crucial for airline companies facing intense competition (Gures et al., 2014). Other than that, to meet the needs of various customers, highquality service, furnishings, decorations, and a variety of food and beverage options should be offered. Customers are more inclined to do business with Air Asia again if they are happy with the dining offerings (Abu Bakar et al., 2017).

Second variable is customer. Service quality was defined by the researcher as the customer's overall perception of the relative excellence of a service provider and its services, which is frequently equated with the customer's general perception of the firm. There are various topics included in this definition of service quality. One of them is a mindset that has been formed over all prior interactions with a service provider (Amiruddin, 2013).

Lastly, the third variable is about price that influence the customer satisfaction in airlines industry which is price is first used. Airlines will realize this soon. Longer term, though that price competition wouldn't be enough to prevail in the market due to how quickly airlines react to changes in their competitors' rates (Noviantoro & Huang, 2022). Furthermore, the customer's

sensitivity to service costs will decrease. In addition, customers can complain to express their

unfavourable behaviours when measuring loyalty (Yunus et al., 2013).

2.5 SUMMARY

According to this study, Malaysia Airlines' service quality is at its peak. According to the data gathered, the most satisfied service is the check-in process. However, some variables, such as ontime performance, remain at a high level. This study benefits industry regulators such as airport management, the government, and the Malaysia Airlines management team because these findings must be acknowledged and appropriate actions must be taken to ensure that the airline company improves its service to meet customer demand. One solution is to encourage relevant and important organization to respond appropriately by improving the service quality dimensions identified as the least satisfying. These identified dimensions would be detrimental to Malaysia Airlines' longterm viability (Hasim et al., 2018).

The airlines with the most satisfied customers received high ratings in all categories. The findings supported the hypothesis that airlines with higher customer satisfaction receive more passengers. The competition is no longer based on fares, but on what airlines can do to better satisfy passengers and do something that others are not doing. The highly satisfied customer is not only a frequent traveller, but he will also bring more revenue to the company in the form of additional customers. For example, if a customer is extremely satisfied, he will spread positive word of mouth about the company. Instead of waiting for the customer to complain, airlines should make changes to the process so that complaints do not occur in the first place. The only way for airlines to profit is to keep their customers happy.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter discusses analysis methodologies. In general, describes the type of analysis needed to complete the case study. The research methodology used to complete this report includes research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis, and summary. The aviation industry has grown to be the most important component of a country's economic development. It is critical when transporting people or goods from one location to another, whether domestically or internationally, and especially when the distances involved are long.

3.2 RESEARCH DESIGN

The research design is the overall approach that the researcher chooses to combine the many study components in a logical and cogent manner, assuring that we will successfully answer the research problem. It also serves as the guide for the data gathering, measurement, and analysis processes. According to (Hapsari et al., 2017) , the questionnaire used in this study was created after a thorough examination of the literature review and based at data collected during focus group interviews.

Quantitative is used in the study to gain all data through questionnaire. Meanwhile the qualitative is about describes attributes or features. It is gathered through surveys, interviews, or observation, and frequently takes the form of narratives. The researcher has chosen the quantitative approach of their research. The selection of this quantitative method to understand and determine between independent variable (service, airport environment and price) and dependent variable (customer satisfaction towards airlines industry In order to forecast the outcomes based on customer satisfaction with the airline business, the researcher employed a quantitative approach to gather data for this study. After that, quantitative data was collected via questionnaire. The quantitative approach to understanding behaviour entails the use of mathematical techniques, measurement, and research.

The unit of analysis is to analyse the customer satisfaction toward airlines industry at Sultan Ismail Petra Airport. Survey Questionnaire has set the filling of the area around Pengkalan Chepa Kota Bharu, Kelantan. Respondents to this survey approach came from a variety of ethnicity, ages, genders, and marital statuses. This survey was conducted in the Kota Bharu, Kelantan using google form.

3.3 POPULATION

This study aims to investigate how Malaysia Airline's customer satisfaction levels are affected by service quality. Mostly passengers who have recently travelled with Malaysia Airlines were identified as the study's target demographic in order to accomplish this goal (Farooq et al., 2018). The correct sample size must be chosen in order to guarantee the validity and reliability of any investigation.

Sultan Ismail Petra Airport Kelantan was chosen for the study on customer satisfaction toward airlines industry because it has a huge population. When it comes to population definition, all the units to which study findings can be applied are included. As a result, this study had a larger sample size.

This study was chosen by the researcher for a reason, which is to find out customer satisfaction in using airline industry services. Next, the reason why the researcher chose this airport is because the service offered to customers is very stimulating and satisfying.
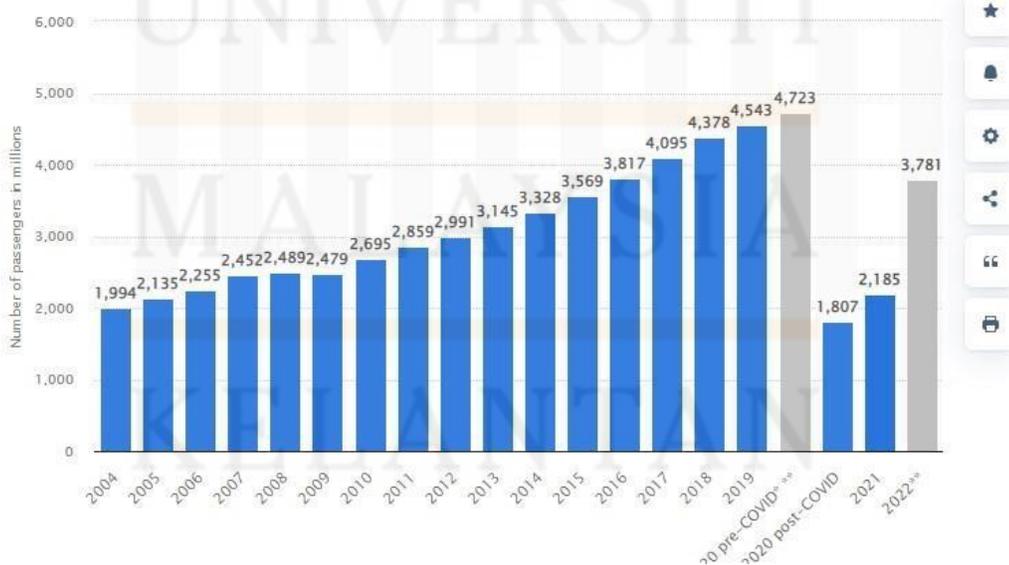
Figure 3.3: Number of scheduled passengers boarded in airline industry from 2004 to 2022

Due to the coronavirus pandemic, the world's airlines are expected to have boarded just over 2.2 billion passengers on scheduled flights in 2021. In comparison to 2019, this implies a 50% decline in worldwide aviation passenger volume.

In all but one of the past ten years, the number of scheduled passengers handled by the world's airlines has climbed. The term "scheduled passengers" describes the quantity of travellers who have made reservations with a commercial airline. Passengers on charter flights, in which a private organisation rents out a whole plane, are excluded. With one-third of the global total, the Asia Pacific region had the highest percentage of airline passenger traffic in 2019. The busiest aviation routes are also found in this area.

3.4 SAMPLE SIZE

Sampling is defined as the selection of several sections of the population based on an assessment or conclusion involving the entire population. In market research, the sample size can be determined, as well as the number of people to be included in the sample. According to Krejcie & Morgan (1970)'s sample size table 200 respondents will be chosen from the population. Statistically having the correct sample. This research was done by taking information from the respondents to fill in the questionnaire.

Table 3.1: Sample Size of Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370

N	S	N	S	N	S	N	S	N	S
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Figure 3.4.1 Sample

N: is population size   *S: is sample size*

The formula for the sample size according to Krejcie and Morgan

Formula 1: Sample size for infinite population

S= Z² × P × (1−P) M2(1−P) M2

Formula 2: Adjusted sample size

Adjusted Sample Size = (S)1+(S−1) Population(S)1+(S−1) Population were,

- S = sample size for infinite population

- Z = Z score

- P = population proportion (Assumed as 50% or 0.5)

- M = Margin of error

3.5 SAMPLING METHOD

The sampling technique entails gathering individuals wherever they can be found, usually wherever it is convenient (Evanschitzky et al.). The two categories of sampling techniques are probability and non-probability. According to Taherdoost (2016), Case study research design Qualitative research is typically associated with non-probability sampling, whereas probability sampling suggests that each item in the population has an equal chance of being included in the sample. As a result, the researchers chose the study participants using a convenience sampling technique, a non-probability (Taherdoost, 2016). According to Dornyei (2007), Simple accessibility, geographic closeness, availability at a specific time, or eagerness to participate in this study are all examples of convenience sampling. Additionally, the term "convenient sampling" can also apply to "accidental samples" since the sample's constituent parts could be randomly selected based on their proximity to the researchers undertaking the data collection or their administrative location. This approach is therefore appropriate for this study since the respondents will provide the researcher with the unknown data.

3.6 DATA COLLECTION

The two types of data collected are primary data and secondary data. Primary data are gathered utilising approaches that are appropriate for the current study challenge. Additionally, secondary data refers to information gathered by other researchers that may be used by the whole study community. Data may be utilised for learning and teaching, comparative research, replication of original study, data reanalysis, research design, and methodological progress. It can be used to describe present and historical characteristics. The questionnaires and surveys that were utilised as the secondary data sources in this study's quantitative data gathering approach. As a result, the data gathered is typically considered to be more objective and trustworthy than qualitative data. The information is gathered by surveys, and it includes 364 people who are chosen to respond to the questions. The three portions of the questionnaires—A, B, and C—will each be represented in a distinct language: Malay in addition to English. Consequently, it is simpler for the participants to respond to the surveys. Researchers will find it simpler to compare and analyse the data they acquire utilising the quantitative data collecting approach.

3.7 DATA INSTRUMENT

There are three parts that have been divided by the researcher in the questionnaire such as Section A asks about respondents' personal information; Section B asks about the quality of service provided by Air Asia; and Section C asks about passengers' satisfaction with Malaysia Airlines.

There are 10 questions designed to help researcher to learn more about the respondent's background in Section A. Respondents were asked to check the appropriate box next to their responses. The questions include gender, age, ethnic origin, employment sector, monthly income, education, occupation, booking method, selection criteria, and sources of information.

Section B asks about the calibers of the services quality that has being rendered. Based on the passenger's personal interaction with Malaysia Airlines during a previously flight. For each attributes the respondents rate scale from 1 (for strongly disagree) to 7 (for strongly agree). There are 12 questions which are from the four dimensions which is reliability, responsiveness, empathy, and assurance. Each of the four dimensions mentioned has three questions.

Section C the questionnaire's next section asks about customer satisfaction based on actual interactions with Malaysia airline services. There are five questions, and respondents rank each attribute on a scale from 1 (for poor) to 7 (for excellent).

Variable	No. of items	Items
Section A: Demographic		
Gender	1	Section A, Item 1
Age	1	Section A, Item 2
Monthly Income	1	Section A, Item 3
Ethnic origin	1	Section A, Item 4
Employment sector	1	Section A, Item 5
Education	1	Section A, Item 6
Occupation	1	Section A, Item 7
Booking Method	1	Section A, Item 8
Selection Criteria	1	Section A, Item 9
Source Information	1	Section A, Item 10
Section B: Service Quality		
Reliability	3	Section B, Item 1-3
Responsiveness	3	Section B, Item 1-3
Empathy	3	Section B, Item 1-3
Assurance	3	Section B, Item 1-3
Section C: Customer Satisfaction	5	Section C, Item 1-5

Table 3.7.1: Summary of the Questionnaire Design

3.8 DATA ANALYSIS

Descriptive statistics and inferential analytical statistics are the two types of tools used to analyze the data in this study. The respondents' private information was examined using descriptive statistics to gauge the extent of Customers' happiness among Malaysia Airlines passengers is used in the questionnaire's sections A and C. The researcher will use inferential statistics to know a connection during quality services and customer satisfaction among Malaysia Airlines passenger for sections B and C of the questionnaire.

Section A include gender, age, ethnic origin, employment sector, monthly income, education, occupation, booking method, selection criteria, and sources of information. All the questions in this section were analyses using a frequency table.

The questionnaire's sections B and C categories the dependent variable and independent variable. The four dimensions of iv in this research, while passenger contentment is dependent variable. Consequently, evaluate the connection during quality services and passenger satisfying with Malaysia Airlines

3.8.1 Correlation Analysis

The word correlation is often used to indicate a form of association. However, in statistical terms the researcher used correlation term to show the connection during independent variable and the dependent variable in quantitative research which at least consists of various forms. Such as Pearson correlation. The most popular correlation statistic for determining how closely two variables is connected linearly is the Pearson correlation. The strength of the association between

two variables that are numerically assessed is studied using the statistical assessment technique known as correlation analysis.

It is possible for the correlation coefficient to range from -1.0 to 1.0. Or, to put it another way, the values cannot be more than 1.0 or lower than -1.0. Perfect negative correlation is represented by a value of -1.0, and perfect positive correlation is represented by a value of 1.0. Positive correlation is shown by a correlation coefficient over zero. But there is a negative association when the value is less than zero. There is no connection between the two variables if the value is 0.

3.9 SUMMARY

The researchers gain a better understanding of the research design, target population, sample size, sampling method, data collection, research instrument, and data analysis. This research can also teach the researcher how to use the research design in thesis and function, as well as other components such as target population, sample size, sampling method, data collection, research instruments, and data analysis. This chapter also described how the questionnaire was developed and how it might be used in this study. The researchers also describe each question and how it is used. By the end of this chapter, all components of this study should be able to be used in future studies. Furthermore, by completing this chapter, the researcher began to plan the survey for the study. The airlines with the most satisfied customers received high ratings in all categories. The findings supported the hypothesis that airlines with higher customer satisfaction receive more passengers. The competition is no longer based on fares, but on what airlines can do to better satisfy passengers and do something that others are not doing. The highly satisfied customer is not only a frequent traveler, but he will also bring more revenue to the company in the form of additional customers. For example, if a customer is extremely satisfied, he will spread positive word of mouth about the company. Instead of waiting for the customer to complain, airlines should make changes to the process so that complaints do not occur in the first place. The only way for airlines to profit is to keep their customers happy.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter elaborates the findings from an analysis of the information gathered through the distribution of a survey to 200 respondents which is customer satisfaction of the airlines in Kelantan. This chapter discusses the survey's findings. Results of the frequency analysis, descriptive analysis, reliability test, analysis of the Pearson Correlation Coefficient, and discussion based on the research purpose.

4.2 RESULT OF DESCRIPTIVE ANALYSIS

The frequency analysis was part of the study's fundamental analysis. Data from the questionnaire's Section A covered inquiries about the respondents' various demographic characteristics, including their gender, age, ethnicity, occupation, level of education, and monthly income. The demographic profiles of the respondents were displayed as a table.

FREQUENCY

Frequencies

Statistics

		GENDER	AGE	ETHNIC ORIGIN	OCCUPATION	EDUCATION LEVEL	MONTLY INCOME	HOW OFTEN DO YOU FLY?
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Female	116	58.0	58.0	58.5
	Male	2	1.0	1.0	59.5
	Male	81	40.5	40.5	100.0
	Total	200	100.0	100.0	

TABLE 4.2.1: GENDER

Table 4.2.1 revealed the respondents' gender. Male respondents made up 83 of the total respondents, while female respondents made up 116. Out of 200 responders, 40.7% were male overall, while the remaining 58.3% were female participants in the study.

AGE / UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	21 years old- 26 years old	144	72.0	72.0	72.5
	27 years old- 32 years old	18	9.0	9.0	81.5
	33 years old - 38 years old	18	9.0	9.0	90.5
	39 years old - 44 years old	7	3.5	3.5	94.0
	45 years old and above	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

TABLE 4.2.2: AGE

Table 4.2.2 revealed the age breakdown of all responders. The questionnaire received responses from respondents ranging in age from 21 to 26 (144 respondents), 27 to 32 (18 respondents), 33 to 38 (18 respondents), 39 to 44 (7 respondents), and 45 and over (12 respondents). The majority of respondents (72.4%) were between the ages of 21 and

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26, followed by respondents between the ages of 27 and 32 (9%), those between the ages

of 33 and 38 (9%), those between the ages of 39 and 44 (9%) and those 45 and over (also

9%).

ETHNIC ORIGIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Bajau	1	.5	.5	1.0
	Brunei	1	.5	.5	2.0
	Chinese	3	1.5	1.5	4.5
	Iban	3	1.5	1.5	6.0
	Indian	5	2.5	2.5	8.5
	Jawa	1	.5	.5	9.0
	Malay	178	89.0	89.0	98.0
	Native Sabahan (dusun)	1	.5	.5	99.5
	Orang Asli	1	.5	.5	100.0
	Total	200	100.0	100.0	

TABLE 4.2.3: ETHNIC ORIGIN

Table 4.2.3 displayed the total respondents' nationalities. 200 people replied to the

survey, including 178 Malay, 5 Indian, 3 Chinese, 3 Iban, 1 native Sabahan, and 1 Bruneian.

Malay respondents made up the majority of the sample (89.4%), followed by Indian respondents

(2.5%), and native Sabahan and Brunei respondents (0.5%).
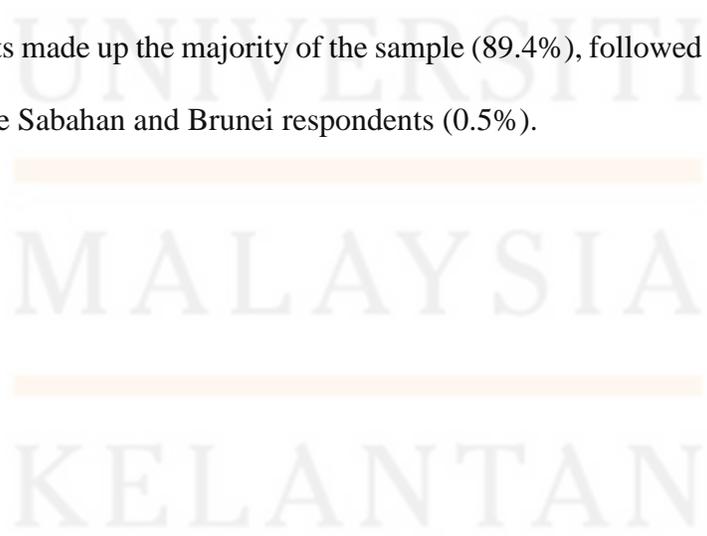
OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Civil servant	27	13.5	13.5	14.5
	Sailor	1	.5	.5	16.0
	Retired	1	.5	.5	16.5
	Private staff	36	18.0	18.0	35.0
	Self-employee	37	18.5	18.5	54.0
	Student	90	45.0	45.0	99.0
	Housewife	1	.5	.5	100.0
	Total	200	100.0	100.0	

TABLE 4.2.4: OCCUPATION

Table 4.2.4displayed a breakdown of respondents' totals by occupation. There were 27 responders in the public servant category overall. There were 36 responders in all who answered the questions about private staff. There were 37 responders in total for the self-employee survey. There were 90 responders in all for the student population. There was only one response who was a retired person overall. Out of 200 participants, 13.6% were civil servants, 18.1% were private employees, 18.6% were self-employed, 45.2% were students, and the last participant (0.5%) were retired.

EDUCATION LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Bachelor of Degree	113	56.5	56.5	57.0
	Diploma	46	23.0	23.0	80.0
	Doctor of Philosophy	1	.5	.5	81.0
	Master degree	9	4.5	4.5	85.5
	Secondary school	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

TABLE 4.2.5: EDUCATION LEVEL

Table 4.2.5 showed the total of respondents by education level. There were 28 respondents from secondary school, 46 respondents from diploma, 113 respondents from bachelor of degree, 9 respondents from master degree and finally, one doctor of philosophy respondent who filled out the survey. The proportion of respondents with bachelor's degrees was highest—113 respondents, or 56.8%—and the lowest—one respondent, or 0.5%—had a doctor of philosophy.

MONTLY INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.5	.5	.5
	Above RM10,000	5	2.5	2.5	3.0
	Below RM2,	126	63.0	63.0	66.0
	BELOW RM2,000	1	.5	.5	66.5
	RM2,500 - RM3,500	41	20.5	20.5	87.0
	RM4,500 - RM5,500	17	8.5	8.5	95.5
	RM6,500 - RM7,500	7	3.5	3.5	99.0
	RM8,500 - RM9,500	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

TABLE 4.2.6: MONTHLY INCOME

Table 4.2.6 a breakdown of all respondents' monthly incomes. There were 200 respondents, of whom 126 answered the question about income below RM2000, 41 answered about income between RM2500-RM3500, 17 answered about income between RM4500-RM5500, 7 answered about income between RM6500-RM7500, 2 answered about income between RM8500-RM9500, and 5 answered about income beyond RM10000. The biggest percentage of responses (63.3%) came from households with incomes under RM 2000, and the

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lowest percentage (1%), from households with incomes between RM 850 and RM 9 500.

HOW OFTEN DO YOU FLY?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	1.0	1.0	1.0
	2 or 3 times a month	27	13.5	13.5	14.5
	Less than once per month	139	69.5	69.5	84.0
	Once a month	22	11.0	11.0	95.0
	Once a week	9	4.5	4.5	99.5
	Once a week	1	.5	.5	100.0
	Total	200	100.0	100.0	

TABLE 4.2.7: HOW OFTEN DO YOU FLY

Table 4.2.7 showed the total respondents how often their fly. Once a week had 9 respondents (4.5%), 2 or 3 times a month had 27 respondents (13,6%), once a month had 22 respondents (11.1%), less than once per-month 139 respondent (70.2%) and lasted of the once a week was 1 respondent (0.5%) who consist this study.

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DESCRIPTIVES

IV1- Services

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Company airlines should take care on issue services about departure time	200	1	5	4.51	.814
Airlines industry should assure on-time departure and arrival and provide consistent ground/in-flight services	200	1	5	4.42	.726
Airlines company should ensure the efficiency of catering service, cargo handling and technical maintenance of aircrafts in order to build its image as a reliable and safe airline	200	1	5	4.48	.715
Polite service and speech affect the quality of flight services.	200	1	5	4.49	.709
The variety of rules in the plane can reduce the demand for flight	200	1	5	4.02	.910
Value, brand, and image become an important focus in determining quality in service.	200	1	5	4.16	.875
You have always got help from the airline staff no matter what is the problem	200	1	5	4.12	.834
Valid N (listwise)	200				

Table 4.2.8: SERVICES QUALITY

Table 4.2.8 showed the mean and standard deviation statistics of respondents on the services of airlines in Kota Bharu, Kelantan. The question of company airlines should take care on issue services about departure time The location where respondents agreed that this organization must take actions about departure time had the highest mean value, 4.51, from the sample. Meanwhile, the lowest mean was the variety of rules in the plane can reduce the demand for flight with the mean value 4.02. Besides, the higher standard deviation is the variety of rules in the plane can reduce the demand for flight, which was 0.910. The wider range of the data is indicated by a higher standard deviation value.

IV2- Airport Environment

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Airport should modernize their facilities and High-quality physical airport environment to satisfy their customer	200	1	5	4.39	.782
The airport must ensure has clean and comfortable interiors and	200	1	5	4.51	.757
The airport has a large parking space and makes it easy for customers to park their vehicles and guarantee the safety of the vehicles	200	1	5	4.39	.873
Management should consider how physical airport environment that can create favorable emotions so customer became happy passengers and more likely to spend in terminal	200	1	5	4.32	.807

	N	Minimum	Maximum	Mean	Std. Deviation
Airport should find distinctive way to provide service that may delight and satisfy passenger as example by greeting guest in many traditional ways	200	1	5	4.25	.842
Airport companies need to provide a place to leave customers' belongings when they want to go to the toilet especially for solo travelers	200	1	5	4.41	.777
The size of the airport in holding passengers is sufficient	200	1	5	4.08	.907
Valid N (listwise)	200				

TABLE 4.2.9: AIRPORT ENVIRONMENT

Table 4.2.9 displayed the mean and standard deviation statistics of the respondents' responses to questions about the atmosphere at the Sultan Ismail Petra Kota Bharu, Kelantan, airport. The highest mean, which was 4.51, indicates that most respondents concur that the airport must ensure that its interiors are clean and comfortable. The size of the airport is sufficient for holding passengers, with a mean value of 4.08, being the lowest mean. The size of the airport, which was 0.907, is sufficient for keeping passengers despite the increased standard deviation. The wider range of the data is indicated by a higher standard deviation value.

IV3- Price

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Airlines company should ensure that ticket prices are maintain at the average price of ticket sold by other airlines	200	1	5	4.23	.808

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Airlines management should consider the income level of passengers and define their ticket price considering passenger's buying power	200	1	5	4.22	.771
Considering in-flight services that this airline offers their best to the customer, they are thinks that they worth what their pay for overall in-flight service quality	200	1	5	4.14	.808
I do not mind the price increase if the quality is high	200	1	5	3.91	.991
Valid N (listwise)	200				

TABLE 4.2.10: PRICE

Table 4.2.10 showed the mean and standard deviation statistics of respondents about range price in Airlines at Sultan Ismail Petra Kota Bharu, Kelantan. The question Airlines company should ensure that ticket prices are maintain at the average price of ticket sold by other airlines had scored the higher greatest mean which was 4.23 and respondent agree with that. Meanwhile, the lowest mean was I do not mind the price increase if the quality is high which was mean 3.91. The higher standard deviation it was the I do not mind the price increase if the quality is high had 0.991. The higher standard deviation value indicates the greater spread in the data.

DV- Customer Satisfaction Towards Airlines

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The information quality of website has a positive effect on customer satisfaction toward purchasing the ticket	200	1	5	4.23	.776
Are you satisfied with the quality of services provided from airlines company?	200	1	5	4.02	.811
Price charging decisions in products or services affect customer satisfaction	200	1	5	4.24	.718
Managers must understand their customers' needs and then set out to meet and recognize customer needs in order to fulfill expectations to achieve high customer satisfaction during the service.	200	1	5	4.29	.692
I am very satisfying with the facilities provided by the airport	200	1	5	4.30	.962
Prices offered to customers for products or services influence customer	200	1	5	4.24	.726
Valid N (listwise)	200				

TABLE 4.2.11: CUSTOMER SATISFACTION

Table 4.2.11 showed the descriptive statistics about customer satisfaction towards airlines. The highest greater mean value was I am very satisfying with the facilities provided by the airport which was 4.30 and the lowest mean value was are you satisfied with the quality of services provided from airlines company which was 4.02. The higher standard deviation it was the I am very

satisfying with the facilities provided by the airport had 0.962. The higher standard deviation value indicates the greater spread in the data.
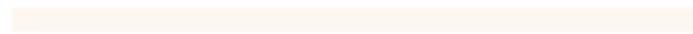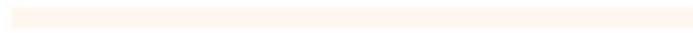
4.3 RESULT OF REALIBILITY TEST

A research instrument is considered reliable if the study's results can be duplicated using a similar methodology. Reliability is the extent to which results are consistent throughout time and an exact representation of the complete population under consideration. The concept of "reliability" is one that is frequently utilized in various types of research to examine or evaluate quantitative research (Golafshani, 2003).

4.3.1 Cronbach's Alpha Coefficient Value.

According to the rule of thumb, the value of Cronbach's alpha coefficient is shown in Table 4.3.1

Table 4.3.1: Cronbach's Alpha Coefficient Value

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

(Source: Streiner, 2003, p.102)

TABLE 4.3.1

Table 4.3.1 showed that the higher and closer the Cronbach's alpha value is, the greater the item's internal consistency is and the more dependable it is for survey purposes.

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4.3.2 Pilot Test Result

Table 4.3.2 showing the overall consistency of the dependent and independent variables (pilot test). Before it was sent to 200 respondents using an online survey method, the pilot test was conducted with 30 respondents (google form). As a result, researchers can detect and correct any issues that may arise in developing the questionnaire and be able to distribute the actual questionnaire. Table 4.3.2 had shown the result of pilot test.

Table 4.3.2: Pilot Test Result

Construct	Cronbach's Alpha	No of Item	N
Services	0.678	7	30
Airport Environment	0.712	7	30
Price	0.714	4	30
Customer Satisfaction Towards Airlines.	0.761	6	30
All Variable	**0.781**	**24**	**30**

Table 4.3.2 showed the pilot test result and showed the construct about the independent variable and dependability variable of four factors. Cronbach's Alpha was applied to investigate the consistency of the 24 items, which served as a measurement of the four different constructs. Furthermore, the result is above 0.7 indicating that this questionnaire can be disseminated and the survey can proceed.

According to the table 4.3.2, the coefficient the highest value result which was 0.761 (acceptable) and the lowest result was 0.678 (acceptable).

4.3.3 Service

Table 4.3.3: Result of Reliability Coefficient Alpha for Service.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Services	7	0.678	Acceptable

Table 4.3.3 demonstrates the outcomes of service reliability statistics. Seven questions were used to gauge customer happiness with airlines, and the results were analyzed. The Cronbach's Alpha score for this question was 0.678, and it was determined to be acceptable. The coefficients found for the social status question's variables are therefore unreliable.

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4.3.4 Airport Environment

Table 4.3.4: Result of Reliability Coefficient Alpha for Airport Environment

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Airport Environment	7	0.712	Acceptable

Table 4.3.4 shows the results of reliability statistics on airport environment at Sultan Ismail Petra, Kota Bharu Kelantan. 7 question was asked to obtain the customer satisfaction towards airlines. The table displayed a satisfactory Cronbach's Alpha score of 0.712 for this subject. As a result, there is no way to trust the coefficients found for the questions including the ethnicity variables.

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4.3.5 Price

Table 4.3.5: Result of Reliability Coefficient Alpha for Price.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Price	4	0.714	Acceptable

Table 4.3.5 showed the result of price. 4 questionnaires were asked to the customer to filled up the customer satisfaction towards airlines. The findings indicate that this question's Cronbach's Alpha is 0.714, which is likewise dubious. As a result, the coefficients found for the factors related to the type of work are accurate.

4.3.6 Customer Satisfaction Towards Airlines.

Table 4.3.6: Result of Reliability Coefficient Alpha for Customer Satisfaction Towards Airlines.

Variable	Number of items	Cronbach's Alpha Coefficient	Strength of Association
Customer Satisfaction	6	0.761	Acceptable

In measuring the customer satisfaction towards airlines in Sultan Ismail Petra, Kota Bharu Kelantan, 6 question were use for this section. The Cronbach's Alpha result for this question has got a total of 0.761 which yield as acceptable. Lastly, the coefficients obtained for the independent variable questions are reliable and research can be continued.

4.4 PEARSON'S CORRELATION COEFFICIENT ANALYSIS

The relationship between the independent variables of services, the airport environment, and price and the dependent variable of consumer satisfaction with airlines is examined using Pearson's Correlation Coefficient analysis. Based on the magnitude of the correlation, Pearson correlation is used to assess the strength of a link between an independent variable and a dependent one. The substantial link between IV and DV is depicted in the table below.

H1: There is a significant relationship between services and customer satisfaction towards airlines.

Correlations

		IV1	DV
IV1	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	200	200
DV	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

H2: There is a significant relationship between airport environment and customer satisfaction towards airlines.

Correlations

		IV2	DV
IV2	Pearson Correlation	1	.628**
	Sig. (2-tailed)		.000
	N	200	200
DV	Pearson Correlation	.628**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

H3: There is a significant relationship between price and customer satisfaction towards airlines.

Correlations

		IV3	DV
IV3	Pearson Correlation	1	.768**
	Sig. (2-tailed)		.000
	N	200	200
DV	Pearson Correlation	.768**	1
	Sig. (2-tailed)	.000	
	N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

4.5 DISCUSSIONS

This review of the literature on airline customer satisfaction. The results of this study demonstrated the need to investigate the connections between airline customer satisfaction in Kota Bharu, Kelantan, and service quality, airport environment, cost and price.

Hypothesis	Pearson's correlation results	
H1: There is a significant relationship between services and customer satisfaction towards airlines.	$r = 0.638$, $p < 0.01$	Medium
H2: There is a significant relationship between airport environment and customer satisfaction towards airlines.	$r = 0.628$, $p < 0.01$	Medium
H3: There is a significant relationship between price and customer satisfaction towards airlines.	$r = 0.768$, $p < 0.01$	Strong

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4.6 SUMMARY

The results of the descriptive analysis, reliability test, inferential analysis, and discussion are defined in Chapter 4. These factors were discovered to be relevant and to have a positive relationship with consumer satisfaction with the airline sector. Additionally, because the p-value is smaller than 0.01, all hypotheses are supported.

CHAPTER 5

DISCUSSION AND RECOMMENDATION

5.1 INTRODUCTION

The topic covered about recapitulation of findings, and summary the study of customer satisfaction of The Airlines Industry in Kelantan. Additionally, this study discussed its shortcomings and made a number of suggestions for additional research. This is intended to give a good opinion of an airline to improve the company.

5.2 RECAPITULATION OF THE FINDINGS

In this study, the relationships between customer satisfaction with airline services and service, airport environment, pricing, and price determinants were examined. The study objectives, research question, and hypothesis for this analysis were center in Chapter 4's findings and were stated in Sections 1.2, 1.3, and 2.3 of Chapters I and 2. These conclusions are outlined in this section. 200 respondents were chosen for the sample of respondents based on the table created by Hassan and Allias (Hasan et al., 2008).

5.2.1 There is a relationship between quality of services with customer satisfaction airlines industry.

No.	Research Objective	Research Questions
1	To examine the relationship between services quality of Malaysia Airlines Industry.	What is relationship between services of Malaysia Airlines Industry?
H1	There is a relationship between quality of services with customer satisfaction airlines industry.	

In this study, the service factor has been highlighted as a factor that contributes to the service provided to customers. Past results show that service factors. The definition of service factors refers to factors that influence or determine the quality and effectiveness of services provided to customers. Reliability factors involve the ability of service providers to provide services consistently and according to customer expectations. This includes elements such as accuracy, timeliness, and consistency in delivering services without repeated errors. Based on the research, it was shown that there is a strong correlation between customer satisfaction and service quality in the aviation sector (r=0.678, n=200, p0.01). The findings of the study show a strong and positive relationship between these factors. As a result, in the airline industry, client satisfaction and service quality are linked. This finding seems to be in line with other studies that only focused on cognitive factors (Jiang & Zhang, 2016).

In the airline sector, there is a proven link between consumer happiness and the caliber of services offered by airlines. The level of consumer happiness and how they view the airline brand may both be strongly influenced by the quality of services provided by airlines. Customers expect airlines to provide dependable services, such as prompt departures and arrivals, few flight interruptions, and efficient baggage handling. Customers are more satisfied with airlines when these expectations are routinely met. Customer happiness may be significantly impacted by the caliber of onboard amenities including supportive seats, hygienic conditions, onboard entertainment, food and beverage selections, and attentive cabin personnel. Customer loyalty and good word-of-mouth are influenced by successful encounters in these areas (David Mc A, 2013)

5.2.2 There is a relationship between customer satisfaction towards the airport environment.

No.	Research Objective	Research Questions
1	To examine the airport environment that can affect customer satisfaction	What can affect customer satisfaction about airport environment?
H2	There is a relationship between customer satisfaction towards the airport environment.	

According to the study's findings, there is only a marginal relationship (r=0.657, n=200, p0.01) between consumer happiness and the airport environment which is at the lowest level. The study's findings indicate that elements of consumer satisfaction with the airport environment have a positive and substantial link. Decisions on customer comfort are significantly influenced by

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environmental elements. There is always someone who can affect how satisfied a group or person feels with their surroundings. The airport environment includes passenger facilities including parking lots, taxi stands, airport rail stations, and accessibility to terminals that make it easy for travelers to get to and from the airport (Moon et al., 2016).

Thus, the study's goal of identifying the connection between consumer happiness and the Kota Bharu airport environment was accomplished. This study also provided a solution to the research topic, "What can affect customer satisfaction about airport environment?"

5.2.3 There is a relationship between quality of prices with customer satisfaction airlines industry.

No.	Research Objective	Research Questions
1	To examine the price that influence the customer satisfaction toward Malaysia Airlines Industry.	How did the price influence the customer satisfaction on Malaysia Airlines industry?
H3	There is a relationship between quality of prices with customer satisfaction airlines industry.	

The results of hypothesis 3 in Chapter 4 are analysed in order to address the research issue. According to hypothesis 3, there is an association between customer satisfaction and price quality in the airline industry. The study's findings show a substantial positive link (correlation coefficient:

0.714) between service quality and the price quality component. Therefore, hypothesis 3 is validated. This proves that customers are content with the flight prices being offered. Customers typically have high expectations for service, especially in service contexts, according to a previous study by Shahzadi et al (2016), thus they need to receive higher-quality service to please them. This incident broadens understanding of variables influencing airline ticket prices and price increases (David Mc A, 2013).

The research's goal, which was to "study the prices that affect customer satisfaction towards the Kelantan Aviation Industry," was so accomplished. This study also provides a solution to the research question, "How does price affect customer satisfaction with the aviation industry in Kelantan?"

5.3 LIMITATIONS

Similar to each study, this one has its own restrictions that make it difficult for the researcher to finish it. One of the study's limitations is the responders, along with time and weather. Not every passenger using an airport can participate in this study as a responder who wants to complete surveys or get inquiries from the researcher. There are also individuals who believe that taking the researcher's questions would be a waste of their time. Some visitors from the area might not want the researcher to invade their privacy and may not be interested in participating in the survey. The researcher finds it challenging to provide responders with instructions on how to react due to the variety of device kinds.

If researchers adopt a mindset similar to that of a limited number of visitors present, it will be challenging for them to complete the study as rapidly as possible since they will have to wait longer to collect information from respondents. The distribution of the questionnaire and data collection for this will take the researchers close to a month. Since the behavior or reaction of the intended responder cannot be predicted, the researchers must have strong interpersonal and comprehension abilities. But a lot of traveller at Kota Bharu Airport cooperate well by taking their time to give well-considered responses to the questions that are given.

Next, variables that lead to issues. In this study, the only dependent variable was customer satisfaction, whereas the only independent variables were service factors, airport environment factors, and pricing factors. Operational processes, governmental rules, and technical data are only a few of the security and confidentiality-related factors that apply to the aviation sector. Thus, not all of the knowledge in this field is readily available for free access. Only individuals with privileged access, such as industry employees, subject-matter experts, or researchers who have

forged partnerships with relevant institutions or organizations, may have access to certain sources of knowledge in the aviation sector.

Furthermore, one of the difficulties in gathering study participants is linguistic diversity. Languages that researchers or respondents may not understand can make it challenging to communicate effectively, which is one of the issues that researchers may encounter when dealing with linguistic disparities. Lack of language comprehension might impede the interviewing or surveying process, making it challenging for the researcher to collect the required data. The study sample may be tiny or unrepresentative because to the small number of respondents who are able to communicate in the same language as the researcher. The generalizability and validity of study findings may be impacted by this.

The fact that this study is quantitative is its last flaw. This study mainly focuses on quantitative research, hence there is no growth of the research. When there is no more research on this topic, particularly in a qualitative study, other researchers are unable to learn more about the factors impacting customer satisfaction at Kota Bharu airport. Other researchers could not understand this research.

5.4 RECOMMENDATION

To improve customer satisfaction in the Malaysia Airlines industry, here are some recommendations. First, Improve Flight Schedules and On-time Performance. Timeliness is crucial for any airline industry, and it can significantly impact customer satisfaction. Malaysia Airlines should focus on providing accurate flight schedules and improving their on-time performance. Next, Upgrade In-Flight Services. In-flight services play an important part in determining consumer happiness. Malaysia Airlines should invest in upgrading its in-flight services by providing comfortable seating arrangements, quality food, entertainment, and other amenities. Then, Strengthen Communication Channels. Effective communication is key to any successful business, including the airline industry. Malaysia Airlines should strengthen its communication channels to keep customers informed about flight delays, cancellations, and other changes.

Furthermore, Personalize Customer Experience, Malaysia Airlines should focus on providing a personalized experience to customers. It can be done by identifying customers' preferences, providing customized services, and personalized offers. Next, Improve Baggage Handling, Baggage mishandling is a common issue faced by customers, and it can significantly affect their overall satisfaction. Malaysia Airlines should focus on improving its baggage handling systems to minimize delays and loss of baggage.

Customers must actively participate in the service process to ensure long-term happiness and commitment (loyalty). Assisting customers in developing a single brand image in their minds, which serves as the foundation for the growth of relationships between them and the airline, and which may eventually result in the emergence of genuine customer loyalty, is the coordination of

the various airline service offerings and their inclusion in an open and comprehensive communication strategy.

By improving consumer expectations on the assurances made by the industry, airlines may produce value and use resources more wisely, ultimately improving customer satisfaction. This can be achieved in several ways, including by exceeding consumer demands for service, successfully resolving customer complaints, and favorably responding to customer complaints. Due to this, management will be able to set their brand different from that of other airlines in terms of customer service. By implementing these recommendations, Malaysia Airlines can significantly improve its customer satisfaction and attract more customers in the long run (Wong & Musa, 2011).

5.5 SUMMARY

The researcher must explain the goal of this study in relation to the issue at the conclusion of this chapter. In this study, the link between customer satisfaction and the Kelantan airline sector is examined. Based on the literature that has been read, a research framework has been created. The researcher intended to look into how each component of the independent variables related to the dependent variables.

200 people participated in this study using an online survey, and the researcher also conducted in-person recruitment at Kelantan Airlines. SPSS software version 29 has been used to gather and analyse the data using correlation analysis, descriptive statistics, and reliability analysis. As a consequence, the outcome is credible and appropriate for this study.

Using case studies from other airlines, further research might be advantageously used to further enhance the measuring items of these characteristics. The current study has provided insight into Kelantan's airline industry's customer satisfaction, however additional study is required to have a more complete grasp of this subject. Researchers may contribute to the creation of plans that improve client happiness and loyalty in the Kelantan airline business by increasing sample sizes, using qualitative methodologies, looking into contextual variables, and performing longitudinal studies.

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