



UNIVERSITI  
MALAYSIA  
KELANTAN

**THE IMPACT OF SERVICES QUALITY AIRQUAL  
MODEL TOWARDS MALAYSIA AIRLINES  
CUSTOMER SATISFACTION**

**By**

**NUR SYAMIERA NAJWA BINTI NAPIZA  
(H20A1581)**

**NUR SYAZWANI BINTI ALIN (H20A1587)**

**NUR SYAZWINAEZZWIN BINTI HAMIRUDDIN  
(H20A1590)**

**NUR 'AIN 'ADILAH BINTI CHE ZAHIR (H20A1595)**

**Bachelor of Entrepreneurship (Tourism) with Honors**

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## **ABSTRACT**

This paper aims to address how passengers' satisfaction can be measured in relation to quality services provided by airlines using AIRQUAL methodology. A quantitative study was conducted to identify airline tangibles, Terminal tangible and personnel service among the airlines passengers the company improves to service quality of the airlines. 384 respondents were administered by the researcher through convenience sampling to air passengers using Malaysia Airlines. The findings of this research will help Malaysia Airlines to redefine their marketing strategy to one that is passengers-focused and emphasizes on airline service quality.

## ABSTRAK

Tugasan kajian ini bertujuan untuk menangani bagaimana kepuasan penumpang boleh diukur berhubung dengan perkhidmatan berkualiti yang disediakan oleh syarikat penerbangan menggunakan metodologi AIRQUAL. Kajian kuantitatif telah dijalankan untuk mengenal pasti barang ketara syarikat penerbangan, ketara Terminal dan perkhidmatan kakitangan di kalangan penumpang syarikat penerbangan yang dipertingkatkan oleh syarikat kepada kualiti perkhidmatan syarikat penerbangan. 384 responden telah ditadbir oleh pengkaji melalui persampelan mudah kepada penumpang udara menggunakan Malaysia Airlines. Penemuan penyelidikan ini akan membantu Malaysia Airlines untuk mentakrifkan semula strategi pemasaran mereka kepada strategi yang memberi tumpuan kepada penumpang dan menekankan kepada kualiti perkhidmatan penerbangan.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

This study focused on service quality that impacts on customer satisfaction using Malaysia Airlines. The first chapter contains the background of the study, statement of problem, research objectives and questions, the scope of study, the significance of study which includes the practical and theoretical contribution, definition of terms and summarized the whole chapter one.

#### **1.2 BACKGROUND OF THE STUDY**

The term "tourism" refers to the brief departure of individuals from their customary abodes and places of employment. (Mathieson and Wall,1982). The travel and tourism industries are significant globally. Tourism is now the third-largest sector in the world after the chemical and fuel industries, behind the food and automobile industries. In industrialised nations, tourism serves as the primary driver of economic growth and development. Domestic, inbound, and outbound tourism are the three categories.

The air transportation sector is another important industry that supports tourism. The development of modern civilization has been largely attributed to its expansion, technological improvements, and services. Air travel has had a significant impact on how people perceive time and space. Airlines invest billions of dollars and put new technological developments into place to satisfy the daily expanding demand.

Long-distance travel is greatly influenced by the rapidly growing air transport industry. The global airline industry transports 2.7 billion passengers yearly using 1,629 carriers, 27,271 aircraft, 3,733 airports, and 29,6 million planned departures. (Berita Harian,2017). Airbus and Boeing are the two manufacturers with the largest market shares.

Next, the importance of airlines in the tourism industry is to increase their profits. Tourists will use airplanes to go to destinations such as vacations abroad or domestically. In addition, airline demand will increase during school holidays or festivals. Not only that, tourists will also buy airline tickets when airlines promote tickets at cheap prices. After that, airlines will provide insurance and compensation to passengers in the case of a fatality or other accident, including pilot carelessness, takeoff damage, crashes, or other occurrences.

Malayan Airways Limited launched its first commercial flight in 1947 after being established. It was renamed Malaysian Airways in 1963, the year the Federation of Malaysia was established. In 1966, the airline was renamed Malaysia Singapore Airlines (MSA), then in 1972, Malaysian Airline System (MAS).

Since Malaysia Airlines is the nation's national airline, travelling with them is the best option for getting there, back, and inside Malaysia. Every day, Malaysia Airlines flies up to 40,000 customers on fun journeys that are influenced by the country's diverse culture. With its distinctive Malaysian Hospitality at all points of touch with customers, Malaysia Airlines showcases the country's many customs, cultures, and cuisines, capturing the essence of Malaysia.

In the end, Malaysia Airlines Berhad has owned and operated the airline since September 2015. It is a part of the Malaysia Aviation Group (MAG), a global aviation

firm made up of several aviation business portfolios created to cater to Malaysians' demands for air travel. As a member of the One World Alliance, Malaysia Airlines offers increased connectivity through hassle-free travel to up to 1,000 destinations in more than 170 nations, as well as access to more than 650 airport lounges globally.

### **1.3 PROBLEM STATEMENT**

Malaysia Airlines is an airline that is very famous around the world. It can be said that Malaysia Airlines operates at airports in every country. In fact, Malaysia Airlines is also a choice for foreign tourists and local tourists. The profits earned by Malaysia Airlines are very lucrative and have a great impact on the company. In addition, Malaysia Airlines is also a very important airline in the tourism industry. However, currently the data shows that the use of Malaysia Airlines by domestic tourists and international tourists is decreasing (Kok Ban Teoh, 2021). Therefore, there are several problems and issues that need to be studied and resolved.

#### **1.3.1 Flight delay**

Next is the most popular Malaysia Airlines issue is that they cancel customer flights, reschedule and retime their customer flight tickets suddenly or at the last minute. Malaysia Airlines flights are often delayed due to many factors, including bad weather factors, technical problems and so on. This causes passengers to feel uncomfortable with the issue of sudden ticket cancellation, this is because most passengers have important matters to resolve and cause important matters to be delayed (Mas,2021)

### **1.3.2 Ticket price**

Flight tickets are becoming increasingly expensive and customers are feeling the effects. Malaysia Airlines have been steadily raising fares, attempting to improve their profit margins. This has caused numerous cries of discontent from passengers, who have seen their ticket prices steadily increasing. Many customers have expressed the opinion that they should not have to pay such a high price for a flight, regardless of the quality of the service provided. For example, the price was increased immediately when all people needed to vote on 19 November 2022 (News Straits Times, 2022)

### **1.3.3 Full-Service carriers**

The increase in full-service aviation at this time has brought the impression that the aviation industry in Malaysia has faced risks because it prefers full-service carriers. The Malaysian market is very price sensitive especially for domestic routes. Full-service carriers find it difficult to charge higher fees for domestic routes, but can cover costs by charging higher fees for international routes (News Straits Times, 2018).

### **1.3.4 Outside of the airline's control**

Customers depend on the airline to handle weather delays and several other issues that are beyond the carrier's control and may lower customer satisfaction. Regardless of the reason for the delay, a journey that is delayed typically results in decreased overall satisfaction since the airline is blamed rather than the real issue. Airlines typically prioritise safety and legality over consumer happiness.

### **1.3.5 Consumer would not trust this service**

As mentioned by (Hankins, 2016; LeHardy and Moore, 2014) there are issues with the tragedy machinery MH-370 and MH-17. On March 8, 2014, Malaysia Airlines Airplane 370, an international passenger flight operated by the airline, disappeared on route from Kuala Lumpur International Airport in Malaysia to Beijing Capital International Airport. On July 17, 2014, a passenger jet named Malaysia Airlines Flight MH17, also known as Malaysia Airlines Flight MH17, crashed and caught fire in eastern Ukraine. All 298 people on board were killed in the disaster, the majority of them were Dutch nationals. The corporation was forced into renationalization as a result of these calamities, which occurred less than five months apart and had a terrible impact on the company's reputation as a whole.

### **1.4 RESEARCH OBJECTIVES**

**RO1:** To examine the relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.

**RO2:** To examine the relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.

**RO3:** To examine the relationship between personnel services towards customer satisfaction using Malaysia Airlines.

## 1.5 RESEARCH QUESTIONS

**RQ1:** Is there any relationship between airlines tangible towards customer satisfaction using Malaysia Airlines?

**RQ2:** Is there any relationship between terminal tangible towards customer satisfaction using Malaysia Airlines?

**RQ3:** Is there any relationship between personnel services towards customer satisfaction using Malaysia Airlines?

## 1.6 SCOPE OF THE STUDY

This study is conducted to improve service quality that impacts on customer satisfaction using Malaysia Airlines. The research needs to identify the service quality that impacts customer satisfaction using Malaysia Airlines. The Airqual model in tangible airlines, terminal tangible, and people services were employed as independent variables in this study. Customer satisfaction with Malaysia Airlines is the dependent variable, meanwhile. Students or those who have travelled recently utilising Malaysia Airlines' services are chosen as the target respondents. Additionally, they must be older than 18 years of age. The study should be finished in around six months.

## 1.7 SIGNIFICANCE OF THE STUDY

The findings of this study are predicted to be significant in tourists' satisfaction with Malaysia Airlines flight services. In addition, this study is expected to help various

parties who want to conduct studies in the future related to satisfaction with Malaysia Airlines flight services. The Malaysia Airlines aviation industry sector will be able to grow if we can find a way to deal with the issues faced by customers who use Malaysia Airlines. Practically, it can be useful to various individuals, including customers, pilots, co-pilots and cabin crew. The following is an example of a hypothetical research scope, with the research question being "How satisfied are customers with Malaysia Airlines services?" We were also informed that the questionnaire was the tool used to evaluate any changes in this investigation. Any other approach is beyond the scope of the research and may constitute a limitation of the study. This is a clear statement of how the outcome measures will be explored.

## **1.8 DEFINITION OF TERMS**

### **Service Quality**

Refer to the article from Indeed Editorial Team (2022), Service quality is a measurement of how well a business meets the needs and expectations of its clients. Customers acquire services in order to meet certain demands. They have criteria and expectations for how a business's service delivery meets their demands, whether they are conscious of them or not. A business with excellent service quality provides services that meet or above the expectations of its clients.

#### **i) Airline tangible**

Airline tangible is a term for the physical indicators of an airline's level of customer care. (Ekiz et al., 2006). In the airline industry, it is regarded as one of the most significant service quality characteristics. (Farooq, 2016; Gudmundsson, 1998).



According to Ali et al. (2015) Airline tangible is the collective term for an aircraft's entire state, which includes the equipment's quality both inside and out, the calibre of the catering, the comfort of the seating, and cleanliness.

ii) Terminal tangible

According to Arifin and Yahaya (2013) terminal tangibles are one of the most visible indicators of an airline's service quality. The construction of the airline's entire reputation is directly impacted by terminal tangible. The quality of the services offered at the terminal is implied by the terminal tangible. (Ekiz et al., 2006). Effective sign boards, a welcoming security and control system, a good air-conditioning system in the terminal, clean restrooms, and information desks for passenger guidance are among these services. (Ali et al., 2015; Wu and Cheng, 2013).

iii) Personnel services

An essential component of an airline's service quality is its personnel services. (Nadiri et al., 2008). It refers to the level of customer service offered by airline employees, such as their attitudes and behaviours toward providing customer care, as well as flight attendants. (Boetsch et al., 2011; Ekiz et al., 2006). Additionally, personnel services include a ticketing service that is error-free, responsiveness of the flight crew, personal hygiene, and a helping attitude. (Namukasa, 2013).

### **Customer Satisfaction**

Customer satisfaction is defined as the pleasant feeling that tourists have after visiting the destinations. (Khan et al, 2013). Customer satisfaction occurs when a visitor's experience exceeds their expectations. ((Deng & Pierskalla, 2011). Customer satisfaction is the main point of customer purchase purpose and confidence

(Kotler, 2000). Customer satisfaction data is one of the most commonly collected points of marketing results. Within organisations, the gathering, examination, and dissemination of this information conveys something specific about the significance of keeping track of clients and ensuring that they have a positive involvement in the organization's products and ventures. (Kotler, 2000).

### **1.9 SUMMARY**

In the first chapter this research examines the relationship between service quality in airline tangible, terminal tangible and personnel services, towards customer satisfaction using Malaysia Airlines. In addition, the researcher presents a research objective, a research question and a glossary of words before ending the chapter.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter attempts to review the literature regarding airlines tangible, terminal tangible and personnel service as independent variables while customer satisfaction as a dependent variable. This chapter also explains the hypothesis development, research framework and summarizes the whole chapter.

#### **2.2 LITERATURE REVIEW**

A literature review is a piece of academic writing, demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. A literature review also includes a critical evaluation of the material; this is why it is called a literature review rather than a literature report. Hence, this study intends to critically evaluate several variables, namely, service quality and customer satisfaction.

##### **2.2.1 Service Quality**

Service quality is a term that generates a significant amount of attention and discussion in the research literature. According to Kotler (2013), quality should begin with the requirements of the customer and finish with how they perceive it. The level to which a service satisfies a customer's wants or expectations is how Lewis (2010) defines service quality. Service quality has a big impact on customer satisfaction in the aviation

industry. As a result, providing higher service quality increases customer experience, which leads to more customers and increases revenue for the company.

A study by Wang et al. (2020) investigated the effects of functional service quality, technical service quality, comfort and cleanliness together with service planning and reliability on passengers' satisfaction and reuse intention towards urban rail transit in Tianjin, China. In short, the other vital factors that have been studied in previous studies to determine the quality service of railway public transport include availability, accessibility, information, time, comfort, waiting time, crowdedness, fair and safety (Isikli et al., 2017; Machado-Leon et al., 2017). Ramya et al., (2019) and Mat et al. (2019) emphasised that, in addition to safety, service quality aspects such as tangibility, dependability, responsiveness, assurance, and empathy are essential elements that can influence passengers' experience with ETS. In addition, Wang et al. (2020) indicate that customer satisfaction and reuse intention of urban rail transportation strongly rely on the dimensions of service quality. This study refers to service quality as functional service quality, technical service quality and safety as indicators of tourist satisfaction and loyalty towards ETS. The AIRQUAL scale sophisticated by Bari et al. (2001) has five distinct dimensions, namely, airline tangible, terminal tangible, personnel services, empathy, and image.

### **2.2.2 Airline tangible**

The AIRQUAL instrument's five dimensions look at many elements of airline service. Inquiries regarding the interior of the aircraft used by airlines, the quality of the catering, the cleanliness of the seats, the comfort of the seats, and the quality of the air conditioning in the aircraft are all included in the first dimension of AIRQUAL, which is known as airline tangible. (Bari et al., 2001; Ekiz et al., 2006; Nadiri et al., 2008).

### **2.2.3 Terminal tangible**

The questions in Terminal Tangible, the second dimension of AIRQUAL and another important component, are more related directly to airports. The influence of stores, the accessibility of parking spaces, the size, the air conditioning, the effectiveness of signage, the presence of trolleys, the effectiveness of the security control system, the staff uniforms, and the comfort of the airport's waiting area are also all factors that respondents are asked about. (Bari et al., 2001; Ekiz et al., 2006; Nadiri et al., 2008).

### **2.2.4 Personnel services**

The third component of AIRQUAL, personnel, was developed to rate airline staff. This dimension asks questions on the attitude, training, and experience of the staff, along with how much they care about each customer and how accurate the airline's reservation and ticketing procedures are.

### **2.2.5 Customer Satisfaction**

Satisfaction, according to Kotler (2012), is "a person's feelings of joy or disappointment arising from assessing a product's perceived performance (or outcome) in accordance with his or her expectations." While service quality relates to the customer's evaluation of the company's overall level of quality, satisfaction refers to how well the product or service meets the customer's expectations (Dodds & Jolliffe, 2016). For instance, the study on creative tourism by Ali et al. (2016) found that satisfied tourists are more likely to behave favourably toward the destination.

Customer satisfaction is defined as "the individual expectations on performance of service or product given by a business for them," by Mittal et al. (2015).

Alonso-Almeida et al. (2015) pointed out that the airline business should examine and measure their passengers' needs as well as their satisfaction levels in order to catch their attention as well as reduce costs and increase profitability. Sometimes satisfaction is defined as the services a company provides to its clients and whether the organisation can meet their demands and desires. (Kansra & Jha, 2016). (Bienstock, 2015) mentioned that clients will be loyal towards their brands owing to the perception and satisfaction of the quality offered by the provider to them. Customer satisfaction was a primary objective for any business (Ashraf et al, 2018). If results are as expected, the customer is extremely delighted or satisfied (Nurmalina, 2017). Consequently, a business must constantly pay attention to the quality of the goods and services offered to customers (Subashini & Gopalsamy, 2016).

### **2.3 HYPOTHESIS DEVELOPMENT**

According to the literature study below, service quality and other independent variables like organization performance are among those impacts that determine customer satisfaction using Malaysia Airline. This study is intended to look at how these variable levels interact.

This study confirmed that service quality has a positive relationship with customer satisfaction. Osman and Sentosa (2013) studying how Malaysia Airlines in airlines tangible, terminal tangible, and personnel services towards customer satisfaction, it was discovered that service quality has a considerable influence and a favourable association with it. Any business should be aware of how service quality impacts customer satisfaction. It is important for airlines to deliver high-quality service to their passengers in this cutthroat environment in order to increase

Satisfaction (Khraim, 2013). Previous research has shown that due to the advantages for industries, customer satisfaction has developed as an important intermediate goal in service operations. Badara, et. al. (2013) indicates the significant effect of customer satisfaction on customer loyalty. Chen, et. al. (2006) believed the customer loyalty is directly and favourably impacted by customer satisfaction. Therefore, for the purpose of this study, the first research hypothesis is:

**H1: There is a significant relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.**

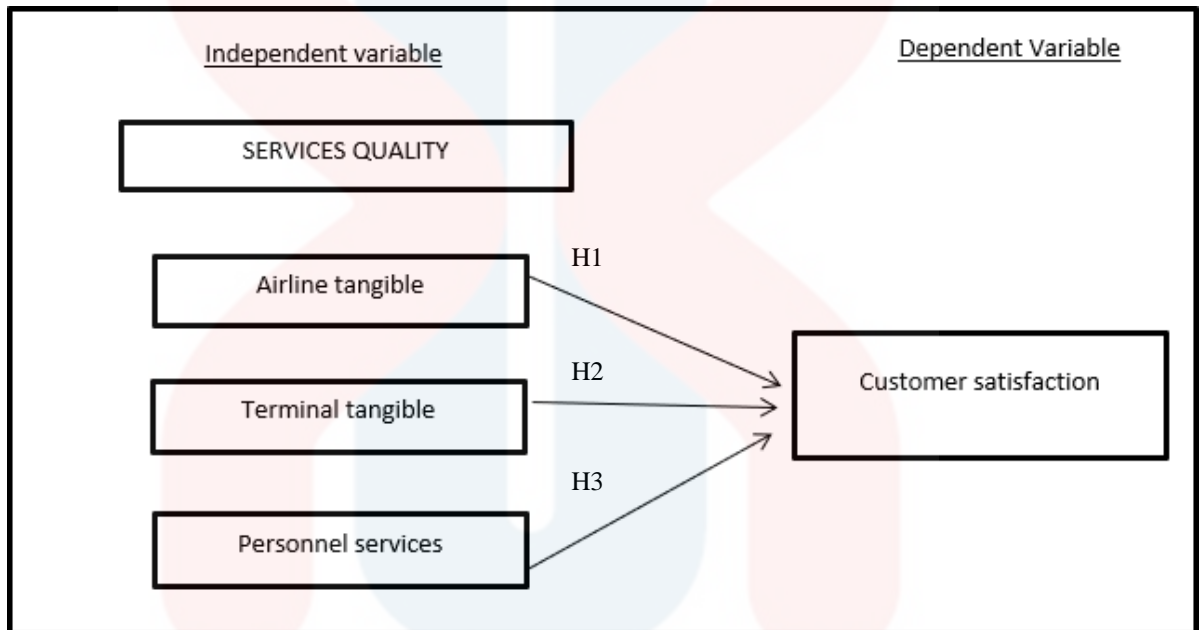
**H2: There is a significant relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.**

**H3: There is a significant relationship between personnel services towards customer satisfaction using Malaysia Airlines.**

## **2.4 CONCEPTUAL FRAMEWORK**

The concept of conceptual framework has been explained and clarified by a number of academics. A conceptual framework is developed by merging several related concepts in order to explain and offer a deeper knowledge of the topic being studied.

(Rallis & Rossman, 2012). To be specific, this study highlighted a conceptual framework that examines the service quality that impacts on customer satisfaction using Malaysia Airlines. Three independent variables have been used in this study which are airline tangible, terminal tangible and personnel services while the dependent variable is customer satisfaction.



**Figure 2.1: Conceptual framework**

## 2.5 SUMMARY

The second chapter has discussed the service quality in airline tangible, terminal tangible and personnel services independent variables while customer satisfaction as dependent variable, conceptual framework, hypothesis development and closed by a summary of the chapter.



## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

The research methodology utilised to conduct this study will be discussed in this chapter. The target population, sample size, sampling technique, data collecting, research tool, data analysis, and chapter summary are all discussed in this section.

#### 3.2 RESEARCH DESIGN

The term "research design" refers to the entire approach taken to do research and describes a clear, logical method to address predetermined research questions through the gathering, interpretation, analysis, and presentation of data. The strategy, framework, and methodology of a study known as a "research design" is developed to produce results while minimising variance. (Creswell & Creswell, 2017).

Quantitative research is a measurable investigation of numerical information gathered in an overview to inquire about, utilizing strategies, for example, surveys using questionnaires. The examination requires an example size to have progressively factual power for speculations on the discoveries (Kumar, Talib, & Ramayah, 2013). The design of this study divides between three types: causal, exploratory, and descriptive. This investigation will employ causal analysis. This type of research is designed to determine how existing criteria and assumptions may be impacted by a relationship between a dependent variable and an independent variable.

Since the goal of this study is to identify the causal connection between various variables, the causal research design has been used. A cross-sectional study is then used in this research. The advantages of a cross-sectional design include the gathering of information at and pertaining to a single point in time, as well as the emphasis on identifying correlations between variables at a single moment in time. Cross-sectional designs frequently employ survey methodologies to gather data since they are quick and fairly priced. Albattat & Romli (2017) used cross-sectional research because it was being done once to a particular period.

In this study, the unit of analysis is passenger customers who travel using Malaysia Airline. Surveys are arguably the most practical approach to collecting data. Researchers do not need to conduct face-to-face surveys with customers using Malaysia Airlines services. So, researchers prefer to use the google forms method where customers will answer questions online only. In addition, by using this method, researchers can easily conduct a survey about the satisfaction of customers using Malaysia Airline. Hence, in this study researchers use self-administered questionnaires by using google forms to collect data.

### **3.3 TARGET POPULATION**

Population typically refers to the number of people in a single area, whether it be a city or town, region, country, continent, or the world. Governments typically quantify the size of the resident population within their jurisdiction using a census, a process of collecting, analyzing, compiling, and publishing data regarding a population. (wikipedia). The population commonly knows a “N”. This study's demographic consists of students who have travelled with Malaysia Airlines over the previous five years.

The location to collect data is around Malaysia. This population is selected because respondents who are the population in this research are basically people that work and as a student. For example, these issues would come out because of many consumers using this service.

This study looked into what was causing problems between customers and airlines in Kota Bharu, Kelantan. To collect information on a large population, data is collected based on surveys. The population on this research could help in achieving the research objectives in examining the issues of Malaysia Airlines on satisfaction among students or workers in Kota Bharu, Kelantan.

### **3.4 SAMPLE SIZE**

The number of people involved in the study is referred to as the sample size. The sample size that is chosen is critical. To acquire a representative sample of the population, proper sampling methods and satisfactory answers are required. In this study, the researcher discovered that the survey uses quantitative methods in research. The researcher used (Krejeie & Morgan, 1970) as a model in this study. According to this model, the sample size will be recognized from the population in Malaysia which is 32.78 million. Since, a total of 384 respondents of forms would be spread as the sample size in the population.

<i>Table for Determining Sample Size of a Known Population</i>									
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
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	100000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

**Figure 3.1: Krejcie & Morgan**

### 3.5 SAMPLING METHOD

The two forms of sampling designs are non-probability sampling and probability sampling. (Malhotra, 2008; Sekaran, 2003). Non-probability sampling gives proof that population members have no known chance of being chosen as subjects, whereas probability sampling assures that components in the population are picked by some known chance. (Sekaran, 2003). A non-probability sampling strategy, or more particularly, simple sampling procedures are employed to choose respondents, was utilised to choose the sample from the Malaysia Airlines population. This approach is deemed appropriate for this investigation. A thorough ethical strategy to data collecting was used to preserve neutrality and appropriately gather the data. Convenience sampling was used to choose each respondent from among those who were willing and

able to participate in the survey. The AIRQUAL scale, which assesses the level of airline service quality and its effect on customer satisfaction, was the subject of a questionnaire. The survey was administered to 30 passengers on Malaysia Airlines who were at least 18 years old. Structured surveys and convenience sampling are used to get the data.

### **3.6 DATA COLLECTION**

Data collection is an efficient way of gathering information from various sources in order to obtain comprehensive and trustworthy data. Data collecting enables a person or organisation to answer pertinent questions, analyse outcomes, and forecast future probabilities and trends. This study used questionnaires to obtain data through a survey. The questionnaire is a data collection tool in which respondents answer a series of questions. Furthermore, because it is standardised, this form of research is frequently less expensive than other methods and easier to manage. Furthermore, because this study included a big number of participants, researchers used this method because it is an efficient way of gathering data and information.

#### **3.6.1 Pilot study**

As for the preliminary data collection, this study would execute the pilot test among 30 respondents in advance to find out that the questionnaire would not have any problem before distributing the questionnaire to the real target. Then, the data collected will be analyzed using SPSS to determine the internal consistency based on the Cronbach's Alpha. If the data indicates a high internal consistency, then the actual study will be performed.

### **3.6.2 Procedure for distributing questionnaire**

The Google Form is used to collect data by asking tourists or people who: (1) used Malaysia Airlines to travel in the previous five years; (2) they must be at least 18 years old to respond to the questionnaire; and (3) they must be Malaysia permanent residents since this study targeted domestic customers. Because the link is only shared through the WhatsApp app, using the Google Form can be simpler (Naderifah, Goli and Ghalyaie, 2017). The data collection process using Google Form was quick. Consequently, it might raise the number of replies from one to many.

### **3.7 RESEARCH INSTRUMENT**

Utibe Monday (2020) represents researchers collecting data on topics of interest using research instruments like questionnaires, interviews, and surveys. Focus groups, or any other instrument used by academics to gather data on a certain subject, according to Jyoti and Rani (2017), the research instrument is "an important tool for assessing factors such as opinion, attitude, concept, composition, and so on," and questionnaires and interviews are useful tools for conducting educational research. Depending on the study investigation, each research instrument is useful in a specific setting to achieve a specific goal. As a result, we can see that tools can be utilised separately or in combination to achieve effective results by supplementing each other's work.

In this study, the researcher will provide the respondents with a questionnaire to fill out. This questionnaire is broken into three sections: A, B, and C. Part A discusses the respondents' demographic characteristics. Part B contains questions concerning the independent variable, and Part C provides questions about the dependent variable. The

instrument will be based on a five-point scale with numerical values of 1 (strongly disagree), 2 (disagree), 3 (slightly agree), 4 (agree), and 5 (strongly agree).

Strongly Disagree (SD)	Disagree (D)	Slightly agree (SA)	Agrees (A)	Strongly Agree (SA)
1	2	3	4	5

**Table 3.1: Likert scale**

### 3.8 DATA ANALYSIS

Researchers will use the programme Statistical Programmers for Social Science (SPSS) version 28 to examine the primary data. SPSS is a program-based data processing and analysis window that allows you to create tables and pie charts. Computers aided researchers in lowering the effort required to determine information and making quantitative analysis easily and quickly. The researcher evaluates quantitative data using descriptive statistics, reliability statistics, Pearson's correlation, and regression.

#### 3.8.1 Descriptive statistics

According to Holcomb (2016), descriptive statistical analysis is used to interpret and sum up data from general or representative investigations. However, inferential statistics, a different type of statistics, are needed to draw generalisations about the population from samples. The level of collaboration will be determined by the researchers using descriptive analysis. Researchers can communicate data in a more

efficient and understandable way by using descriptive analysis. Table 3.2 displays the percentage of respondents who disagree or agree with the claims for one dependent variable, four independent variables, and four independent variables. Level 5 denotes neutrality, scales 6–10 denote the degree of agreement-to-high agreement, and scales 1- 4 denote the degree of strongly disagree-to-strongly disagree.

SCALE	RANGE OF MEAN	LEVEL OF AGREE
10	9.51-10.00	Strongly agree
9	8.51-9.00	
8	7.51-8.00	
7	6.51-7.00	
6	5.51-6.00	Agree
5	4.51-5.00	Neutral
4	3.51-4.50	Disagree
3	2.51-2.50	
2	1.51-2.50	
1	3.0-1.50	

**Table 3.2: The relationship between Mean and Level of Agreement**



### 3.8.2 Reliability test

A research instrument is regarded as trustworthy when the study's results can be duplicated using a similar technique. In terms of reliability, results that accurately represent the whole population under study and that have remained constant throughout time are both referred to. High quality tests are essential to determining if the information presented in an examination or research project is accurate. Cronbach's Alpha is a widely used index of test reliability. Alpha is influenced by test duration and difficulty. Alpha as a dependability measure should be based on the core tax-equivalent approach's underlying assumptions. A low alpha is observed when these assumptions are not made. Test length influences test reliability, therefore alpha does not just assess test homogeneity or internal consistency. A lengthier test has a better reliability whether it is homogenous or not. A high alpha score ( $> 0.90$ ) might signify duplication and suggest that the test should be repeated for a shorter time.

Cronbach's Alpha Coefficient	The Strength of Association
$< 0.6$	Poor
0.6 to $<0.7$	Moderate
0.7 to $<0.8$	Good
0.8 to $<0.9$	Very Good
0.9	Excellent

**Table 3.3: Rules of thumb about Cronbach's Alpha**

Table 4.0 shows that associations are weak when the coefficient is less than 0.6, but moderate when the coefficient is between 0.6 and less than 0.7. The strength is adequate when the measurements are 0.7 or less than 0.8. An unusually high relationship is indicated by a Cronbach's Alpha coefficient of 0.9, whilst a value of 0.8 to less than 0.9 indicates a very strong connection.

### **3.8.3 Correlation test**

To establish the connection between two variables, correlation analysis, a numerical method for determining the overall significance of a relationship between two variables, is used. While a low correlation denotes that the variables are merely tangentially related, a high correlation indicates a significant relationship between multiple independent variables. It is a procedure that can take many different shapes and involves assessing the importance of a relationship using readily available statistical data. Pearson's correlation coefficient is used to assess how strongly independent and dependent variables are related. You may determine how to evaluate the strength of the relationship between independent factors and dependent variables by looking at the data in Table 4.

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CORRELATION COEFFICIENT SIZE	INTERPRETATION
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0 to 0.30 (-0 to -0.30)	Negligible correlation

**Table 3.4: How to interpret the size (strength) of a correlation coefficient.**

The positive correlation coefficient has a range from 0 to 1 in terms of its magnitude and value. When the correlation coefficient size is 1.00, as shown in the example, Table 4.1 demonstrates that the strength of the link between the variables is entirely positive. The coefficient value between 0.50 and 1.00 indicates a significant relationship between the two variables. The size of the correlation coefficient shows a highly positive correlation when it exceeds 0.50, whereas values between 0 and 0.50 suggest a somewhat positive association. This connection is indicated by zero. This shows that when the size of the negative correlation is somewhere between 0 and 50 per cent, it has a slightly negative effect. A somewhat negative association with a particular variable can be seen by looking at the absolute value of -0.50. The relationship between the variable's severely negative correlation and the -1.00-correlation coefficient size shows that the variable is the case whenever the correlation coefficient value is between -0.50 and -1.00. The correlation is wholly adverse.

### 3.9 SUMMARY

The research methodology for this study entails the collection of a small number of data, which will then be analysed using a questionnaire and statistical information grouped into groups. In this chapter, the investigator will go through each component of the study approach. This study will employ a quantitative approach that includes statistical analysis for the purpose of data collection. In order to collect data, the researcher additionally employs a self-administered.



## **CHAPTER 4**

### **RESULT AND DISCUSSIONS**

#### **4.1 INTRODUCTION**

This chapter elaborates the findings from an analysis of the information gathered through the distribution of survey to 384 respondents who use Malaysia Airlines as preferred airline to travel in domestic destinations. This chapter discusses the survey's findings. The findings from the frequency analysis, descriptive analysis, reliability test, Pearson Correlation Coefficient analysis, and discussion based on research objectives.

#### **4.2 RESULT OF FREQUENCY ANALYSIS**

The survey has been conducted with 384 respondents with filter questions and the result of demographic profile is collected and has been summarized. The demographic profile that has been asked in the questionnaire is age, gender, race, marital status, education level and occupation. The summary of demographic profile is shown in table 4.1 below.

Demographic	Categories	Frequency (N)	Percentage (%)
<b>Age</b>	18 - 22 years	84	21.9
	23 - 27 years	249	64.8
	28 - 32 years	28	7.3
	33 years and above	23	6.0
<b>Gender</b>	Male	99	25.8
	Female	285	74.2
<b>Race</b>	Malay	351	91.4
	Indian	11	2.9
	Chinese	10	2.6
	Others	12	3.1
<b>Marital Status</b>	Single	336	87.5
	Married	48	12.5

<b>Education Level</b>	Secondary School	18	4.7
	Diploma	39	10.2
	Bachelor of Degree	312	81.3
	Master's Degree	14	3.5
	Doctor of Philosophy	1	.3
<b>Occupation</b>	Government	44	11.5
	NGO	21	5.5
	Self-employed	19	4.9
	Unemployed	9	2.3
	Student	286	74.5
	Retired	5	1.3

**Table 4.1: Summary of Demographic Profile**

#### 4.2.1 Age

Based on the result from table 4.1 shows the age distribution of the respondents. The total of respondents is 384 respondents. The age category is divided into four groups: group 1 is for those between the ages of 18 and 22; group 2 is for respondents between the ages of 23 and 27; group 3 is for respondents between the ages of 28 and 32; and group 4 is for respondents who are 33 years of age and above. According to the age table, the highest number of respondents were from the

group age of 23 - 27 years with 64.8% (N=249) respondents. The second highest group is 18 - 22 years with 21.9% (N=84) respondents and the third group is 28 - 32 years with 7.3% (N=28) respondents. The last group is 33 years and above with 6.0% (N=23) respondents only.

#### **4.2.2 Gender**

In this study, the female respondents were higher with 74.2% (N=285) respondents more than male which 25.8% (N=99) respondents. Therefore, there are more female respondents compared to the male respondents.

#### **4.2.3 Race**

The race distribution among the respondents is seen in table 4.1. A total of 351 respondents from the Malay race with an average of 91.4%. Other races totaled 12 respondents with 3.1% while Indian 2.9% (N=11) and Chinese 2.6% (N=10).

#### **4.2.4 Marital Status**

Based on the table, there are more single respondents compared to the married respondents. The percentage of single respondents is 87.5% (N=336) higher than the married respondents with 12.5% (N=48).

#### **4.2.5 Education Level**

Table 4.1 illustrates the respondents educational backgrounds. With 81.3% (N=312) respondents having a bachelor's degree, the majority of the respondents are educated. The second highest level of education is diploma with 10.2% (N=39) respondents and followed by secondary school with 4.7% (N=18) respondents. There are only 3.5% (N=14) respondents from master's degrees. The Ph.D. comes out with 0.3% (N=1) respondents.



#### 4.2.6 Occupation

Table 4.1 shows the percentage of respondents' occupation. The most respondents are students with 74.5% (N=286) followed by government with 11.5% (N=44) respondents. While the NGO is 5.5% (N=21) and self-employed is 4.9% (N=19) respondents. The unemployed with 2.3% (N=9) respondents while the last respondents is retired 1.3% (N=5) respondents.

#### 4.3 RESULT OF DESCRIPTIVE ANALYSIS

Table below shows the mean and standard deviation for each variable in research with the number of respondents is 384 using Malaysia Airlines as a preferred airline to travel to the domestic destination.

##### 4.3.1 Airlines Tangible

Variables	N	Mean	Standard Deviation
Aircraft are safe and clean.	384	4.22	.780
Quality of catering served in plane is good.	384	4.08	.796
Plane toilets are clean.	384	4.11	.779
Plane seats are clean.	384	4.22	.795

Plane seats are comfortable.	384	4.08	.873
Quality of air conditioning in the planes are good.	384	4.20	.798
Up to date newspapers, magazines and video films are available during the flight.	384	4.04	.885

**Table 4.2 Descriptive statistics of Airlines Tangible**

Table 4.2 shows the mean statistics and standard deviation of respondents for important airlines. Safe and clean aircraft and clean airplane seats got the largest mean value of 4.22 where respondents agreed that the service quality "safe and clean airplane and airplane seats are clean." prompting respondents to use Malaysia Airlines as the airline of choice to go to the destination. Meanwhile, the lowest average is a variety of "the latest newspapers, magazines and video films available during the flight." with a mean value of 4.04 but also a higher standard deviation of 0.885 where respondents agreed that the quality of service "latest newspapers, magazines and video films are available during the flight." prompting respondents to use Malaysia Airlines as the airline of choice to go to the destination. Higher standard deviation values indicate greater dispersion in the data. So, on behalf of the Airlines, the respondents will obviously use Malaysia Airlines as the airline of choice to go to the destination with Malaysia Airlines because the complete facilities from Malaysia Airlines are very good.

### 4.3.2 Terminal Tangible

Variables	N	Mean	Standard Deviation
Ground staff are very helpful.	384	3.72	.886
Malaysia Airlines employees are consistently courteous.	384	3.75	.883
Check-in procedures are efficient.	384	3.77	.862
The airport has effective and advance system.	384	3.86	.902
Airport facilities are very clean.	384	3.84	.849
Baggage handling is quick.	384	3.84	.849
Terminal announcements at Kuala Lumpur International Airport are very clear.	384	3.84	.849

<b>Provide security procedures (for persons &amp; Luggage).</b>	<b>384</b>	<b>3.84</b>	<b>.849</b>
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**Table 4.3: Descriptive statistics of Terminal Tangible**

The table shows the mean statistics and standard deviation of the respondents at the significant terminal. The airport has an effective and early system recorded the largest mean value of 3.86, where respondents agreed that the significant terminal "the airport has an effective and early system" to encourage respondents to use Malaysia Airlines as their preferred airline to go to the destination. Meanwhile, the lowest mean was "ground staff very helpful." with a mean value of 3.72, where respondents agree that the terminal is noticeable "the ground staff are very helpful." significant respondents terminal to use Malaysia influence the effect of service quality towards customer satisfaction. Also, a higher standard deviation is "ground staff very helpful." which is 0.902. Higher standard deviation values indicate greater dispersion in the data. So, for the impact of the quality of service using the significant terminal the respondents will use Malaysia Airlines as the airline of choice to travel to the destination.

#### 4.3.3 Personnel

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Employees' general attitude is good.</b>	<b>384</b>	<b>4.06</b>	<b>.729</b>

<b>Airline personnel give exact answers to your questions.</b>	<b>384</b>	<b>4.07</b>	<b>.730</b>
<b>Personnel show personal care equally to everyone.</b>	<b>384</b>	<b>4.08</b>	<b>.757</b>
<b>Employees have the knowledge to answer your question.</b>	<b>384</b>	<b>4.21</b>	<b>.687</b>
<b>The airlines personnel show empathy.</b>	<b>384</b>	<b>4.13</b>	<b>.732</b>
<b>Airlines personnel are aware of their duties.</b>	<b>384</b>	<b>4.21</b>	<b>.702</b>
<b>Reservations and ticketing transactions are error-free.</b>	<b>384</b>	<b>4.00</b>	<b>.737</b>

**Table 4.4: Descriptive statistics of Personnel**

The table shows the mean statistics and standard deviation of the respondents to the staff. Employees have the knowledge to answer your questions and the airline staff are aware of their duties with the largest mean value, which is 4.21, where respondents agree that the staff "Employees have the knowledge to answer your questions and the airline staff are aware of their duties." the influence of the impact of service quality in staff prompts respondents to choose Malaysia Airlines as the airline of choice to travel to the destination. Meanwhile, the lowest mean is "booking and ticket transactions are error-free." with a mean value of 4.00. Respondents agree that staff "booking

and transaction ticket is error-free." prompting respondents to choose Malaysia Airlines as the airline of choice to travel to the destination for customer satisfaction. In addition, the higher standard deviation is "the staff shows equal personal care to everyone.", which is 0.757. A higher standard deviation value indicates a greater spread in the data. So, for the personnel respondents, the respondents chose Malaysia Airlines as the airline of choice to travel to destinations towards customer satisfaction with "personnel show personal care equally to everyone".

#### 4.3.4 Customer Satisfaction

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>I feel that my experience with Malaysia Airlines has been enjoyable.</b>	<b>384</b>	<b>4.12</b>	<b>.784</b>
<b>Feeling satisfied with the services provided by Malaysia Airlines.</b>	<b>384</b>	<b>4.15</b>	<b>.769</b>
<b>My choice of Malaysia Airlines as a service provider was a wise one.</b>	<b>384</b>	<b>4.14</b>	<b>.773</b>
<b>I now have a more positive attitude towards the company Malaysia Airlines.</b>	<b>384</b>	<b>4.18</b>	<b>.768</b>

<b>Overall, I feel satisfy with Malaysia Airlines</b>	<b>384</b>	<b>4.17</b>	<b>.801</b>
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**Table 4.5: Descriptive statistic of Customer Satisfaction**

The table shows the mean and standard deviation statistics of respondents on customer satisfaction. Overall, I now have a more positive attitude towards Malaysia Airlines. recorded the largest mean value of 4.18, where respondents agreed that customer satisfaction "I now have a more positive attitude towards Malaysia Airlines." influence the impact of service quality on respondents to choose Malaysia Airlines as the airline of choice to travel to the destination. Meanwhile, the lowest mean was "I think my experience with Malaysia Airlines was enjoyable." with a mean value of 4.12, where respondents agree that customer satisfaction "I think my experience with Malaysia Airlines has been enjoyable." influence the impact of service quality on respondents to choose Malaysia Airlines as the airline of choice to travel to the destination. Also, the higher standard deviation of "overall, I feel satisfied with Malaysia Airlines" is 0.801. Higher standard deviation values indicate greater dispersion in the data. So, for customer satisfaction, respondents influence the impact of service quality on respondents to choose Malaysia Airlines as the airline of choice to travel to the destination with "overall, I feel satisfied with Malaysia Airlines".

#### **4.4 RESULT OF RELIABILITY TEST**

Referring to the (Zikmund et al., 2013; Creswell & Creswell, 2017), reliability analysis now often refers to measurements' internal consistency. The degree to which any indication of a concept seems to be constant on a few basic levels is known as internal consistency. Researchers take into account true Cronbach's alpha values of 0.70 and higher. Cronbach's alpha is a measure of a test's reliability. Based on the survey results, researchers can determine and describe whether this was

legitimate, reliable, and understandable to the respondent. According to the rule of thumb, the value of Cronbach's alpha coefficient is shown in Table 4.6.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Table 4.6: Cronbach's Alpha Coefficient Value**

Table 4.6 shows 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. For internal consistency to be considered satisfactory, Cronbach's Alpha must be greater than 0.5. The reliability of a Cronbach's Alpha Coefficient is good when it's more than 0.7.



#### 4.4.1 Pilot Test Result

Before the actual data collection started with 384 respondents, a pilot data was taken of 31 respondents to complete the questionnaire. A pilot test was conducted before the actual questionnaire was distributed to identify any possible errors in the questionnaire, such as unclear questions, that might have been overlooked. As a result, researchers have the opportunity to detect and correct any issues that may arise in developing the questionnaire and be able to distribute the actual questionnaire. Table 4.7 shows the pilot survey test result.

Construct	Cronbach's Alpha	No of Item	N
Airlines Tangible	0.936	7	31
Terminal Tangible	0.985	8	31
Personnel	0.946	7	31
Customer Satisfaction	0.980	5	31
<b>All Variable</b>		<b>27</b>	<b>31</b>

**Table 4.7: Pilot Test Result**

This table shows evidence about the dependability of four factors. Cronbach's Alpha was applied to investigate the consistency of the 27 items, which served as a measurement of five different constructs. The coefficients of all the constructs are good and excellent, according to the

results. Furthermore, the result is above 0.7 indicating that this questionnaire can be disseminated and the survey can proceed.

According to the statistics, the coefficient for customer satisfaction has the highest coefficient with a result of reliability testing of 0.980 (excellent) and terminal tangible also has an excellent result which is 0.985. While the coefficient for airlines tangible and personnel has been 0.936 and 0.946 (good).

#### 4.5 RESULT OF PEARSON’S CORRELATION COEFFICIENT ANALYSIS

Pearson’s Correlation Coefficient analysis used to examine the relationship between independent variables: airlines tangible, terminal tangible, and personnel with the dependent variable: customer satisfaction. Pearson Correlation is used to determine the strength of the relationship between an independent variable and a dependent variable based on the size of the correlation. The strength of the association and the researchers' correlation coefficients are shown in the table below.

Correlation Coefficient(r)	Strength of Relationship
<b>(0.91 to 1.00) or (-0.91 to 1.00)</b>	<b>Very Strong</b>
<b>(0.71 to 0.90) or (-0.71 to 0.90)</b>	<b>Strong</b>
<b>(0.51 to 0.70) or (-0.51 to -0.70)</b>	<b>Medium</b>

(0.31 to .50) or (-0.31 to -0.50)	Weak
(0.01 to 0.30) or (-0.01 to -0.30)	Very Weak
0.00	No correlation

**Table 4.8: Coefficient Correlation and Strength of Relationship**

**Hypothesis 1**

**H1: There is a significant relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.**

CORRELATIONS			
		Service Quality	Tourist Satisfaction
Service Quality	Pearson Correlation	1	.710
	Sig. (2-tailed)		.000

	N	384	384
<b>Tourist Satisfaction</b>	<b>Pearson Correlation</b>	<b>.710</b>	<b>1</b>
	<b>Sig. (2-tailed)</b>	<b>.000</b>	
	N	384	384
<b>**Correlation is significant at the 0.01 level (2-tailed)</b>			

**Table 4.9: Correlation Analysis for Hypothesis 1**

Table 4.10 correlation value of 0.710 shows a high relationship between significant Airlines and customer satisfaction to identify service quality that affects customer satisfaction using Malaysia Airlines. This shows that the relationship between airlines tangible and customer satisfaction that affects customer satisfaction using Malaysia Airlines, is positive. The significant value of Airline is 0.000, which is less than the significant value of 0.001. As a result, there is a significant relationship between airlines tangible and customer satisfaction that affects customer satisfaction using Malaysia Airlines. Therefore, H1 is supported.

## Hypothesis 2

**H2: There is a significant relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.**

<b>CORRELATIONS</b>			
		<b>Motivation</b>	<b>Tourist Satisfaction</b>
<b>Motivation</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>.764</b>
	<b>Sig. (2-tailed)</b>		<b>.000</b>
	<b>N</b>	<b>384</b>	<b>384</b>
<b>Tourist Satisfaction</b>	<b>Pearson Correlation</b>	<b>.764</b>	<b>1</b>
	<b>Sig. (2-tailed)</b>	<b>.000</b>	
	<b>N</b>	<b>384</b>	<b>384</b>
<b>**Correlation is significant at the 0.01 level (2-tailed)</b>			

**Table 4.10: Correlation Analysis for Hypothesis 2**

**Table 4.11 shows that there is a correlation between terminal tangible and customer**

satisfaction that affects customer satisfaction using Malaysia Airlines, with a correlation value of 0.764. This suggests that the relationship between terminal tangible and customer satisfaction is very strong and significantly connected among customers using Malaysia Airlines for travel destinations. Terminal tangible has a significant value of 0.000, which is less than a significant level of 0.01. Hence, there is a significant relationship between terminal tangible and customer satisfaction using Malaysia Airlines for travel destinations. Hence, H2 is supported.

### Hypothesis 3

H3: There is a significant relationship between personnel services towards customer satisfaction using Malaysia Airlines.

CORRELATIONS			
		Involvement	Tourist Satisfaction
Involvement	Pearson Correlation	1	.749
	Sig. (2-tailed)		.000

	N	384	384
Tourist Satisfaction	Pearson Correlation	.749	1
	Sig. (2-tailed)	.000	
	N	384	384
**Correlation is significant at the 0.01 level (2-tailed)			

**Table 4.11: Correlation Analysis for Hypothesis 3**

Table 4.12 shows a correlation value of 0.749, which indicates there is a positive correlation between personnel and customer satisfaction using Malaysia Airlines for travel destinations. This implies that among customer that use Malaysia Airlines as a preferred Airline to travel to the destination, the relationship between personnel and customer satisfaction is very strong and significantly connected. Personnel has a 0.000 significant value, which is less than the 0.01 moderately significant level. Therefore, there is a significant relationship between personnel and customer satisfaction using Malaysia Airlines for travel destinations. Hence, H3 is supported.

#### 4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature on the impact of services quality Airqual Model towards Malaysia Airlines customer satisfaction. The findings of this study significant relationship between airlines tangible, terminal tangible, personnel towards customer satisfaction using Malaysia Airlines.

Hypothesis	Pearson's correlation results	
H1: There is a significant relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.	$r = 0.710, p < 0.01$	Strong
H2: There is a significant relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.	$r = 0.764, p < 0.01$	Strong
H3: There is a significant relationship between personnel services towards customer satisfaction using Malaysia Airlines.	$r = 0.749, p < 0.01$	Strong

**Table 4.12: Shows the summary for hypothesis testing in this study**

Based on the table 4.13 showed that Pearson's correlation analysis was performed to evaluate the hypothesis on airlines tangible, terminal tangible, personnel services and customers satisfaction



using Malaysia Airlines to travel to the destination. At the 0.01 significance level, all hypotheses provided were accepted. Moreover, all of the hypothesis is supported as the end result showed that independent variables which are airlines tangible, terminal tangible, and personnel services have a very strong and high positive correlation with the customer satisfaction.

#### **4.7 SUMMARY**

Chapter 4 defines the result of frequency analysis, descriptive analysis, reliability analysis and Pearson Correlation Coefficient analysis. These variables were found to be significant and positively correlated with customer satisfaction when choosing Malaysia Airlines as their favorite airline for travel. Moreover, because the p-value is less than 0.05, all hypotheses are supported.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 INTRODUCTION

The focus of this chapter is the discussion and conclusion. The chapter will begin with an introduction, followed by a recapitulation of the research findings, limitations, recommendations, and summary. The findings from Chapter 4 are covered in this chapter. Furthermore, this chapter also includes suggestions that could be used for this research in the future. At the end of this chapter, the researchers will present their findings in relation to this investigation.

#### 5.2 RECAPITULATION OF THE FINDINGS

In this study, the findings from the previous chapter 4 (Result and Discussion), which are based on the study's objectives, questions, and hypothesis, will be summarized.

##### **5.2.1 Relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.**

Research question 1 of this study asked about any relationship between airlines tangible towards customer satisfaction using Malaysia Airlines? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between airlines	Is there any relationship between airlines tangible

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tangible towards customer satisfaction using Malaysia Airlines?  
towards customer satisfaction using Malaysia Airlines?

H1: There is a significant relationship between airlines tangible towards customer satisfaction using Malaysia Airlines.
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**Table 5.1: Research Objective 1 and Research Question 1**

The result of hypothesis H1 in the previous chapter reviewed to answer research question 1. Apart from that, H1 stated that there is a relationship between airlines tangible towards customer satisfaction using Malaysia Airlines. From the findings, it shows that airlines tangible is positive and strongly related to customer satisfaction using Malaysia Airlines to travel destination with correlation coefficient of 0.710. The p value of airlines tangible is 0.000 which is less than highly significant level 0.05. In addition, there is a relationship between airlines tangible towards customer satisfaction using Malaysia Airlines. The findings can be supported by (Ali et al, 2015) Airline tangible is the collective term for an aircraft's entire state, which includes the equipment's quality both inside and out, the calibre of the catering, the comfort of the seating, and cleanliness. Therefore, H1 accepted.



**5.2.2 Relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.**

Research question 2 of this study asked about any relationship between terminal tangible and customer satisfaction using Malaysia Airlines? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.	Is there any relationship between terminal tangible towards customer satisfaction using Malaysia Airlines?
H1: There is a significant relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.	

**Table 5.2: Research Objective 2 and Research Question 2**

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that. H2 stated that there is a relationship between terminal tangible towards customer satisfaction using Malaysia Airlines to travel destination. From the findings, it shows that terminal tangible is positive and strongly related to customer satisfaction using Malaysia Airlines to travel destination with correlation coefficient of 0.764. The p value of place attachment is .000 which is less than the highly significant level 0.005. In addition, there is a significant relationship between terminal tangible towards customer satisfaction using Malaysia Airlines to travel destination. The findings can be supported by (Ekiz et al., 2006). the quality of the services offered at the terminal is implied by the terminal tangible. Therefore, H2 accepted.

**5.2.3 Relationship between personnel services towards customer satisfaction using Malaysia Airlines.**

Research question 3 of this study asked about any relationship between personnel services towards customer satisfaction using Malaysia Airlines to travel destination? This is also to answer the first objectives and hypothesis.

Research Objectives (RO)	Research Question (RQ)
To examine the relationship between personnel services towards customer satisfaction using Malaysia Airlines.	Is there any relationship between personnel services towards customer satisfaction using Malaysia Airlines?
<b>H1: There is a significant relationship between personnel services towards customer satisfaction using Malaysia Airlines.</b>	

**Table 5.3: Research Objective 3 and Research Question 3**

The result of hypothesis H3 in the previous chapter reviewed to answer research question 3. Apart from that H3 stated that there is a relationship between personnel services towards customer satisfaction using Malaysia Airlines to travel destination. From the findings, it shows that personnel services and customer satisfaction using Malaysia Airlines to travel destination with correlation coefficient of 0.749. The p value of place attachment is 0.000 which is less than the highly significant level 0.005. In addition, there is a relationship between airlines tangible towards customer satisfaction using Malaysia Airlines to travel destination. The findings can be supported by (Boetsch et al., 2011; Ekiz et al., 2006) it refers to the level of customer service offered by airline employees, such as their attitudes and behaviors toward providing customer care, as well as flight attendants. Therefore, H3 accepted.

### 5.3 LIMITATIONS

Through the entire research, a valuable and significant process for completing the research has been experienced. Even so, there are some unavoidable limitations from letting research run as expected. There are some limitations of the current study that need to be acknowledged. The first limitation of this study was the time constraint over a period of several months to complete the entire data collection. The researchers have tried to get the respondent quickly in a short time.

Another limitation is the method of data collection. Researchers use quantitative methods to collect the data, which google forms are used to collect the data. When researchers use a google form, the accuracy of getting respondent data becomes easier, organized and accurate. Google forms also make it easier for researchers to collect respondent data. Using a google form to make a survey, the limitation is this method lacks a respondent. The researcher had to send the questionnaire many times to get a respondent.

In addition, for the topic selection, the researcher will choose a specific topic so that research is more accurate and easier to understand by the respondents.

### 5.4 RECOMMENDATIONS

#### 5.4.1 Future study

This research does use qualitative methods for this research purpose. Nevertheless, for the future researchers, we all suggest that researchers need to blast the link of google form early. So future researchers can collect enough respondents in a long period of time. Additionally, a future researcher can blast the link many times. For example, researchers can blast links via Whatsapp status, by contact or by Whatsapp groups.

The researcher suggests to future researchers to use google form as a data collection method.

It's because it helps researchers collect data accurately. If the researcher uses a survey method such as a face-to-face questionnaire, the researcher may not receive the data accurately. For example, some respondents did not want to answer and ignored the questionnaire submitted by the researchers.

For the topic selection in the future research, researchers need to create a topic that the respondent can understand directly and know about the topic needed.

#### **5.4.2 Recommendation for the stakeholder**

Malaysia Airlines should improve their time management in terms of the flight schedule. The management should state the actual time for the flight time. Customers need to be told immediately as the new reschedule time. So that customers can take action early if they have urgent matters. For example, the customers can cancel their flight or rebook a new ticket.

The customer's experience in using the company services is important to show their satisfaction. Malaysia Airlines can offer a fixed price to some destinations. People are using the airline services because of their duties that make it necessary to use airline services. It can attract more customers to use their services.

Customer experience is important in the airline industry. Positive customer experiences are one of the ways to compete with competitors. Malaysia Airline has to continue to serve the best services for their customers. It will give a result as the increasing of the company revenue or profits. Others, the economy of our country will expand well because the airline is one of the most important transportation in the world that contributes to the country's revenues.

## 5.5 CONCLUSION

In conclusion, this study was done to investigate characteristics that impact of services quality airqual model towards Malaysia Airlines customer satisfaction. When utilizing Malaysia Airlines as their favorite airline to travel hajj and domenstic, the relevant elements (independent variables) of airlines tangible, terminal tangible, and personnel services have an impact on customer satisfaction (the dependent variable). As noted in Chapter 3, researchers gave questionnaires to 384 respondents using a Google Form, asking them to choose Malaysia Airlines as a preferred airline to travel destination. These respondents were asked to respond to the questionnaires. Additionally, the quantitative approach is used by the researcher to gather all facts and information. This is because using the Google Form makes it simpler for respondents to complete all of the questionnaires, which also helps the researcher save time and money.

The findings of the result from the questionnaire survey are analyzed using a variety of methods, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis. Next, a software application called Statistical Package for the Social Science (SPSS) was used to examine the results from the previous chapter as well as all of the data from the questionnaire. Because it is simple to discover all the outcomes, the researchers employed this software. Last but not least, a final summary and conclusion based on the data analysis. All of the given hypotheses (H1, H2, and H3) are accepted for this study. Additionally, this study has limitations and recommendations that, perhaps, can be used for future research. It is therefore also hoped that all the knowledge shared throughout this research may aid the following researcher.



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