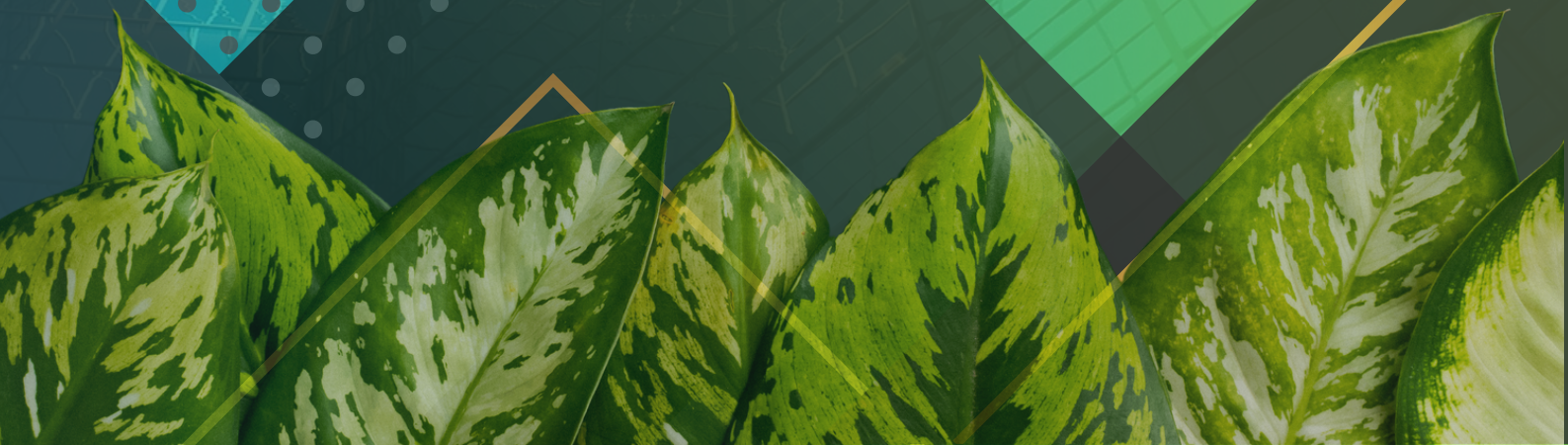# E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**

UNIVERSITI MALAYSIA KELANTAN

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SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW

THE IMPACT OF SERVICE QUALITY AIRQUAL MODEL TOWARDS MALAYSIA AIRLINES CUSTOMERS' SATISFACTION

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ABSTRACT

The purpose of this paper is to discuss how passengers' satisfaction with quality services supplied by airlines can be quantified using the AIRQUAL technique. A quantitative study was conducted to identify airline tangibles, Terminal tangible, and personnel service among the airline passengers the company improves to the service quality of the airlines. The researcher administered 384 responses using a convenience sample of Malaysia Airlines passengers. The outcomes of this study will assist Malaysia Airlines in redefining its marketing approach to one that is more focused on passengers and emphasizes airline service quality.

Keywords: Malaysia Airlines, customers satisfaction, terminal tangible, Airlines tangible, personnel.

INTRODUCTION

Tourism is the third-largest sector in the world, with domestic, inbound, and outbound tourism being the three categories. The air transportation sector is an important industry that supports tourism, with the global airline industry transporting 2.7 billion passengers yearly. Malaysia Airlines is the nation's national airline, providing insurance and compensation to passengers in the event of a fatality or other accident. 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. Furthermore, during school holidays or festivals, airline demand will rise. Apart from that, tourists will purchase flight tickets when airlines offer them at low prices. After that, airlines will provide insurance and compensation to passengers in the case of a fatality or other accident, including pilot carelessness, take-off damage, crashes, or other occurrences. Malayan Airways Limited, which was founded in 1947, made its first commercial flight in 1947. In 1963, the year the Federation of Malaysia was created, it was renamed Malaysian Airways. The airline was renamed Malaysia Singapore Airlines (MSA) in 1966 and Malaysian Airline System (MAS) in 1972.

Several objectives of this study were established as follows:

1. To examine the relationship between airline's tangible towards customer satisfaction using Malaysia Airlines.
2. To examine the relationship between terminal tangible towards customer satisfaction using Malaysia Airlines.
3. To examine the relationship between personnel services towards customer satisfaction using Malaysia Airlines.

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.

LITERATURE REVIEW

Service Quality

Refer to the Indeed Editorial Team (2022) article. Service quality is a measure of how successfully a company satisfies its customers' requirements and expectations. Customers purchase services to satisfy specific needs. Whether people are aware of it or not, customers have criteria and expectations for how a business's service delivery fits their needs. A company that delivers outstanding service quality meets or exceeds its customers' expectations.

Airline tangible

The term "airline tangible" refers to the physical indications of an airline's degree of customer service. (2006) (Ekiz and colleagues). It is widely acknowledged as one of the most essential aspects of service quality in the aviation industry. Gudmundsson (1998) and Farooq (2016) According to Ali et al. (2015), airline tangible refers to the total state of an aircraft, which includes the quality of its components the equipment both inside and out, the grade of the meals, the comfort of the seating, and cleanliness.

Terminal tangible

According to Arifin and Yahaya (2013), one of the most visible indicators of an airline's service excellence is its final tangibles. Terminal tangible has a direct impact on the overall image of the airline. The terminal's tangible nature signifies the terminal's service quality. (2006) (Ekiz et al.). Effective sign boards, a pleasant security and control system, a nice cooling system in the airport, clean toilets, and assistance desks for passenger advice are among the amenities provided. Wu and Cheng, 2013; Ali et al., 2015).

Personnel services

Personnel services are an important part of the total customer experience provided by an airline. Nadiri et al., 2008. It refers to the level of customer service offered by airline personnel, particularly flight attendant attitudes and practises in customer care. Boetsch et al., 2011; Ekiz et al., 2006). Additionally, human services include error-free ticketing, flight staff response, personal hygiene, and a pleasant attitude. Namukasa, 2013.

Customer Satisfaction

The good experience that travelers get after visiting the locations is termed customer satisfaction. Khan and colleagues (2013). When the experience of a guest exceeds their expectations, they are satisfied. (Deng and Pierskalla, 2011). Satisfied customers are the most important factor in purchase intent and loyalty (Kotler, 2000). One of the most regularly obtained elements of marketing outcomes is customer satisfaction statistics. The collecting, investigation, and distribution of this information inside companies reveal something particular about the importance of keeping track of consumers and guaranteeing that they have a favorable participation in the goods of the company and endeavors. Kotler (2000)

Research Hypothesis

The study's hypothesis is to see if there are any correlations or links between dependent variables and independent variables:

H1: There is a significant relationship between airlines' tangible toward 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.

Research Framework

Figure 1 below shows the research framework used for this study.
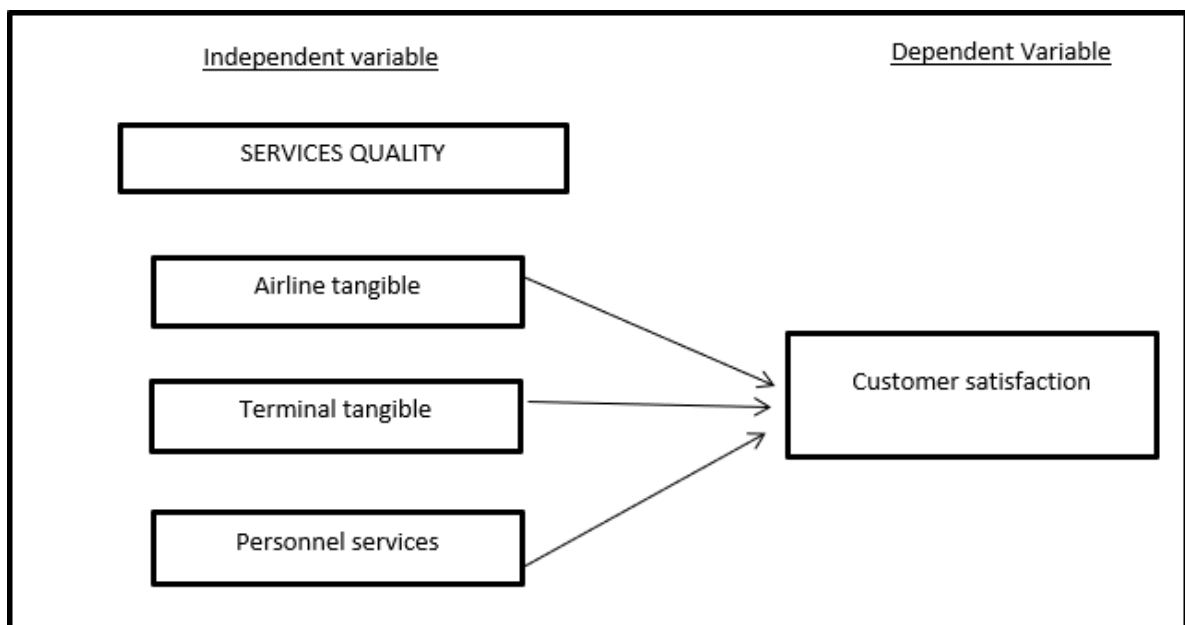
Figure 1: Conceptual framework

METHODOLOGY

Research Design

The research design refers to the overall approach taken in a study to address predetermined research questions through data gathering, interpretation, analysis, and presentation. It aims to produce results while minimizing variance. Quantitative research involves the measurable investigation of numerical data using methods like surveys and questionnaires. This study

employs a causal research design to identify the cause-and-effect relationship between variables and how they impact existing criteria and assumptions. A cross-sectional study design is used, which gathers information at a single point in time and focuses on identifying correlations between variables. Cross-sectional designs often utilize surveys due to their efficiency and cost-effectiveness. The unit of analysis in this study is the passenger customers of Malaysia Airlines. Surveys are the preferred method for data collection, and Google Forms is used to administer self-administered questionnaires online. This approach allows for an easy assessment of customer satisfaction with Malaysia Airlines' services.

To collect information from this large population, surveys are used. The population's participation is crucial in achieving the research objectives, particularly in examining the satisfaction levels among students and workers in Kota Bharu, Kelantan. The number of participants involved in the study is referred to as the sample size. To ensure a representative sample, proper sampling methods and satisfactory responses are required. In this study, the researcher follows the model proposed by Krejcie and Morgan (1970). Based on this model, the sample size is determined by the population of Malaysia, which is approximately 32.78 million. Thus, a sample size of 384 respondents will be selected and surveyed to represent the population.

Data Collection

Data collection is a crucial process for obtaining comprehensive and reliable information from numerous sources. It enables individuals or organisations to address pertinent topics, analyse results, and forecast future trends. In this study, questionnaires were employed to collect data. method through a survey. Questionnaires involve respondents answering a series of standardized questions. This approach is often cost-effective and easier to manage compared to other methods. Additionally, due to the large number of participants involved in this study, the researchers opted for questionnaires as an efficient means of gathering data and information.

Sampling

Sampling designs in research there are two forms of sampling: non-probability sampling and probability sampling. Sampling without regard for probability involves selecting individuals from the population without a known probability of being chosen, while probability sampling ensures that elements in the population are selected based on known probabilities. To pick respondents for this study, a non-probability sampling strategy, namely simple sampling procedures, was used from the population of Malaysia Airlines. This sampling strategy was considered suitable for the investigation. To ensure ethical practices and maintain neutrality, a comprehensive ethical strategy was employed during the data collection process. Convenience sampling was used to select participants who were willing and able to take part in the survey. This method allows for the selection of respondents based on their availability and willingness to participate.

Data Analysis

Researchers will use the program 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 the information and making quantitative analyses easily and quickly. The researcher evaluates quantitative data using descriptive statistics, reliability statistics, Pearson's correlation, and regression.

FINDINGS

Demographic Profile Respondents:

Demographic	Categories	Frequency (N)	Percentage (%)
Age	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
Gender	Male	99	25.8
	Female	285	74.2
Race	Malay	351	91.4
	Indian	11	2.9
	Chinese	10	2.6
	Others	12	3.1

Marital Status	Single	336	87.5
	Married	48	12.5
Education Level	Secondary School	18	4.7
	Diploma	39	10.2
	Bachelor of Degree	312	81.3
	Master's Degree Doctor	14	3.5
	of Philosophy	1	.3
Occupation	Government	44	11.5
	NGO	21	5.5
	Self-employed	19	4.9
	Unemployed	9	2.3
	Student Retired	286	74.5
		5	1.3

Table 1: Demographic Profile

Table 1 presents the age distribution of the respondents, with a total of 384 participants. The respondents are divided into four age groups: 18–22 years old, 23–27 years old, 28–32 years old, and 33 years old and above. The largest group consists of respondents aged 23–27 years, accounting for 64.8% (249 respondents). The second-largest group is aged 18–22 years, comprising 21.9% (84 respondents), followed by the 28–32 years group with 7.3% (28

respondents). The smallest group is 33 years and older, representing only 6.0% (23 respondents).

Meanwhile, for gender distribution, female respondents account for 74.2% (285 respondents), while male respondents make up 25.8% (99 respondents). Thus, there is a higher proportion female respondent outnumbers to male respondents.

The racial distribution among the respondents shows that the majority, 91.4% (351 respondents), belong to the Malay race. Other races account for 3.1% (12 respondents), with Indian respondents comprising 2.9% (11 respondents) and Chinese respondents comprising 2.6% (10 respondents).

Regarding marital status, the majority of respondents are single, making up 87.5% (336 respondents), while married respondents constitute 12.5% (48 respondents).

As for the level of educational background, the majority of respondents, 81.3% (312 respondents), have a bachelor's degree. The second-highest educational level is diploma, with 10.2% (39 respondents), followed by secondary school at 4.7% (18 respondents). A small percentage of respondents have a master's degree, accounting for 3.5% (14 respondents), while only one respondent, representing 0.3%, holds a Ph.D.

In terms of occupation, the largest group of respondents consists of students, accounting for 74.5% (286 respondents). Government employees represent 11.5% (44 respondents), while respondents working in non-governmental organizations (NGOs) constitute 5.5% (21 respondents). Self-employed individuals make up 4.9% (19 respondents), while the unemployed represent 2.3% (9 respondents). The smallest group consists of retired individuals, accounting for 1.3% (5 respondents).

RESULT OF DESCRIPTIVE ANALYSIS

Variable	Items	N	Means	Standard Deviation
Airlines Tangible	Aircraft are safe and clean	384	4.22	.780
	The quality of catering served on the 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 newspaper, magazines and video films are available during the flight	384	4.04	.885
Terminal Tangible	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	384	3.84	.849

	International Airport are very clear			
	Provide security procedures (for persons & Luggage)	384	3.84	.849
Personnel	Employees' general attitude is good	384	4.06	.729
	Airline personnel give exact answers to your questions	384	4.07	.730
	Personnel show personal care equally to everyone	384	4.08	.757
	Employees have the knowledge to answer your question.	384	4.21	.687
	The airlines personnel show empathy	384	4.13	.732
	Airlines personnel are aware of their duties	384	4.21	.702
	Reservations and ticketing transactions are error-free	384	4.00	.737
Customer Satisfaction	I feel that my experience with Malaysia Airlines has been enjoyable	384	4.12	.784
	Feeling satisfied with	384	4.15	.769

the services provided by Malaysia Airlines			
My choice of Malaysia Airlines as a service provider was a wise one	384	4.14	.773
I now have a more positive attitude towards the company Malaysia Airlines	384	4.18	.768
Overall, I feel satisfy with Malaysia Airlines	384	4.17	.801

Table 2: Result of Descriptive Analysis

Table 2 displays the mean and standard deviation of the dependent and independent variables in this study. Question 1 and 4 yielded the highest mean value for the dependent variable, 4.22 (SD= 0.780 and 0.795), indicating that respondents agreed that aeroplanes and airline seats are safe and clean. The lowest mean score was 3.72 (SD= 0.886) for Question 1, indicating that respondents believed Malaysia Airlines' ground workers were really helpful. People received the highest mean score, 4.21 (SD= 0.687 and 0.702), suggesting that respondents thought Malaysia Airlines workers knew how to answer passenger questions and were aware of their responsibilities. The lowest mean score for Question 1 was 4.12 (SD= 0.784), indicating that respondents enjoyed their experience with Malaysia Airlines. Question 4 had the highest significant mean value of 3.86 (SD= 0.902) for the independent variable of terminal tangible, indicating that respondents thought the airport had a modern and efficient system.

RESULT OF THE RELIABILITY TEST

According to Creswell and Creswell (2017) and (2013), reliability analysis is increasingly being utilised to assess measurement internal consistency. Internal consistency refers to the degree to which any indication of a concept appears to function consistently at a few fundamental levels. Researchers accept Cronbach's alpha values of 0.70 and above. Cronbach's alpha is a test reliability metric. Researchers have the ability to recognise.

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
All Variable		**27**	**31**

Table 3: Pilot Test Result

The dependability of four components is shown in the table below. Cronbach's Alpha was used to analyse the consistency of the 27 questions used to test five distinct domains. The coefficients of all buildings range from good to remarkable, according to data. Furthermore, the result is larger than 0.7, suggesting that the questionnaire may be sent and the survey can proceed.

According to statistics, customer satisfaction has the highest coefficient, with a reliability testing result of 0.980 (excellent), and terminal tangible has an extraordinary grade of 0.985. Meanwhile, the tangible and personnel coefficients of the airline have been 0.936 and 0.946, respectively (excellent).

PEARSON CORRELATION

Hypothesis 1

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

CORRELATIONS		Service Quality	Tourist Satisfaction
Service Quality	Pearson Correlation	1	.710
	Sig. (2-tailed)		.000
	N	384	384
Tourist Satisfaction	Pearson Correlation	.710	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Table 4: Correlation Analysis for Hypothesis 1

Table 4 shows a 0.710 significant correlation between major airlines and customer satisfaction, which influences consumer delight when flying with Malaysia Airlines. This indicates a link between airline tangibles and Malaysia Airlines customer satisfaction. The significance of the airline is 0.000, which is less than the significance of 0.001. As a result, there is a strong link between airline tangibles and consumer happiness, which has an influence on customer pleasure when travelling with Malaysia Airlines. As a consequence, H1 is suitable.

Hypothesis 2

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

CORRELATIONS		Motivation	Tourist Satisfaction
Motivation	Pearson Correlation	1	.764
	Sig. (2-tailed)		.000
	N	384	384
Tourist Satisfaction	Pearson Correlation	.764	1
	Sig. (2-tailed)	.000	

N		384	384

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

Table 5: Correlation Analysis for Hypothesis 2

Table 5 shows that there is a 0.764 correlation between terminal tangibles and customer happiness, which influences consumer pleasure when flying with Malaysia Airlines. This implies that the link between terminal tangibles and customer satisfaction is rather robust and well-established among Malaysia Airlines customers. The terminal tangible has a significant value of 0.000, which is less than the 0.01 required. As a result, there is a strong link between terminal tangibles and consumer pleasure while flying with Malaysia Airlines. As a consequence, H2 may be used again.

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 6: Correlation Analysis for Hypothesis 3

Table 6 shows a correlation value of 0.749, demonstrating a positive association between Malaysia Airlines workforce and customer satisfaction. This demonstrates that the link between people and customer happiness is very strong and firmly associated among Malaysia Airlines customers who choose Malaysia Airlines as their preferred airline to travel to their destination. Personnel has a significant value of 0.000, which is less than the 0.01 significance criterion. As a consequence, when travelling with Malaysia Airlines, there is a high correlation between crew and customer happiness. As a result, H3 is suitable.

DISCUSSION AND RECOMMENDATION

As identified in the opening chapter of this research, discussions are aimed at answering concerns and addressing issues. In general, this study thoroughly investigated the influence of the service quality air qual model on Malaysia Airlines customer satisfaction. Based on the study's findings, there are some recommendations for improving consumer satisfaction as well as the researchers in future studies.

This research has significance for the continuation of future research. Future researchers should examine and select a specific research subject to make it simpler for respondents to grasp that issue by adding additional demographic information about the respondents. Age, gender, education level, occupation, marital status, and many more factors can all be used to create distinct conclusions or findings from diverse perspectives. The researchers can obtain more detailed and precise data by doing this investigation.

Furthermore, future researchers could enhance data gathering for This research, particularly in terms of respondent allocation. Instead of handing out questions in person, future researchers can use Google Forms to distribute questionnaires. Some respondents, for example, refused to respond and ignored the researchers' questionnaire. As a consequence, while providing questionnaires to possible respondents, researchers may rapidly contact the respondent via Whatsapp status, groups, or personally and explain the research goal in-depth and precisely.

CONCLUSION

Finally, the goal of this study was to identify the factors that influence tourist satisfaction while utilising Malaysia Airlines as their favourite domestic carrier. Three independent factors were chosen to explore the link between the dependent variable, customer satisfaction, and Malaysia Airlines as a preferred domestic carrier: service quality, airlines tangible, terminal tangible, and staff. 384 participants aged 18 and above were chosen at random to complete the questionnaire. The assumptions are confirmed in our study by examining data from 384 respondents using the SPSS programme. Every theory was confirmed to be right.

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