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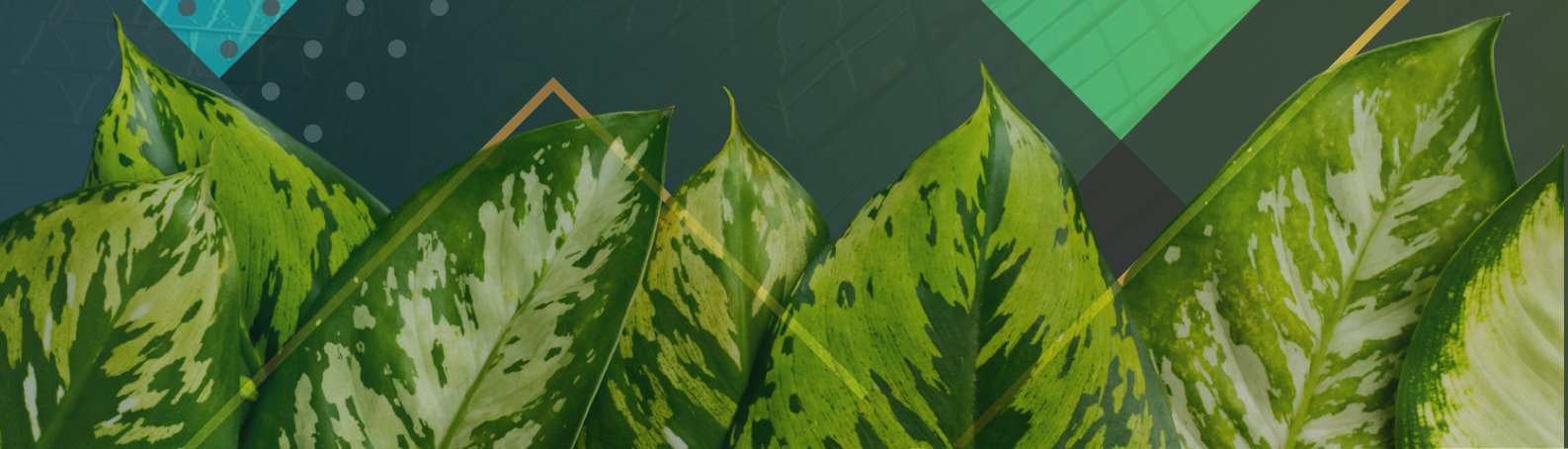
SUSTAINABLY NURTURING TOURISM, HOSPITALITY AND WELLNESS INDUSTRY FOR A BRIGHTER TOMORROW



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CUSTOMER SATISFACTION OF THE AIRLINES IN SULTAN ISMAIL PETRA AIRPORT, KOTA BHARU KELANTAN

Nurul Najwa Binti Othman, Nik Ahmad Lutfilhadi Bin Ab Rahman, Muhammad Ramzi Bin Harun, Nur Putri Ai'syahtun Balqish Bt Sanusi & * Mr. Mohammed Ruqaimi Bin Remeli

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: ruqaimi@umk.edu.my

ABSTRACT
This study aimed to examine about customer satisfaction of Malaysia airlines industry. According to media sources and public knowledge, Kota Bharu Airport may suffer certain issues. Flight delays can be brought on by a few things, including inclement weather, mechanical issues with the aircraft, or logistical issues with the airport. The objective of the study in the research attempted, to examine the relationship between services quality of Malaysia Airlines Industry. According to Krejcie & Morgan (1970)'s sample size table 200 respondents will be chosen from the population. Most of the questions asked focus on the factors that have influenced in determining the level of customer satisfaction in terms of price, airport environment and service in influencing customer satisfaction towards airlines industry. All improvements also need to be taken seriously in terms of service and environment there. Finally, some other determinants are recommended to be included in the research and obtain further reasoning.
Keywords: Airlines Industry; identity: Customer satisfaction in the airlines industry.

INTRODUCTION
This study aimed to examine about customer satisfaction of Malaysia airlines industry. Making this study it started with basic information in chapter 1. This chapter has flow of the chapter such as background of the study, problem statement, research objective, research's question, significant of study, definition of terms and the last one is summary.
Chapter 2 gives a summary of earlier study aimed to examine about customer satisfaction of Malaysia airlines industry. This chapter has flow of the chapter such as background of the study, problem statement, research objective, research's question, significant of study, definition of terms and the last one is summary.
This chapter 3 discusses analysis methodologies. In general, describes the type of analysis needed to complete the case study. The research methodology used to complete this report includes research design, population, sample size, sampling method, data collection procedure, research instrument, data analysis, and summary.

SIGNIFICANT STUDY
Malaysia Airlines had been declared closed during the COVID-19 pandemic, but in 2022, it and MAS returned by offering affordable ticket prices for customers to fly abroad. This study offered advantages to future researchers to learn more about the Malaysia Airlines industry. The airline company expanded quickly, with a notable rise in worldwide airline profits from USD6.1 billion in 2011 to USD10.6 billion in 2012.
The dependent variable analyzed by the researcher was customer satisfaction in the Airlines industry. The dependent variable depended on other factors that were measured.

The independent variable, which was thought to have a direct impact on the dependent variable, included service quality, prices, and the environment of the airport. The experimenter manipulated or modified the independent variable, which was the cause.
To measure service quality thoroughly, the researcher created ten components of service quality, including tangibles, reliability, responsiveness, understanding of consumers, access, communication, and credibility.

LITERATURE REVIEW

Service Quality

The concept of service quality had been defined as the discrepancy between what customers expected from a service and how they experience it. Service quality had previously been defined as how well a service met the demands or expectations of customers. It could also be thought of as the consumer's general perception of the services' relative quality or inferiority. In recent years, it had become widely accepted that client ratings of a service determine its quality. The general rationale was cleared because the customer's opinion affects his or her future actions, such returning the next time or giving favorable reviews to family members. This shows that service providers could not only provided services in accordance with internal standards, which may not meet customers' expectations.

Airport Environment

The airport environment refers to the physical and operational characteristics of an airport, including its facilities, infrastructure, services, and activities. The airport environment encompasses everything from the runways, terminals, and aircraft parking areas, to the security checkpoints, retail shops, and restaurants. It also includes the various operational components such as air traffic controller, baggage handling systems, fueling and maintenance facilities, and ground handling services. The airport environment was designed to ensure the safe and efficient movement of aircraft, passengers, and cargo, and to provide a comfortable and convenient experience for travelers.

Price

Price generally refers to the amount of money that was required have been paid in ordered to acquire or used a particular product or service. It was the valued assigned to a product or service in exchange for its perceived utility or benefit. Price could be influenced by a range of factors, including production costed, supply and demanded, competition, and marketing strategies. A higher price may reflect a higher perceived valued, greater quality, or scarcity of the product or service. Conversely, a lowered price may indicate lowered quality or lowered demanded. In business and economics, pricing strategies played an important role in determining the success of a product or service. Pricing decisions were often based on a combination of market researched, consumer behavior analysis, and competitive analysis, and could had a significant impact on a company's profitability and market position.

Customer Satisfaction Towards Airlines Industry

Customer satisfaction towards the airline industry refers to the leveled of contentment or happiness that customers experience when used the services of airlines. It was a measured of how well the airlines met or exceed the expectations of their customers in terms of service quality, safety, comfort, convenience, reliability, and affordability. Customer satisfaction was a critical factor in the success of the airline industry. Satisfied customers were more likely to use the airline's services again, recommend it to others, and positively promote the airline's brand image. On the other handed, dissatisfied customers may lead to negative word-of-mouth, reduce customer loyalty, and ultimately harm the airline's reputation and revenue. To measured customer satisfaction, airlines may use various tools, including surveys, feedback forms, social media analytics, and customer service interactions. By understanding their customers needed and preferences, airlines could improve their services, enhance their customer experience, and ultimately achieve higher levels of customer satisfaction.

Research Hypothesis

The hypothesis of the researcher was made based from the factor that studied such as quality of service airlines, customer satisfaction and price towards mas and airasia at Pengkalan Chepa, Kota Bharu kelantan. The following hypothesis was developed and was have been evaluated based on the studied.

H1: There was significant relationship between social status and factors that had influenced in pursuing a career in hospitality industry.

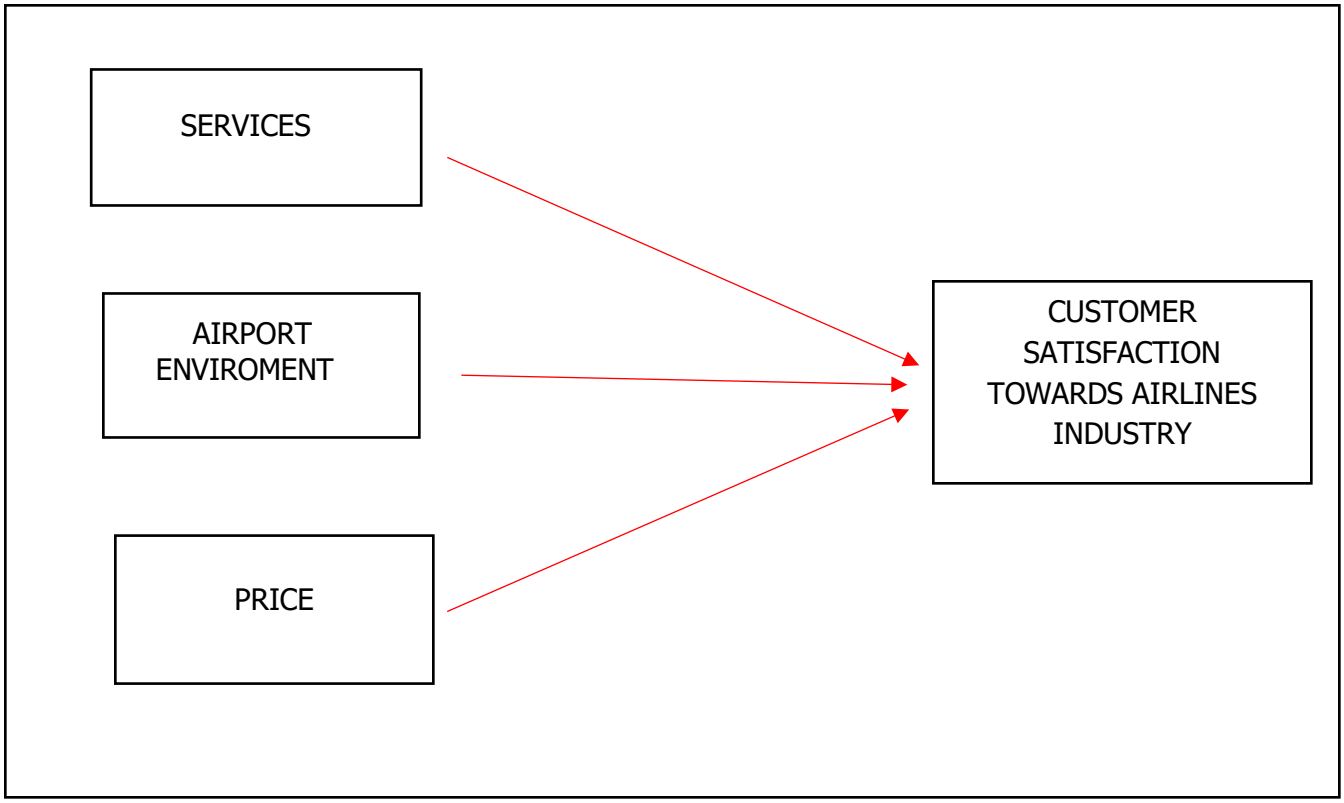
H2: There was significant relationship between salary/benefit and factors that had influenced in pursuing a career in hospitality industry

H3: There was significant relationship between nature of work and factors that had influenced in pursuing a career in hospitality industry.

Research Framework

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

Table 2.4.1 Conceptual Framework (Suki, 2014)



Based on table 2.4.1 from conceptual framework, the researcher has studied the relationship between independent variable and dependent variable.

METHODOLOGY

Research Design

The research design is the overall approach that the researcher chooses to combine the many study components in a logical and cogent manner, as well as serve as the guide for the data gathering, measurement, and analysis processes. The questionnaire used in this study was created after a thorough examination of the literature review and based on data collected during focus group interviews. Quantitative is used in the study to gain all data through questionnaire, while qualitative is about describes attributes or features. The researcher has chosen the quantitative approach of their research to understand and determine between independent variable (service, airport environment and price) and dependent variable (customer satisfaction towards airlines industry). The survey Questionnaire was set the filling of the area around Pengkalan Chepa Kota Bharu, Kelantan, and respondents came from a variety of ethnicity, ages, genders, and marital statuses. This survey was conducted in the Kota Bharu, Kelantan using google form.

Data Collection

This study investigates how Malaysia Airlines' customer satisfaction levels are affected by service quality, targeting passengers who have recently travelled with the airline. (Farooq et al., 2018). Sultan Ismail Petra Airport Kelantan was chosen for a study on customer satisfaction towards the airlines industry due to its large population and stimulating and satisfying service offered to customers. The study was chosen to find out customer satisfaction in using airline industry services, as well as to find out customer satisfaction in using airline industry services.
The coronavirus pandemic has caused a 50% decline in worldwide aviation passenger volume, with just over 2.2 billion passengers on scheduled flights in 2021. This is compared to 2019, when the number of scheduled passengers handled by the world's airlines has climbed. The Asia Pacific region had the highest percentage of airline passenger traffic in 2019, with the busiest aviation routes found in this area.

Sampling

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

Table 3.1: Sample Size of Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is a population, S is a sample size.

Data Analysis

Correlation is a statistical term used to indicate a form of association between two variables. The most popular correlation statistic for determining how closely two variables is connected linearly is the Pearson correlation. The strength of the association between 36 two variables that are numerically assessed is studied using the statistical assessment technique known as correlation analysis. It is possible for the correlation coefficient to range from -1.0 to 1.0, and perfect negative correlation is represented by a value of -1.0, and perfect positive correlation is represented by a value of 1.0. Positive correlation is shown by a correlation coefficient over zero, but there is a negative association when the value is less than zero. There is no connection between the two variables if the value is 0.

FINDINGS

Table 1 below shows the result of frequency analysis.

Table 1 Frequency Analysis

CATEGORY	FREQUENCY	PERCENTAGE (%)
GENDER		
Male	83	58.5
Female	116	59.5
RACE		
Bajau	1	1.0
Brunei	1	2.0
Chinese	3	4.5
Iban	3	6.0
India	5	8.5
Jawa	1	9.0
Malay	178	98.0
Orang asli	1	100.0
AGE		
21 years old- 26 years old	144	72.5
27 years old- 32 years old	18	81.5
33 years old - 38 years old	18	90.5
39 years old - 44 years old	7	94.0
45 years old and above	12	100.0
OCCUPATION		
Civil servant	27	14.5
Sailor	1	16.0
Retired	1	16.5
Private staff	36	35.0

Self-employee	37	54.0
Student	90	99.0
Housewife	1	100.0
EDUCATION LEVEL		
Bachelor of degree	113	57.0
Diploma	46	80.0
Doctor of philosophy	1	81.0
Master degree	9	85.5
Secondary school	28	100.0
MONTLY INCOME		
Below RM2,000	126	66.0
RM2,500 - RM3,500	41	87.0
RM4,500 - RM5,500	17	95.5
RM6,500 - RM7,500	7	99.0
RM8,500 - RM9,500	2	100.0
Above RM10,000	5	3.0
HOW OFTEN DO YOU FLY?		
Once a week	9	99.5
2 or 3 times a month	27	14.5
Once a month	22	95.0
Less than once per month	139	84.0

Demographic Analysis

4.1.1 Gender.

The total number of respondents for male was 83 respondents and for female was 116 respondents. Out of 200 respondents, 40.7% of total respondents were male and the remaining of 58.3% were female respondents who involved in study.

4.1.2 Age.

There were respondents who consist of age from 21-26 (144 respondents) (72.4%), 27-32 (18 respondents) (9%), 33-38 (18respondents) (9%), 39-44 (7 respondents) (9%) and 45 and above (12 respondents) (9%) had responded 41 to the questionnaire.

4.1.3 Ethnic Origin.

There were 200 respondents who consist of Malay (178 respondents), Indian (5 respondents), Chinese (3 respondents), Iban (3 respondents), Native Sabahan (1 respondents), Brunei (1 respondents) had responded to the questionnaire. The highest percentage of respondents was Malay (89.4%) and followed by Indian which was (2.5%), and the lowest percentage respondents was Native Sabahan and Brunei which was (0.5%).

4.1.4 Occupation.

The total number of respondents for civil servant was 27 respondents equivalent to 13.6%. Total number of respondents for private staff was 36 respondents (18.1%). Total number of respondents for the self-employee was 37 respondents (18.6%). Total number of respondents for students was 90 respondents (45.2%). Total of sailor, retired and housewife were 1 respondent which is 0.5 %.

4.1.5 Education Level.

There were 28 respondents from secondary school (14.0%), 46 respondents from diploma (23.0%), 113 respondents from bachelor of degree (56.5%), 9 respondents from master degree (4.5%) and lastly 1 respondent from doctor of philosophy (0.5%). The highest respondent is bachelor of degree meanwhile the lowest respondent was doctor of philosophy.

4.1.6 Monthly Income.

There were 200 respondents who consist below RM2000 were 126 respondents (63%), RM2500-RM3500 were 41respondents (20.5%), RM4500-RM5500 were 17 respondents (8.5%), RM6500-RM7500 were 7 respondents (3.5%), RM8500-RM9500 were 2 respondents (1.0%) and above RM10000 were 5 respondents (2.5%) had responded to the questionnaire.

4.1.7 How often do you fly.

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

Descriptive Analysis

Table 2 below shows the result of descriptive analysis.

Table 2 Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Service	Company airlines should take care on issue services about departure time	4.51	.814
	Airlines industry should assure on-time departure and arrival and provide consistent ground/in-flight services	4.42	.726
	Airlines company should ensure the efficiency of catering service, cargo handling and technical maintenance of aircrafts in order to build its image as a reliable and safe airline	4.48	.715
	Polite service and speech affect the quality of flight services.	4.49	.709
	The variety of rules in the plane can reduce the demand for flight	4.02	.910
	Value, brand, and image become an important focus in determining quality in service	4.16	.875
	You have always got help from the airline staff no matter what is the problem	4.12	.834
Airport Environment	Airport should modernize their facilities and High-quality physical airport environment to satisfy their customer	4.39	.782

	The airport must ensure has clean and comfortable interiors and seats	4.51	.757
	The airport has a large parking space and makes it easy for customers to park their vehicles and guarantee the safety of the vehicles	4.39	.873
	Management should consider how physical airport environment that can create favorable emotions so customer became happy passengers and more likely to spend in terminal	4.32	.807
	Airport should find distinctive way to provide service that may delight and satisfy passenger as example by greeting guest in many traditional ways	4.25	.842
	Airport companies need to provide a place to leave customers' belongings when they want to go to the toilet especially for solo travelers	4.41	.777
	The size of the airport in holding passengers is sufficient	4.08	.907
Price	Airlines company should ensure that ticket prices are maintain at the average price of ticket sold by other airlines	4.23	.808
	Airlines management should consider the income level of passengers and define their ticket price considering passenger's buying power	4.22	.771
	Considering in-flight services that this airline offers their best to the customer, they are thinks that they worth what their pay for overall in-flight service quality	4.14	.808
	I do not mind the price increase if the quality is high	3.91	.991
Customer Satisfaction Towards Airlines	The information quality of website has a positive effect on customer satisfaction toward purchasing the ticket	4.23	.776
	Are you satisfied with the quality of services provided from airlines company?	4.02	.811
	Price charging decisions in products or services affect customer satisfaction	4.24	.718
	Managers must understand their customers' needs and then set out to meet and recognize customer needs in order to fulfill	4.29	.692

	expectations to achieve high customer satisfaction during the service		
	I am very satisfying with the facilities provided by the airport	4.30	.962
	Prices offered to customers for products or services influence customer	4.24	.726

4.2.1 IV1- Services

The mean and standard deviation statistics of respondents regarding airline services in Kota Bharu, Kelantan. The most significant mean value was 4.51, indicating airlines should prioritize departure time services. The lowest mean value was 4.02, suggesting a variety of plane rules can reduce flight demand. The higher standard deviation indicates greater data spread.

4.2.2 IV2- Airport Environment

Displays respondents' mean and standard deviation statistics on the airport environment in Sultan Ismail Petra Kota Bharu, Kelantan. The highest mean was 4.51, suggesting clean and comfortable interiors. The lowest mean was 4.08, suggesting sufficient passenger size. The higher standard deviation indicates greater data spread.

4.2.3 IV3- Price

Displays the mean and standard deviation statistics of respondents regarding airline range prices in Sultan Ismail Petra Kota Bharu, Kelantan. The highest mean was 4.23, suggesting airlines should maintain ticket prices at the average price of other airlines. The lowest mean was 3.91, suggesting that customers do not mind price increases if the quality is high. The higher standard deviation indicates greater data spread.

4.2.4 DV- Customer Satisfaction Towards Airlines

Displays customer satisfaction statistics for airlines. The highest mean value was "very satisfied with airport facilities" (4.30), while the lowest was "satisfied with quality of services" (4.02). The higher standard deviation was "very satisfied with airport facilities" (0.962), indicating a wider range of satisfaction.

Result of Reliability Analysis

Table 3 below shows the result of reliability analysis.

Table 3 Reliability Analysis

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

Reliability is the degree to which results are constant over time and a precise representation of the entire population under study, and a research instrument is deemed reliable if the study's findings can be replicated using a similar approach. The term 'Reliability' is a concept used for testing or evaluating quantitative research, the idea is most often used in all kinds of research. 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.

Pilot Test Result for illustration the overall consistency (pilot test) for the dependent and independent variable. The pilot test was done to 30 respondents before it was distributed to 200 respondents through an online survey method (google form). The pilot test result and showed the construct about the independent variable and dependability variable of four factors. Cronbach's Alpha was applied to investigate the consistency of the 24 items, which served as a measurement of the four different constructs. Furthermore, the result is above 0.7 indicating that this questionnaire can be disseminated and the survey can proceed. According, to the table 4.3.2, the coefficient is the highest value result which was 0.761 (acceptable) and the lowest result was 0.678 (acceptable).

The results of reliability statistics for services. Measuring the customer satisfaction towards airlines, 7 questions were used and analysis. There were shown, the Cronbach's Alpha result for this question was 0.678 which was resulted as acceptable. Therefore, the coefficients obtained for the variables on the social status question are not reliable.

The results of reliability statistics on airport environment at Sultan Ismail Petra, Kota Bharu Kelantan. 7 question was asked to obtain the customer satisfaction towards airlines. The table showed the result Cronbach's Alpha for this question is 0.712 which was acceptable. Therefore, the coefficients obtained for the questions in the ethnicity variables are not reliable.

The result of price 4 questionnaires was asked to the customer to filled up the customer satisfaction towards airlines. The results show that the Cronbach's Alpha for this question is 0.714 which also questionable. Therefore, the coefficients obtained for the questions in nature of work variables are reliable.

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

Result of Pearson Correlations

Table 4 below shows the result of Pearson correlation.

Table 4 Pearson Correlation Analysis

Hypothesis	Pearson's correlation results	
H1: There is a significant relationship between services and customer satisfaction towards airlines.	r = 0.638, p < 0.01	Medium

H2: There is a significant relationship between airport environment and customer satisfaction towards airlines.	r = 0.628, p < 0.01	Medium
H3: There is a significant relationship between price and customer satisfaction towards airlines.	r = 0.768, p < 0.01	Strong

DISCUSSION & RECOMMENDATION

To improve customer satisfaction in the Malaysia Airlines industry, here are some recommendations. First, Improve Flight Schedules and On-time Performance. Next, Upgrade In-Flight Services. Then, Strengthen Communication Channels. Effective communication is key to any successful business, including the airline industry. Malaysia Airlines should strengthen its communication channels to keep customers informed about flight delays, cancellations, and other changes. Furthermore, Personalize Customer Experience, Malaysia Airlines should focus on providing a personalized experience to customers. It can be done by identifying customers' preferences, providing customized services, and personalized offers.

Next, Improve Baggage Handling. By improving consumer expectations on the assurances made by the industry, airlines may produce value and use resources more wisely, ultimately improving customer satisfaction.

This can be achieved in several ways, including by exceeding consumer demands for service, successfully resolving customer complaints, and favorably responding to customer complaints. Due to this, management will be able to set their brand different from that of other airlines in terms of customer service. By implementing these recommendations, Malaysia Airlines can significantly improve its customer satisfaction and attract more customers in the long run.

CONCLUSION

In conclusion, the relationship between service quality, airport environment, price, and customer satisfaction in the airline industry is complex and multi-faceted. While each of these factors plays a significant role in shaping customer perceptions and experiences, their impact on customer satisfaction can vary based on individual preferences and circumstances. Service quality, encompassing factors such as in-flight service, ground staff interaction, and overall customer service, is consistently identified as a critical determinant of customer satisfaction in the airline industry. Airlines that prioritize and deliver exceptional service are more likely to generate positive customer experiences and enhance overall satisfaction levels. The airport environment, including factors such as cleanliness, comfort, and efficiency of airport facilities, also influences customer satisfaction.

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