Customer Satisfaction Level Provided by Air Asia

Inda Sukati[1], Tan Ban Khiang[1] & Isnurhadi[2]

[1] Faculty of Management, Department of Business Administration (Marketing), Universiti Teknologi Malaysia, Skudai, Johor, Malaysia

[2] Fakultas Ekonomi Jurusan Manajemen, Universitas Sriwijaya Palembang, Indonesia

Correspondence: Inda Sukati, Faculty of Management, Department of Business Administration (Marketing), Universiti Teknologi Malaysia, 81310 Skudai, Johor, Malaysia. E-mail: indasukatiutmjb@gmail.com

Abstract

The emerging of new budget airline such as Malindo Airway and Firefly has made the budget airline market competitive. In order to compete with other market, Air Asia needs to be excellence in some aspect in order to become the market leader. The purpose of this research is to find out the customer satisfaction level towards the services provided by Air Asia. The objectives of the study are (i) to identify the level of perception towards service quality, (ii) to determine the most dominance factor of customer satisfaction and (iii) to determine the level of customer satisfaction on Air Asia. A total of 120 sets of questionnaires were distributed to the customer at Air Asia service counter located in Senai Airport (Sultan Ismail International Airport). Mean score and standard deviation, multiple regressions and independent t-test are used to analyze the data collected. The finding shows that online purchasing flight ticket has higher level of perception. Besides, the most dominance factor of customer satisfaction is aircraft condition. In addition, there is no significance difference for customer satisfaction between male and female customer.

Keywords: customer satisfaction, service quality, perception, Air Asia

1. Introduction

Nowadays, aeroplane is no longer the transport that gives people an opinion only the rich guy can travel with it. With the existence of aeroplane, it helps to shorter the distance from one place to another. Before this, who ever want travel to Johor Bahru from Penang for example takes around seven hours by car. Now, with the aeroplane, it takes around one hour and ten minutes to reach the destination. This industry has brought a lot of convenient to everyone especially the business people. For them, one minute can earn thousand or even more, so they are very conscious with time. Besides, it also gives the chance for people to travel to other places which are further from Malaysia for travelling.

In Malaysia, there are many airlines, for example, Air Asia, Berjaya Air, Eaglexpress, Firefly, Malaysia Airlines, Sabah Air, MHS Aviation and others. The latest airline that start commenced on 22 March 2013 is Malindo Airways. So, what factor will influence people when choosing an airline? According to Kotler P. (2010), pricing decisions can have important consequences for the marketing organization and the attention given by the marketer to pricing is just as important as the attention given to more recognizable marketing activities. Therefore, when people are choosing an airline, they will first choose the airline that offer with lowest price. As a result, they definitely will choose Air Asia. This is because Air Asia always offers the lowest price to their customer with the tag line, 'Everyone can fly'.

When an airline offer the product with the lowest price but the service quality is not up-to-standard, customer will just take the flight once. In marketing, brand loyalty is a focal point of interest for marketing researchers and practitioners. Past research suggested that loyal customer spend more than non-loyal customer, act as advocates for a brand by engaging in positive word of mouth, and arc therefore "at the heart of a company's most valuable customer group" (Ganesh et al., 2000, p. 65; Zeithaml et al., 1996; cited in Russell-Bennett, 2007). As a servicing sector, airline will do continue business with customer and perhaps build long term relationship in order to maximize profit. Therefore, service quality plays an important part in customer satisfaction.

Air Asia has swiftly broken travel norms around the globe and has risen to become the world's best. With a route network that spans through to over 20 countries, Air Asia continues to pave the way for low-cost aviation

through their innovative solutions, efficient processes and a passionate approach to business. In 2013, Air Asia currently operates more than 142 routes to 78 destinations, with over 400 daily flights covering Indonesia, Malaysia and Thailand and domestic and international routes, primarily from Kuala Lumpur to Australia, Brunei, Cambodia, China, India, Japan and so on (Air Asia, 2013). In addition, with their associate companies include Air Asia X, Thai Air Asia, Indonesia Air Asia, Philippines' Air Asia Inc. and Air Asia Japan, Air Asia is set to take low-cost flying to an all new high with their belief, "*Now Everyone Can Fly*".

Air Asia's vision is to be the largest low cost airline in Asia and serving the 3 billion people who are currently underserved with poor connectivity and high fares. While the mission of Air Asia are to be the best company to work for whereby employees are treated as part of a big family, create a globally recognised ASEAN brand, to attain the lowest cost so that everyone can fly with Air Asia and lastly maintain the highest quality product, embracing technology to reduce cost and enhance service labels (Air Asia, 2013).

Air Asia Bhd has been named as Skytrax's World Best Low Cost Airline for the fourth consecutive year in the recent Skytrax World Airline Survey start from 2009 to 2012 (New Straits Times, 2012). This year, Air Asia still winning the Skytrax's World Best Low Cost Airline and make up five consecutive years (Air Asia, 2013). This is one of the very proud achievements as it is align with the Air Asia's belief, "Now Everyone Can Fly". Due to the low cost of the flight ticket, everyone can fly to their dream destination.

Now, when the new airline such as Firefly and Malindo Airways have enter the industry, the market become competitive as both of them also using the low price method to target customer. Among the budget airline, Air Asia is the leading low-cost airline (Business Times, December 02, 2013). As an intelligent and knowledgeable customer, they sure will choose the airline which provides good service quality to them. Besides, customer also will choose based on their previous experience with the airline, is it they satisfied or dissatisfied with the services provided by airline.

According to Gronroos (1993) (cited in Schembri, 2002), he defines service quality as a perceived judgement, resulting from an evaluation process where customers compare their expectations with the service they perceived to have received. Then Reyes (1996) (cited in Schembri, 2002) told that a satisfied customer would always go back to the same airline or stores where his wants and preferences were merely met and complemented.

As a result, there are three objectives for the research. The first objective of the study is to identify the level of perception towards service quality. The second objective is to determine the most dominance factor of customer satisfaction. Lastly, the final objective is to determine the level of customer satisfaction on Air Asia depends to the profile respondents.

2. Literature Review

The literature review includes explanation for independent variable and dependent variable used in the research. Besides, some previous study also included in this section.

2.1 Customer Satisfaction

According to Kotler, P. J., & Armstrong, G. M. (2010), customer satisfaction is related to the product's perceived performance relative to a buyer's expectations. Besides, customer satisfaction is a key for a company to building profitable relationships with consumers so that they will loyalty to their brand. This is because satisfied customer will repurchase the product again, have a positive word-of mouth to others. In addition, satisfied customer will pay less attention to competing brands and advertising.

Based on Olsen, S. (2002), customer satisfaction consists of both expectations and perceptions. Thus, if the company can meet or exceed the expectation and achieve high customer satisfaction, this may increase the customer loyalty and buying the same product again in the future. Sweeney, J. (2001) had the same opinion with previous researcher, Olsen, S. (2002), stated that foundation of loyalty is in sustained customer satisfaction. In order to increase customer loyalty, a company should increase each customer's level of satisfaction and remain that level of satisfaction over time.

In short, customer satisfaction is a process that Air Asia should always focus on. This can be done by getting feedback from passenger, evaluate and analyse and make improvement in order to raise or sustain customer satisfaction. If Air Asia is not bother about the customer satisfaction, soon the customer will choose other airline such as Firefly or Malindo Airways which also provided with the same price but giving highest customer satisfaction. Besides, Air Asia should always provide training to their employees so that they can provide excellence service to the client.

2.2 Service Quality

According to Alexandris, K. (2002), service quality gives a meaning of global judgement or attitude relating to the superiority of a service. Besides, service quality is determined by the differences between customer's expectations of services provider's performance and their evaluation of the services they received. Therefore, service quality is often conceptualised as the comparison of service expectations with actual performance perceptions.

Based on Chang, Y. W. (2012), service quality is defined as the ability of the organization to meet or exceed customer expectations. Service quality can be measured in terms of the extent to which performance as perceived by the customer meets or exceeds agree level of services. Service quality is very important in satisfying a customer and positive word-of-mouth, so that the satisfy customer can help to promote to others about a company.

Lastly, customers assess service quality by comparing the service level they receive which against both the service level that they would have preferred and the service level that they are willing to accept. In a dynamic framework, customer satisfactions which follow a specific service encounter depend on pre-existing or contemporaneous attitudes about service quality (Tan, 2001). According to Van der Wal et al. (2002) who have the same view as Tan, K. C. (2001) stated that service quality is the difference between what a customer expects and what is provided.

2.3 The Relationship between Service Quality and Customer Satisfaction

According to Brady and Robertson (2001), they believe service quality is antecedent to satisfaction argues that since service quality is a cognitive evaluation, a positive service quality perception can lead to satisfaction which may in turn lead to favourable behavioural intensions. Service quality and customer satisfaction are inarguably the two concepts that are at the crux of the marketing theory and practice. In today's competitive world, delivery in high quality service plays a very important role in order to increase customer satisfaction.

There are studies and publications which shows that the relationship between customer satisfaction and retention not to be this straight forward. Refer to Johnston, R. (2001) has proven that the relationship between customer satisfaction and retention is very weak. But, a research done by Sureshchandar et al. (2002) indicated that it is closed related between service quality and customer satisfaction.

2.4 Customer Satisfaction Measurement in Air Asia

According to Zeithaml et al., (2002), dimension in SERVQUAL can lead to the four factors that will affect the customer satisfaction of Air Asia. These factors include product features, personnel performance, service quality, environment, location and price.

The researcher has chosen five factors in studying the customer satisfaction. The five factors include online purchasing flight ticket, check-in counter service, flight attendant, aircraft condition and food service. This is because these are the five main parts in determining the customer satisfaction.

Today, many people will just online to purchase the flight ticket. So, here will show the quality of the Air Asia too. If the system is very lag and the procedure for buying flight ticket is very slow, this will decrease the customer satisfaction. Besides, it will also give customer an imagination that during the flight time, the service that Air Asia gives is also not up to standard.

Check in counter is the place that passenger can check in the luggage and taking the boarding pass. Actually, this is the first place where the customer will in contact with Air Asia employees, so the first impression is very important. Therefore, employees should show polite, friendly and enthusiasm in helping customer. If customer has any question, employees should help them to solve out.

After the passenger check-in and settle the entire thing, they will go to seat on the aeroplane. Here, is the turn for the flight attendant to take care the passenger for the whole journey. So, flight attendant must responsible to the passenger. If the flight attendants give best service quality, customer satisfaction level will increase. This will lead to the good reputation image and customer loyalty in future.

Then, the researcher will examine the aircraft condition towards the customer satisfaction. Aircraft condition includes the comfortable of the Air Asia seat, toilet cleanliness, pathway of the aircraft and so on. It also includes safety and security of airplane. Aircraft condition will give the passenger enjoy and relax well when taking the long journey to other place.

Lastly, the researcher will look into the food service. Food service includes the variety of meal and beverages that served to the passenger. In addition, food service also includes the menu, the attitude of the crew when

serving. So, the crew must be friendly and polite in serving the food, thus the passenger will satisfied with the service and hence increase customer satisfaction level.

Based on Vukmir, R. (2006) stated that there is an association between demographic profile and customer satisfaction. Male and female have different perception in evaluating something. So, it is important to identify the men and women customer satisfaction in order to improve it to optimum level.

2.5 Previous Research

Previous research that the researcher refers to is an empirical analysis of customer satisfaction in international air travel which is the same study servicing sector - airline (Clemes et al., 2008). The research have two objectives, that are to investigate the factors that influences passengers' satisfaction and behavioral intentions in international air travel and to examines which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airline passengers. The results show that these seven dimensions are positively related to perceived service quality in international air travel. Among these seven dimensions, the most important dimension is safety and security whereas the least important dimension is timeliness as indicates by airline passengers. Lastly, the findings also reveal that passengers' perception of international air travel service quality will differ according to the profile respondents, that are age, gender, income, occupation and marital status.

In addition, Andaleeb, S. S., & Conway, C. (2006) had come out with the study about customer satisfaction in the restaurant industry. Objective of the study is to determine the factors that explain the customer satisfaction in the full service restaurant industry. The result shows that full service restaurant owners and managers should focus on service quality, price and food quality. Besides, regression model indicates that customer satisfaction was influenced mostly by responsiveness of the frontline employees, followed by price and food quality. The findings show that physical design and appearance of the restaurant did not significantly affect customer satisfaction.

3. Methodology

The research framework was designed to help the researcher to have a clear picture on the relationship of independent variable to the dependent variable. Proposed research framework has been shown in Figure 1. As illustrated in Figure 1, independent variable has 5 dimensions which included online purchasing flight ticket, check-in counter, flight attendant, aircraft condition and food service while dependent variable is customer satisfaction.
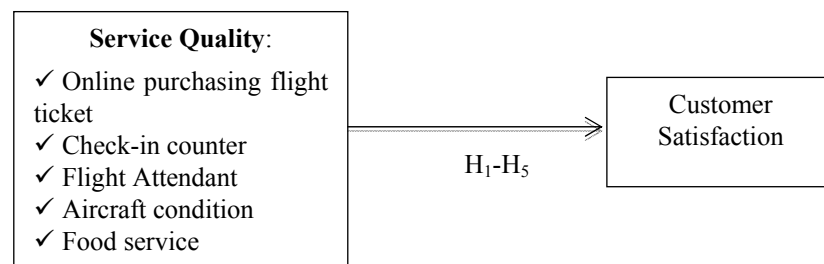

Figure 1. Adopted research framework

Sources: Adapted from Innovative Marketing (Clemes, 2008).

3.1 Sample and Data Collection

In this research, the researchers had used the convenience sampling in distributing the questionnaire. Convenience sampling means each entity (person, element or object) is selected to study. This method is considered as very easy in obtaining the responses. Respondents are selected, perhaps, because they happen to be in the right place and at the right time. Therefore, it is impossible to tell the chance of being selected. Therefore, questionnaire was distributed to everyone that passes by the researcher.

The researcher had used the method of quick Rule of thumb in calculating the size of respondents. According to Perreault (2007) which give formula of $n=2500/E^2$ in calculating the sample size where n was the sample size required and E was the maximum error for the research. When the maximum acceptable error is 5%, therefore by using the formula, the researcher get 100, which means 100 respondents are required but the researcher had distributed 120 questionnaires to avoid the uncompleted questionnaire and increase the accuracy.

The researcher had selected Senai Airport (Sultan Ismail International Airport) in doing the research. This is because there have a service counter and is a convenient place for the researcher to collect the questionnaire. When customer approached to the service counter, they were asking to take about 5 minutes in filling the questionnaire.

3.2 Research Instrument

In this research, the questionnaire was designed into three sections in order to achieve the objective of study. Section A contains the demographic details of respondent including gender, age, and race, purpose of taking flight, marital status, income level and frequency of using Air Asia flight in a year. The purpose of this section is to help in determine the difference in gender whether will influence the customer satisfaction.

Section B of the questionnaire was asking the respondent about the level of perception to 5 dimensions of the services provided by Air Asia. These five dimensions included online purchasing flight ticket, check-in counter, flight attendant, aircraft condition and food service. Each dimension consisted of 3 questions. This section was the important part in answering objective 1.

Lastly, section C contained questions that ask satisfaction of respondents to the services provided by Air Asia. This part was used to determine the most dominance factor of customer satisfaction. Before the respondent proceed to answer the questionnaire, the respondent were identify whether have took Air Asia flight in the past six months. The reason is the questionnaire only given to respondent who had took Air Asia's flight in the past six months.

4. Data Analysis

4.1 Respondents Profile Analysis

There are altogether 7 demographic question have been ask in section A. Table 1 shows the summary of respondent profile of the analysis.

Table 1. Summary of respondent profile

Demographic	Category	Frequency	Percentage (%)
Gender	Male	56	46.7
	Female	64	53.3
Age (years old)	15-20	12	10.0
	21-30	36	30.0
	31-40	41	34.2
	41-50	27	22.5
	51 and above	4	3.3
Race	Malay	68	56.7
	Chinese	23	19.2
	Indian	20	16.7
	Others	9	7.5
Purpose of Taking Flight	Working/Business	31	25.8
	Travel	57	47.5
	Study	23	19.2
	Others	9	7.5
Marital Status	Single	59	49.2
	Married	59	49.2
	Divorce	2	1.7
Income Level (RM)	Below 1000	28	23.3
	1001 - 3000	39	32.5
	3001 - 5000	44	36.7
	5001 - 7000	6	5.0
	7001 and above	3	2.5
Flying with Air Asia in a year (times)	1-3	61	50.8
	4-6	46	38.3
	7-9	9	7.5
	>10	4	3.3

4.2 Factor Analysis and Reliability Test

In order to proceed with any statistical test, it is crucial for researcher to check the validity of the instrument used. Therefore, the researcher has used the factor analysis with the principal component analysis as the extraction method and Varimax for the rotation method with Kaiser Normalization. Factor analysis can used in data reduction in order to identify a small number of factors that explained most of the variance that is observed in a much larger number of manifest variables.

As illustrated in Table 2, KMO Measure of Sampling Adequacy is 0.765 which is greater than 0.5, which means all the instruments used in the factor are valid and acceptable. In addition, the Bartlett's test of Sphericity shows the significant figure of 0.0001 which is less than 0.05 which further confirm the analysis is significant.

Table 2. KMO and Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.765
Bartlett's Test of Sphericity	
Approx. Chi-Square	702.770
Df	105
Sig	0.0001

Table 3 shows rotated component matrix of analysis. Refer to Table 3, items with factor loadings greater than 0.5 are selected. All the items show factor loading of more than 0.5, therefore, all the items are being selected for the analysis. Hence, all items are significant in affecting service quality of Air Asia. The table also illustrates total variance explained for the entire component used in the analysis. Altogether five dimensions have been extracted to the column 'Extraction Sums of Squared Loadings' with the cumulative percentage of 71.302%. This means total variance explained by the five dimensions is 71.302%.

Table 3. Factor analysis

Item	Component				
	1	2	3	4	5
op1 speed of Air Asia website is fast	0.142	-0.042	0.194	0.752	-0.010
op2 online payment is secure	-0.060	0.091	0.000	0.824	0.217
op3 online purchasing system is easy to use	0.140	0.114	0.047	0.743	0.223
cc1 waiting time is shorter	0.112	-0.038	0.858	0.002	0.051
cc2 staff is full of willingness to settle all the problems arise	0.220	-0.041	0.785	0.087	0.242
cc3 staff treat passenger friendly and politely	0.218	-0.038	0.754	0.205	0.256
fa1 flight attendant treat passenger friendly and politely	0.144	-0.027	0.155	0.156	0.811
fa2 flight attendant is responsible and alert to the passenger	0.067	0.052	0.181	0.163	0.781
fa3 flight attendant fulfills the needs and wants of passenger	0.501	-0.075	0.297	0.219	0.510
ac1 seating place is comfortable	0.815	0.128	0.158	0.015	0.145
ac2 toilet in the flight is clean	0.819	0.156	0.073	0.045	0.164
ac3 safety and security of airplane is good	0.729	0.184	0.355	0.184	-0.049
fs1 menu has variety choice to choose	0.109	0.845	-0.116	0.053	0.055
fs2 food and drink are tasty	0.052	0.911	0.024	0.050	-0.016
fs3 food served is hygiene	0.190	0.792	-0.005	0.043	-0.030
Total Variance Explained	71.302%				

Table 4 illustrates the Cronbach's alpha result for the independent and dependent variables. Based on the finding, all the Cronbach's alpha values have greater than 0.7 which means data collected are reliable. The Cronbach's alpha value for the five dimensions are 0.711 (Online Purchasing Flight Ticket), 0.810 (Check-in Counter), 0.721 (Flight Attendant), 0.796 (Aircraft Condition) and 0.823 (Food Service). Cronbach's alpha value for overall service quality and customer satisfaction are 0.818 and 0.884 respectively. This shows the data collected are highly reliable.

Table 4. Reliability test

No	Item	Cronbach's Alpha Value
1	Online Purchasing Flight Ticket	0.711
2	Check-in Counter	0.810
3	Flight Attendant	0.721
4	Aircraft Condition	0.796
5	Food Service	0.823
6	Overall Service Quality	0.818
7	Customer Satisfaction	0.884

4.3 Level of Perception towards Service Quality

In order to answer the objective 1 of the research, the researcher decided to use mean and standard deviation in answering it. Objective 1 of the research is to identify the level of perception towards service quality. The higher the mean score means majority respondents are agreeing with the statement of the dimension. The higher the value of standard deviation, variation of level agreement is bigger between respondents.

Overall level of perception has been shown in Table 5. Out of 5 dimensions, online purchasing flight ticket has the highest mean value (4.0333) and lower value of standard deviation (0.51928). This means the respondents have positively highest level of perception and the variance between respondents is smaller. Food service has the lowest mean value (3.5167) and highest standard deviation (0.66925). This means the respondents have positively higher level of perception and the variance between respondents is higher when comparing to online purchasing flight ticket.

Table 5. Overall descriptive statistics of service quality

Item	Mean	Standard Deviation
Online Purchasing Flight Ticket	4.0333	0.51928
Check-in Counter	3.8167	0.60011
Flight Attendant	3.8889	0.49711
Aircraft Condition	3.7778	0.61011
Food Service	3.5167	0.66925

4.4 Level of Customer Satisfaction

As illustrated in the Table 6, majority of respondents almost satisfied with the services provided by Air Asia with the mean of 3.7144. Standard deviation of level customer satisfaction is 0.42139 which means the respondents have the same answer and variance between them is small.

Table 6. Descriptive statistics of customer satisfaction

Item	Mean	Standard Deviation
Customer Satisfaction	3.7144	0.42139

4.5 Most Dominance Factor of Customer Satisfaction

The researcher has chosen multiple regressions to analyse the objective 2. Objective 2 of the research is to determine the most dominance factor of customer satisfaction. The most dominance factor will have highest standardized coefficients. The researcher can also form an equation by using the result of multiple regressions. Before the multiple regressions can precede, correlation between the independent variable and dependent variable need to be done first and the significance level should be less than 0.05 to indicate the variable are inter-related with each other.

Table 7 illustrates the correlation between the independent variables and dependent variable. Independent variables include online purchasing flight ticket, check-in counter, flight attendant, aircraft condition and food

service while dependent variable refers to customer satisfaction of respondents. Refer to the table, all the significant level between independent variables and dependent variable is smaller than 0.05, which means all the independent variables have relationship with dependent variable. Therefore, these five dimensions can be used for further analysis in multiple regressions.

Table 7. Correlation

Pearson Correlation	CS	OP	CC	FA	AC	FS
CS	1.000					
OP	0.409	1.000				
CC	0.488	0.259	1.000			
FA	0.602	0.420	0.507	1.000		
AC	0.645	0.239	0.446	0.438	1.000	
FS	0.206	0.135	-0.050	0.036	0.293	1.000
Significance Level (1-tailed)						
CS	-					
OP	0.0001	-				
CC	0.0001	0.002	-			
FA	0.0001	0.000	0.000	-		
AC	0.0001	0.004	0.000	0.000	-	
FS	0.012	0.070	0.292	0.346	0.001	-

Table 8 shows how strong are the relationship between independent variables and dependent variable. R is the value that shows how strong the relationship between independent variables and dependent variable while R Square is the value that will show how much variation can the model explained. As stated in the table, value of R is 0.758 which means the relationship is strong positive relationship with magnitude of 0.758. R Square value is 0.575 which means 57.5% of the variation of customer satisfaction can be explained by the five dimensions.

Table 8. Model summary

R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Significance F Change
0.758	0.575	0.556	0.28083	0.575	30.788	5	114	0.0001

Predictors: (Constant), FSM, FAM, OPM, CCM, ACM.

Table 9 shows the final result of multiple regressions. The researcher need to identify the influential factor by interpreting the significance level of the unstandardized coefficients in order to eliminate not related influential factor. As stated in the Table 9, the significance level of check-in counter and food service is greater than 0.05, which means these two factors is not an influential factor. Significance level of online purchasing flight ticket, flight attendant and aircraft condition is less than 0.05; as a result, these three factors are influential factors.

Based on the table, aircraft condition has the highest standardized coefficients which are 0.407. This indicates that aircraft condition is the most dominance factor. Online purchasing flight ticket and flight attendant are the second and third dominance factor respectively.

The last part of the multiple regressions is to form an equation to the model. The researcher need to exclude two factors which are check-in counter and food service as these two factors is not an influential factor for the model.

Therefore, the proposed equation is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \varepsilon = 0.725 + 0.119 X_1 + 0.254 X_2 + 0.281 X_3 \qquad (1)$$

Y is the customer satisfaction;

a is constant for the equation;

b_1 is coefficients of online purchasing flight ticket;

b_2 is coefficients of flight attendant;

b_3 is coefficients of aircraft condition;

X_1 is online purchasing flight ticket;

X_2 is flight attendant;

X_3 is aircraft condition;

ε is other independent variable which is not stated.

Refer to the equation, when increase in 1 unit of aircraft condition, level of customer satisfaction is estimated to be increased by 0.281 units (assume that other factor is constant). While increasing in 1 unit of flight attendant, there is an increase in 0.254 units of customer satisfaction (assume that other factor is constant). Lastly, when increase in 1 unit of online purchasing flight ticket, there is an increase in 0.119 units of customer satisfaction (assume that other factor is constant).

Table 9. Multiple regressions

Model	Unstandardized Coefficients		Standardized Coefficients	T	Significance
	B	Standard Error	Beta		
(Constant)	0.725	0.275		2.636	0.010
Online Purchasing Flight Ticket	0.119	0.055	0.147	2.156	0.033
Check-in Counter	0.084	0.053	0.120	1.588	0.115
Flight Attendant	0.254	0.066	0.299	3.833	0.000
Aircraft Condition	0.281	0.052	0.407	5.380	0.000
Food Service	0.039	0.042	0.062	0.947	0.346

4.6 Level of Customer Satisfaction on Air Asia depends to the Profile Respondent

The researcher has used independent t-test in analyses objective 3. Objective 3 of the research is to determine the level of customer satisfaction on Air Asia depends to the profile respondents. The researcher have select the customer satisfaction as test variable and gender as grouping variable in order to test whether there is a difference in their customer satisfaction. Besides, the researcher also use dummy variable in define the grouping variable which is group 1 is male variable and group 2 is female variable. When significance level of t-test for equality of means is less than 0.05, the researcher has to accept that both male and female have different customer satisfaction.

Table 10 shows overall mean and standard deviation for both male and female. As illustrated in the table, mean score for male and female are 3.6821 and 3.7427 respectively while standard deviation for male and female are 0.46796 and 0.37747 respectively.

Table 10. Descriptive statistic between the gender and customer satisfaction

Gender of Respondent		N	Mean	Standard Deviation
Customer Satisfaction	Male	56	3.6821	0.46796
	Female	64	3.7427	0.37747

Table 11 illustrates the finding for independent t-test. The t-test for equality of means is 0.434 which is greater than 0.05, the researcher has to accept H_0. Therefore, both male and female have the same level of customer satisfaction to Air Asia.

Table 11. Independent T-test

Customer Satisfaction	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	Df	Sig. (2-tailed)
Equal variances assumed	1.048	0.308	-0.784	118	0.434
Equal variances not assumed			-0.773	105.577	0.441

5. Discussion and Conclusion

5.1 Discussion

Out of five dimensions stated, majority of the respondents have highest positive level of perception to online purchasing flight ticket with the mean of 4.0333 and standard deviation of 0.51928. Therefore, the marketer needs to maintain this positive level of perception for this factor and concern to other factor. In order for marketer to maintain the level of perception, they need to solve the issues relating to the speed of the website, online payment very fast when receiving any complaints about it. Therefore, customer will satisfy with this dimension in future time. This dimension is very important as all the customer will use log in to the system to communicate, book the flight and pay for the fare. When there is no any interaction with the staff face-to-face, so it is very easy lead to confuse. Besides, online purchasing flight ticket is the first stage when customer wants to buy ticket. This is because nowadays, technology has help people's lifestyle become more convenient, and this also practices in Air Asia.

Customer often has the opinion of the quality of product or service on the basis of a variety of informational cues that they associate with the product or service (Schiffman, 2000). Therefore when customers want to book the flight ticket, they will check whether the platform for transaction safety or not before they proceed.

Food service has obtained the lowest positive perception with the mean 3.5167. Hence, marketer needs to put more effort and focus on this factor to raise the customer positive perception. Food service has lowest mean is because respondents think that the menu provided have limited choice and food and drink provided are not tasty. Therefore Air Asia can think to provide more variety on menu for customer to choose and pre-booking when they purchasing flight ticket. Therefore win-win situation can be achieved as passenger can choose their favourite meal and Air Asia will not worried about the food prepared will be wasted. Air Asia also needs to check their quality and tasty of the food provided so that passenger will have higher positive level in this factor.

According to Schiffman, S. (2000), the finding states that taste and smell perception will affect appetite on elderly. Therefore, in order to make customer feel that Air Asia care about them, they should think about the preference of elder people when preparing the food. This includes low cholesterol, low sugar, and low fat and so on. Hence, in future they will perceive positive higher level of perception to food service factor.

As stated in the finding, aircraft condition has obtained the highest standardized coefficients with 0.407 among the five factors. Therefore, aircraft condition is the most dominance factor for customer satisfaction. Marketer Air Asia should focus more on aircraft condition as this factor will boom up the level of customer satisfaction. As illustrated in the analysis, respondents have lower mean in item 'seating place is comfortable' and 'toilet in the flight is clean'. Therefore, Air Asia should do something to enhance the stated item in order to raise the level of customer satisfaction. According to Clemes, M. D. et al. (2008), previous research shows that safety and security is the most dominance factor and the result is same with the researcher. Safety and security here can mean safety chair with seat belt and arrangements when emergency happens. Another research carried out by William J. (2013) stated that ambiance condition is positively related to passenger's satisfaction in the airport. Although the research is done in airport, but the result is similar with the researcher that aircraft condition is very important in the aircraft.

The researcher has used independent t-test in answering the objective 3. After the analysis, the researcher found that both male and female have the same level of customer satisfaction. This is because the significance level of t-test is 0.434, hence the researcher need to accept H_0 that both male and female have same customer satisfaction.

According to Tolpa, E (2012), there is no significance difference found between male and female passengers in Airline Industry. This result is the same with the research conducted. Therefore, Air Asia no needs to bother about the gender factor in measuring customer satisfaction.

5.2 Implementation of Study

The results have shown that online purchasing flight ticket will lead to higher positive level of perception of customer but when using multiple regressions analyse out, the most dominance factor goes to aircraft condition. Therefore, aircraft condition is the most important factor that will influence customer a lot in level of satisfaction. Although online purchasing flight ticket is no longer the most dominance factor, but it is also one of the influential factors, hence, Air Asia should do something to improve and maintain these two factors. For the factor aircraft condition, Air Asia can provide more comfortable chair with comfortable position of spacing to passenger. While online purchasing flight ticket, Air Asia needs to provide fast and secure platform for customer to do transaction.

Besides, although food service is not an influential factor in this research but Air Asia should also do something in order to improve the positive perception. This is because food service can become one of the added values to attract customer to choose Air Asia. Air Asia can increase the variety of menu and changed it monthly or every month introduce different chef recommended dish to attract passenger.

From this research, Air Asia can know how to tackle and increase customer satisfaction level. In addition, Air Asia can focus on some factor to increase greater customer satisfaction. As a result, Air Asia not only given the image that flight ticket is very cheap but also provide good service quality to customer.

5.3 Limitation and Future Recommendation

The questionnaire distributed in this research is not enough to show the reliable and consistent of the data. Besides, the research is carried out in a particular place and it is not enough to be generalised to customer in Air Asia.

Therefore, the researcher suggests that future research should include all service counter located at airports in Malaysia and not just a particular airport like this research. This is because doing a research at a particular place cannot generalise the conclusion to all parts of Malaysia. Besides, it is also recommended to increase number of questionnaire distributed and not just 120 copies as to get more reliable and consistent result.

In addition, the researcher suggests that future researcher can use bilingual in questionnaire so that if Chinese customer do not know the English can use Mandarin to answer it. This is because the researcher found out that some of the Chinese customer facing problem in answering questionnaire in English version.

Apart from these, the researcher can use other factor such as price and so on to identify different perspective of factor that will lead to customer satisfaction. The researcher can also choose to further study the topic relates to dominance factor - aircraft condition. Moreover, future researcher can further study this topic to determine the customer loyalty.

Last but not least, if can future researcher can compare the service quality and customer satisfaction on both airline industries including Malindo and Air Asia or other similar budget airlines to get a more clearly picture on it. Hence, Air Asia can know how to compete with others in order to maximize profit in this globalized world.

References

Air Asia leading low-cost airline. *Business Times*. Retrieved December 2, 2013, from http://www.btimes.com.my/Current_News/BTIMES/articles/AIRBST/Article/index_html

Air Asia named Skytrax's World Best Low Cost Airline. *New Straits Times*. Retrieved June 13, 2013, from http://www.nst.com.my

Alexandris, K., Dimitriadis, N., & Markata, D. (2002). Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. *Managing Service Quality, 12*(4), 224-231. http://dx.doi.org/10.1108/09604520210434839

Andaleeb, S. S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing, 20*(1), 3-11. http://dx.doi.org/10.1108/08876040 610646536

Brady, M. K., & Robertson, C. J. (2001). Searching for a consensus on the antecedent role of service quality and satisfaction: an exploratory cross-national study. *Journal of Business Research, 51*(1), 53-60. http://dx.doi. org/10.1016/S0148-2963(99)00041-7

Chang, Y. W., & Polonsky, M. J. (2012). The influence of multiple types of service convenience on behavioral intentions: The mediating role of consumer satisfaction in a Taiwanese leisure setting. *International journal of hospitality management, 31*(1), 107-118. http://dx.doi.org/10.1016/j.ijhm.2011.05.003

Clemes, M. D., Gan, C., Kao, T. H., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air travel. *Innovative Marketing, 4*(2), 50-62.

Johnston, R. (2001). Linking complaint management to profit. *International Journal of Service Industry Management, 12*(1), 60-69. http://dx.doi.org/10.1108/09564230110382772

Kotler, P. J., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education.

Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science, 30*(3), 240-249. http://dx.doi.org/10.1177/0092070 302303005

Russell-Bennett, R., McColl-Kennedy, J. R., & Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research, 60*(12), 1253-1260. http://dx.doi.org/10. 1016/j.jbusres.2007.05.001

Schembri, S., & Sandberg, J. (2002). Service quality and the consumer's experience: Towards an interpretive approach. *Marketing theory, 2*(2), 189-205. http://dx.doi.org/10.1177/147059310222003

Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). Englewood Cliffs, N. J.: Prentice-Hall.

Schiffman, S. S., & Graham, B. G. (2000). Taste and smell perception affect appetite and immunity in the elderly. *European Journal of Clinical Nutrition*, *54*(3), S54. http://dx.doi.org/10.1038/sj.ejcn.1601026

Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between service quality and customer satisfaction-a factor specific approach. *Journal of services marketing, 16*(4), 363-379. http://dx.doi.org/10.1108/08876040210433248

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing, 77*(2), 203-220. http://dx.doi.org/10.1016/S0022-4359(01)00041-0

Tan, K. C., & Pawitra, T. A. (2001). Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Managing Service Quality, 11*(6), 418-430. http://dx.doi.org/10.1108/EUM0000000006520

Tolpa, E. (2012). *Measuring customer expectations of service quality: Case airline industry*. Master, Aalto University School of Economics.

Van der Wal, R. W. E., Pampallis, A., & Bond, C. (2002). Service quality in a cellular telecommunications company: A South African experience. *Managing service quality, 12*(5), 323-335. http://dx.doi.org/10.1108 /09604520210442119

William, J. (2013). Effects of Airport Servicescape on Passengers' Satisfaction: A hierarchical Approach and Importance-Performance Analysis. *Proceedings of the Eastern Asia Society for Transportation Studies* (Vol. 9).

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the academy of marketing science, 30*(4), 362-375. http://dx.doi.org/ 10.1177/009207002236911

Copyrights