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**PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH**

**Understanding Malaysia leisure low cost airline  
passengers behavior: Promotional Price,  
Perceived Value, Customer Satisfaction and  
Repurchase Intention**

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### 3.1 Sinopsis Penyelidikan

Penyelidikan ini mengkaji promosi harga, makna tanggapan nilai, kepuasan pelanggan dan hasrat pembelian semula penerbangan tambang rendah Malaysia daripada perspektif pelanggan domestik semasa mereka. Penerbangan tambang rendah Malaysia bersaing agresif untuk muatan pelanggan. Kempen promosi harga kerap dilancarkan oleh penerbangan tambang rendah Malaysia untuk menggalakkan tempahan terdahulu tiket penerbangan untuk memperolehi pelanggan bagi penjualan masa hadapan. Literatur menunjukkan bahawa bila suatu pasaran mencapai kematangan, tanggapan nilai dan kepuasan pelanggan mendahului harga dalam menggalakkan hasrat pembelian semula. Metodologi penyelidikan kualitatif digunakan untuk penyelidikan ini untuk mengkaji kesan berlanjutan promosi harga, kepelbagaian makna tanggapan nilai dan definisi kepuasan pelanggan penerbangan tambang rendah Malaysia. Dapatan penyelidikan ini menunjukkan bahawa promosi harga yang kerap tidak signifikan dalam menggalakkan hasrat pembelian semula. Tambahan pula, tanggapan nilai fungsional dalam terma harga rendah, tanggapan nilai relatif dan tanggapan nilai perhubungan sosial adalah penting dalam menggalakkan hasrat pembelian semula perjalanan udara tambang rendah. Suatu dapatan yang menarik penyelidikan ini ialah tambang udara rendah dianggap sebagai tanggapan faedah dan bukan tanggapan kos kewangan. Pelanggan penerbangan tambang rendah Malaysia mendefinisikan kepuasan pelanggan sebagai mempunyai ekspektasi yang rendah dan ketidakpuasan mereka adalah tidak lama.

## Research Synopsis

This research explored price promotion, the meaning of perceived value, customer satisfaction and repurchase intention of Malaysian low cost airlines from the perspectives of their existing domestic customers. The Malaysian low cost airlines have been competing aggressively for passenger load. Frequent price promotional campaigns are launched by the Malaysian low cost airlines to induce forward booking of air tickets to lock-in customers for future sales. Literature indicated that as a market matures, perceived value and customer satisfaction supersedes price in inducing favourable repeat purchase intention. The qualitative research methodology was adopted for this study to explore the effect of continuous price promotion, the multiple meanings of perceived value and the definition of customer satisfaction of Malaysian low cost airlines. Findings of this research revealed that frequent price promotion is not significant in inducing favourable repurchase intention. In addition, perceived functional value in terms of lower price, perceived relative value and perceived "social connectedness" value are crucial in prompting favourable repeat purchase intention of low cost air travel. Another interesting finding of this research is lower airfare is viewed as a perceived benefit and not perceived monetary cost. Customers of Malaysian low cost airlines define customer satisfaction as having low expectations and their dissatisfaction is non durable.

