

[LOG 2] CUSTOMER SATISFACTION TOWARDS AIRASIA SERVICES AMONG UUM STUDENT

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ABSTRACT

The study identifies on service quality of AirAsia industry among students in UUM. The study establishes the factor that contributing to the service quality on AirAsia towards the customers' satisfaction. It also focuses on relationship between service quality and four variables as suggested from the Theory of Logistics Service Quality. The researcher will focus on relationship between service quality and four aspects that retrieved from Theory of Logistics Service Quality which is timeliness, condition of order, quality of information and quality of personnel. The samples were taken using questionnaire among 384 respondents from students in UUM that used the AirAsia services as their first choice. The correlation techniques were used and identified the relationship between the theory of service quality and the customers' satisfaction. Reliability of this research is 0.914. The results show that there is a positive correlation between the variable, and the correlation between customer satisfactions. Service quality provided have relationship by the customer satisfaction Therefore, the finding show that, timeliness, quality of information and quality of personnel has significant relationship on customer satisfaction toward AirAsia service level. This research suggests the matters of improvement in Air Asia Industry for better level of customers' satisfaction in future.

Keywords: *service quality, timeliness, condition of order, quality of information, quality of personnel, customer satisfaction*

INTRODUCTION

AirAsia was established in 2001 as the first Low Cost Carrier (LCC) Company in Malaysia. Now AirAsia categorized as one of the best airlines in Asia with the largest low fare. Therefore, the route network that reaches over more than 20 countries thus AirAsia continues to open the way for low-cost by an innovative solution, efficient process and enthusiastic approach to business. As AirAsia slogan is "Now Everyone Can Fly". AirAsia has made better changes in air travel which is people ore prefer to choose AirAsia as one of their choice in airlines. Thus, when an airline proposal the product with the lowest price but the service quality is not up-to-standard, customer will just take the flight once. Therefore, it would affect the service of the AirAsia. This is because customer satisfaction feedback is giving the top management in the organization how customers did receive the service and that build relationship for long run. (Chan, 2000) stated, in the airline sector, in order to deliver an excellent quality

and customer service to meet with the standards, they need to measure what their passenger need, want and imagine while using their services. The concept that implement by the AirAsia company has created a condition where an existing a major carrier or legacy carriers to lose a large amount of the market share to the freshly formed LCC, simply because the capability to give a lower price on traditional FCC (Hameed 2011). Therefore, AirAsia 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). High customer satisfaction on AirAsia will improve the profitability of the airline as well as able to leverage national image. Furthermore, it will be useful in order to give an insight to the AirAsia management to determine the areas that need to further improvised.

Theory of logistics services quality

The researcher is using a Logistic Services Quality (LSQ) theoretical framework model, according to this model, it has been divided into four dimension which are timeliness, condition of order, quality of information and quality of personnel that related with this theory. This theory will give impacts toward customer satisfaction in organization in term of improving their service quality (Balaji, 2015). Bakti and Sumaedi, (2015), Sundbo, (2015) stated that, the importance of understanding logistic service from customer perspective has been highlighted due to its significant success factor in the service industry. From this finding, we can see it is depending on the service quality literature to measure the perception of consumers towards the logistic service elements. Based on previous studies of logistic service quality literature, there are remains a need in the logistics literature to understand the “softer” side of logistics service. However, as stated by Keller et al. (1993) in the review of logistics literature, less attention has been given to “soft” concepts, such as customer satisfaction and loyalty. According to Koyunchu et al. (2014) logistic service quality has been considered to be measured due to its benefits towards customer satisfaction. It is very important because, some customers will experience one level of service and satisfied to remain loyal, while others may not agree, expect or need that same level of service.

Customer satisfaction

The logistic service quality of this research is depending on the customer satisfaction towards their brands, which means that UUM student that have been used their services as their customer that measuring their logistic service quality in order to improve in the future. According to Mittal et al. (2015), customer satisfaction is referred as “the individual expectations on performance of service or product presented by an organization for them”. Chan (2000) mentioned, in the airline sector, in order to deliver an excellent quality and customer service to meet with the standards, they need to measure what their passenger need, want and imagine while using their services. Alonso-Almeida et al. (2015) pointed out that, airline industry should evaluate and measuring the demands of their passengers as well as their satisfaction levels in order to capture their attention towards their brands as well as reducing cost and increase their profitability. Sometimes satisfaction is describe as what is the services provided by the company to their customer and either the organizations can met their customers need and wants (Kansra & Jha, 2016). Bienstock (2015) stated that customer will loyal towards their brands due to the perceived and satisfaction of the quality given by the provider to them.

Timeliness

Timeliness is related to the fully commitments of the team in terms of operational factors that they have compliances with to avoid delay and problem with the operation of the aircraft as well as the management. According to Rezaei et al. (2016), they should have the available flexible timeliness that can improve their customer satisfaction based on the demand to avoid delay. (Kim, 2010) stated that, timeliness is the ability of the company to perform the service in an accurate, efficient and dependable manner such as efficiency of the check-in process, punctuality of the aircraft to board, and accuracy of reservations and ticketing. Ball and Hoffman (2001) pointed out that, a good system implemented will help to increase the predictability of the flight departure and arrival sequences. This system will eliminate the timeliness problem such as delay and will increase their customer satisfaction and help them to build the better and good service quality.

Condition of order

Condition of order in this research are describe as the facilities on the airplane such as seat arrangement space and distance legroom, comfort of the seat cushion, and in-flight entertainment service such as “Travel 3Sixty” magazines provided inside the aircraft. Moreover the appearance of the employees (Ground Service Staff, Flight Attendant and Pilot) as well as their meal service onboard (freshness, quantity, and appearance) need to be considered too. According to Bitner (1992), Wakefield and Blodgett (1996), Servicescape has been used to measure the company in a term of physical surrounding include the interior and exterior design of the company as well as the ambient conditions. Bruna and Morales (2008) stated that, it is important to make sure their visible aspects of the airlines to be attractive, comfortable and clean to attract the customer interest. According to Lovelock and Wirtz (2003) framework, food condition is the core measurement to determine its quality. Other than that, high quality service, ornament and furniture as well as various choices of food and beverage should be provided to fulfill different customer expectations and requirements (Kallweit et al., 2014). If a customer is satisfied with the food services, he or she will be more likely to return for further business with Air Asia.

Quality of information

Quality of information will be occurring during the services given by the AirAsia using the internet technology (Sharma, 2015). Information will be provided and available to their customer via the website provided by them. This technology used to distribute the information that meet with the highest quality for passenger. According to Green and Ridings (2002) and Zikmund, McLeod and Gibert (2003), the online services technology is a power tools in this modern era that help to manages a company relationship with their customers. (Hamilton, 2001) stated that, online services act as place for data storage and analysis that can be as a measurement for customer satisfaction behavior. According to Anton and Petouhoff (2002), nowadays technology is in everyone hand. Aboolian, Yi Sun and Koehler (2007) stated that, this advanced technology will influence the customer satisfaction towards their brands. Other than that, the customer can evaluate about the quality of information that provided by AirAsia through their website for the convenience of the passenger before, current and after they are using their services to travel around the world. So it depends on the quality of the information either it reach to each customer thoroughly (Jain & Jain, 2015).

Quality of personnel

Quality of personnel refers to the willingness of an employee or staff to provide help and prompt service to customers within their duty to solve their service problems such as baggage loss or flight cancellation, in responding to the emergency evacuation as well as proper and accurate baggage delivery services (Kim, 2010). The services given by the employee to the customer need to be clear and accurate (Minh et al., 2015). According to Herstein, and Mitki (2008), during the pre-flight stage, services provided by the airlines become customer concern. Graham, (2001) pointed out that, it will arouse improvement on customer experience during travel with the airlines. Le Bel (2005) mentioned that customer is expecting the best experience delivered by the employee upon check in until baggage handling happened. With the clear tagline which is “Now Everyone Can Fly” presented to the passenger that using their services worldwide. Air Asia should improve on their service commitment by saying that ‘Now Everyone Gets Served’. Being low budget airlines is not an excuse for them to deliver the high quality of personnel service. They should take consideration into the service quality aspect that can lead to the satisfaction of customer. Sun and Chiou, (2011) mentioned that, the duty of airlines ground staff (GS) can be split into several duty include the ticket information counters, check in ticket, boarding gate, transit, lost and found, flight control center and load control at the airports. Other than that it will also include the flight attendant and pilot services quality during the flight operation onboard the aircraft.

RESEARCH METHODOLOGY

This research is to investigate the AirAsia service quality and influencing factors on timeliness, condition of order, quality of information and quality of personnel toward customer satisfaction among UUM student. The customer satisfaction is dependent variable meanwhile factor of timeliness, condition of order, quality of information and quality of personnel are independent variable. Therefore the aims of this research are to examine:

- a) The relationship between timeliness and customer satisfaction towards the service quality provided by AirAsia.
- b) The relationship between condition of order and customer satisfaction towards the service quality provided by AirAsia.
- c) The relationship between quality of information and customer satisfaction towards the service quality provided by AirAsia.
- d) The relationship between quality of personnel and customer satisfaction towards the service quality provided by AirAsia.

In this study or research, the hypotheses were selected based on literature review that has indicated before and to describe the relationship between independents and dependent variable that influencing on customers’ satisfaction as the follows:

H₁: Timeliness has significant relationship between customers’ satisfaction towards AirAsia service quality.

H₂: Condition of order has significant relationship between customers’ satisfaction towards AirAsia service quality.

H₃: Quality of information has significant relationship between customers’ satisfaction towards AirAsia service quality.

H4: Quality of personnel has significant relationship between customers' satisfaction towards AirAsia service quality.

Sampling and data collection

According to the statistics established by the Universiti Utara Malaysia (2016), the range population of UUM student is 25,000-29,000 students. The sample size in this research is suggested for 384 students (Sekaran and Boogie, 2013). The questionnaires were distributed to the sample of 384 respondents. The sample size of this research is suitable according to the population size. The method that used in this research is non-probability sampling. The researcher distributed the questionnaire personally to the respondents in UUM which focused on students living in the campus.

Data analysis

The data is analyzed by using the Statistical Package for Social Sciences (SPSS) to get the result of descriptive statistic and inferential analysis. Descriptive and inferential analyses are to evaluate the data that has been collected from the respondents. In the descriptive study has content of mean, standard deviation and percentages. Besides that, the inferential study has included the correlation and multi-regression analysis. In order to complete the objectives of this study, the correlation analysis is used and to evaluate the important of linear bivariate between variables. The multi-regression analysis also has been used to complete the objectives of this research and also to recognize the relationship between the independent variables and dependent variables.

RESULTS

Descriptive analysis

Table 1
Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation
T	1.00	5.00	3.5140	1.01195
CO	1.00	5.00	3.5540	1.01219
QI	1.40	5.00	3.5820	.84092
QP	1.40	5.00	3.6960	.68193
C1	1.00	5.00	3.90	.959

A descriptive analysis (mean) of relations between the independent variable, timeliness, condition of order, quality of information, quality of personnel and dependent variable customer satisfaction toward AirAsia service quality, was carried out among UUM student. Pearson correlation is used to examine between IV and DV. The mean of customer satisfaction was 3.90, this reveal that the customer satisfaction was moderate at the minimum value was 1.00 and con the maximum value was 5.00. The mean value of timeliness was 3.5140, which mean that the timeliness was moderate because the minimum value was 1.00 and the maximum value was 5.00. The mean value for condition order is 3.5540, while the minimum 1.00 and the maximum value are 5.00. Furthermore, the mean value for quality information is 3.5820 with the minimum 1.40 and the maximum 5.00. Lastly, the mean for quality personnel is 3.6960 that perceive the value was moderate because minimum value 1.40 and the maximum value 5.00.

Correlations among variable

Table 2
Correlations

		T	CO	QI	QP	C1
T	Pearson Correlation	1	.976**	.861**	.836**	.497**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	400	400	400	400	400
CO	Pearson Correlation	.976**	1	.809**	.807**	.464**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	400	400	400	400	400
QI	Pearson Correlation	.861**	.809**	1	.877**	.466**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	400	400	400	400	400
QP	Pearson Correlation	.836**	.807**	.877**	1	.392**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	400	400	400	400	400
C1	Pearson Correlation	.497**	.464**	.466**	.392**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	400	400	400	400	400

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

Based on the analysis presented in table 2, the results show that there is a positive correlation between the variable, and the correlation between customer satisfaction and timeliness, indicate that there was a significant correlation between two variable with coefficient correlation $r = 0.497$ at $p < 0.01$ level. There also significant correlation between condition order and customer satisfaction, $r = 0.976$ at $p < 0.01$ level. The research result present that there is significant correlation between quality information, $r = 0.861$ at $p < 0.01$. Furthermore, there also significant correlation between quality personnel and customer satisfaction, $r = 0.836$ at $p < 0.01$ level.

Regression analysis

Table 3
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518 ^a	.268	.261	.82110

a. Predictors: (Constant), QP, CO, QI, T

The result from table 3 shows that regression equation explains more than 26.8% of variability in customer satisfaction. This is an acceptable level for R2 in explaining variability of customer satisfaction. The result of the multiple regression model indicate that timeliness, condition of order, quality of information, quality of personnel explain the variance in customer satisfaction. The value of R2 (R Square) is an acceptable value for explaining variability of customer satisfaction. The analysis of variance test

statistics (ANOVA) indicates that the model is significant at $\alpha = 0.000$. The ANOVA findings are shown in table 4 below.

Table 4
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	97.692	4	24.423	36.225	.000 ^b
	Residual	266.308	395	.674		
	Total	364.000	399			

a. Dependent Variable: C1

b. Predictors: (Constant), QP, CO, QI, T

Table 4 shows the ANOVA finding that the independent variables as a whole have significant relationship with customer satisfaction ($F= 36.225$) (Sig 0.000). Furthermore, this result is supported by the significant correlation among the variables. The findings show that the multiple regression coefficients for all independent variable with customer satisfaction are R (.518) and R square (.268). As shown in table 5, the collinearity statistics VIF result for timeliness = .001, condition order = .103, quality information = .030 and quality personnel = .028. These results are significant and acceptable.

Table 5
Coefficient table

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.509	.244		10.290	.000
	T	.764	.228	.806	3.345	.001
	CO	-.324	.198	-.342	-1.634	.103
	QI	.267	.123	.234	2.172	.030
	QP	-.296	.134	-.211	-2.205	.028

a. Dependent Variable: C1

Table 5 shows that one independent variable was found to be very significant and supportive of the hypothesis regression analysis. Multiple regression analysis in Table 5 was employed to determine whether timeliness has an effect on customer satisfaction, the result shows that there is significant relationship between timeliness and customer satisfaction, (.001) : $B = .764$. Therefore, the hypothesis is accepted. Furthermore, multiple regression analysis in Table 5 also employed to determine whether condition order has an effect on the customer satisfaction, (.103): $B = -.324$. Thus, the hypothesis is rejected. Moreover, in table 5 also employed to determine whether quality information has an effect on customer satisfaction, the result shows that there is significant relationship between quality information and customer satisfaction, (.030): $B = .267$. Thus, the hypothesis is accepted. In contrast, in table 5 also employed to determine whether quality personnel has an effect on customer satisfaction, the result shows that there is significant relationship between quality quality personnel and customer satisfaction, (.028) : $B = -.296$. Thus, the hypothesis is accepted.

DISCUSSION

This analysis was conducted to answer four research questions which is; 1) Does the timeliness has relationship with customer satisfaction towards the service quality provided by AirAsia? 2) Does the condition of order have relationship with customer satisfaction towards the service quality provided by AirAsia? 3) Does the quality of information have relationship with customer satisfaction towards the service quality provided by AirAsia? 4) Does the quality of personnel have relationship with customer satisfaction towards the service quality provided by AirAsia? This research is purpose to examine four hypotheses which is relationship between timeliness, condition of order, quality of information and quality of personnel. Here attachments of the table for the study finding of four hypotheses result whether it was supported or rejected.

Table 6
Hypothesis result

Hypothesis	Relationship	Decision
H ₄	Timeliness has a significant relationship between customer satisfaction towards AirAsia service quality.	Accepted
H ₂	Condition of order has no significant relationship between customer satisfaction towards AirAsia service quality.	Rejected
H ₃	Quality of information has a significant relationship between customer satisfaction towards AirAsia service quality	Accepted
H ₁	Quality of personnel has a significant relationship between customer satisfaction towards AirAsia service quality.	Accepted

In this research, the independent variable has four and three factors are significant and the hypothesis is accepted, however one factor is not significant and rejected. The hypothesis in the table 6 is tested using the multiple regressions.

Research question for first in this study is: Is there any significant relationship between timeliness and customer satisfaction AirAsia service quality?' The result in the hypothesis indicated that the timelines has significant relationship with customer satisfaction towards AirAsia service quality.

Research question for second in this study is: Is there any significant relationship between condition of order and customer satisfaction AirAsia service quality?' The result in the hypothesis indicated that the condition of order has no significant relationship with customer satisfaction towards AirAsia service quality.

The third research question is: Is there any significant relationship between quality of information and customer satisfaction AirAsia service quality?' The result in the hypothesis indicated that the quality of information has significant relationship with customer satisfaction towards AirAsia service quality.

The fourth research question in this study is: Is there any significant relationship between quality of personnel and customer satisfaction AirAsia service quality?' The

result in the hypothesis indicated that the quality of personnel has significant relationship with customer satisfaction towards AirAsia service quality.

CONCLUSION

In finding, shows that service quality provided have relationship by the customer satisfaction. The objectives of this study is to investigate the independent variable which is timeliness, condition of order, quality of information and quality of personnel with dependent variable which is customer satisfaction. The management of AirAsia should be able to improve on the awareness programs and respond on the customers' needs and come up with a proper training schedule for staff or future improvement on their performances in the airlines. Besides that, the AirAsia a need to estimate on future performance to improve the customers' satisfaction toward service quality in AirAsia. It is also able to assist and maintain the customers' loyalty of the AirAsia's customers in future.

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