

Title of Thesis	A Study of Customer Satisfaction on Service Quality Provided by Air Asia Berhad
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ABSTRACT

The purpose of this study is to analyze customer satisfaction on service quality provided by AirAsia Berhad. It is based on customer satisfy with the service of Air Asia Berhad. The research is using questionnaire method and gathers information from 50 respondents who enrolled in general customers. All the data collected are keyed into the Microsoft Excel and used to calculate the frequency, percentage and mean. The research result indicated 4 major finding. The first finding reveal the level of awareness of branded clothes among respondents is high and they prefer to buy branded clothes that make form USA and Europe because of they are exposed to the western culture. The second finding shows most of respondents not willing to spend too much of their average monthly expenditure on buying branded clothes because most of them do not have high income. The third finding finds that most of respondents are shop for branded clothes occasionally since they have low monthly incomes so they only can buy for branded clothes occasionally especially when there are sales season. The last major finding reveals that most of respondents have great financial planning and values as they do not have high income so they will not spend too much of their monthly budget on branded clothes. From the result, the researcher suggests several recommendations for implemented. First, the suppliers need to do more advertisement and increase more

branded clothes that made from other countries especially from USA and Europe. Second, the suppliers can try to sell the branded clothes at affordable price. Third, the respondents may pay attention to the advertisement so that they can go to the branded clothes' sale season on time. Last, the respondents should not spend too much money on other unnecessary products so that they can save more money to buy branded clothes. Finally, this research created several areas that could be carrying out for future indepth research which is the research can be further analyzed in different location, topic, and to different respondents.