

A Study on Customer Satisfaction of AirAsia Berhad

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ABSTRACT

This study explores customer satisfaction in the context of AirAsia Berhad, a prominent low-cost airline. It focuses on three key dimensions: tangible, assurance, and responsiveness. The research reveals that tangible factors, such as the physical aspects of service, significantly influence customer satisfaction. Assurance, which encompasses competence, courtesy, and reliability, also plays a crucial role in keeping customer content. Moreover, responsiveness, or the airline's ability to deliver prompt and efficient service, enhances overall satisfaction. Understanding these dimensions is vital for AirAsia and similar airlines, as addressing them can meet customer expectations, foster loyalty, and improve overall performance. This research offers insights into the complex relationship between service quality and customer satisfaction in the airline industry, guiding strategies for enhancing the passenger experience.

Keywords: AirAsia Berhad, Assurance, Customer Satisfaction, Responsiveness, Tangible

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INTRODUCTION

Air Asia Berhad was created in the year 1993 and commenced operations in the year 1996. Tony Fernandez's firm, which is Tune Air Sdn Bhd, obtained this airline from DRB-Hicom in the year 2001. The Low-Cost Carrier Terminal (LCCT) at Kuala Lumpur International Airport acts as the company's major hub, with additional hubs at Kota Kinabalu International Airport, Senai International Airport, and Penang International Airport. Air Asia, Berjaya Air, Eaglexpress, Firefly, Malaysia Airlines, Sabah Air, MHS Aviation, and other airlines operate in Malaysia. Malindo Airways is the most recent airline to commence operations on March 22, 2013. So, what elements will affect people's choice to fly? According to (Kotler P. 2010) price choices may have substantial ramifications for the marketing organization, and the marketer's attention to pricing is just as vital as the marketer's emphasis to more visible marketing activities. Therefore, when customers are selecting an airline, they will favor the airline with the greatest price. Consequently, they will undoubtedly select Air Asia. This is due to Air Asia's catchphrase, "Everyone Can Fly," which always gives the lowest price to its consumers. Many companies have been affected by Covid-19 following its introduction at the end of 2019, including the world's biggest industry. When it comes to the biggest industry, Air Asia Berhad was a part of it as a well-known low-cost airline. Unfortunately, the development of the Coronavirus pandemic has resulted in a large loss of income owing to the lack of passengers, travel constraints, and many employees that are needed to be reimbursed due to ticket cancellation. Besides that, most of the human workers have been laid off for Air Asia Berhad to decrease expenses. No matter how wonderful a company's service is, it still makes errors when it comes to fulfilling the expectations of today's consumers, who are more demanding but less loyal than ever before. According to Bitner 1993, it is impossible to deliver 100 per cent error-free service owing to the distinctive nature of services. Even the most customer-focused organization with the highest assurance programmed (del R'o-Lanza et al., 2009) was also unable to remove all service faults. Consequently, service delivery failures pose considerable difficulty for any service organization.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a variable that analyzes how satisfied customers can be along with products, services, and capabilities of a company. Surveys and assessments of customer satisfaction are examples of data on customer satisfaction, which can help a company in figuring out how to improve or change existing products and services. Quality-resource, 2021. (Usha Lenka et al. 2009) customer satisfaction can be improved through improving human, technical, and tangible components of service quality. Client loyalty is enhanced through customer pleasure. Human components of service quality that influence customer pleasure promote and strengthen client loyalty are more essential than technical and tangible aspects of service quality. Customer satisfaction is defined by (English business dictionary, 2021) as the amount of customer satisfaction provided by a company's products or services as measured by the number of repeat customers. Although customer satisfaction is a new concept, scholars have defined it from many perspectives and across time. According to (Parasuraman, Berry, & Zeithaml, 1993; Parasuraman, Zeithaml, & Berry, 1994), customers expect more than simply value since satisfaction is strongly tied to customer experience. (Berry, Zeithaml, & Parasuraman, 1985); people want firms to delight them by reaching beyond that to satisfy their wants and wishes.

According to (Chicu, Pamies, Ryan, & Cross, 2019; Rita, Oliveria, & Farisa, 2019), a need or desire for value for money is limitless and ecstatic among consumers. (Broetzmann, Kemp, Rossan, & Marwaha, 1995; Davras & Caber, 2019; Hirata, 2019) It is a basic concept that businesses must grasp to match client needs and desires. (Gerdlt, Wagner, & Schewe, 2019; & Zhang, 2019). At every touch point, customer happiness is influenced by the customer's experience and relationship. (Parasuraman et al., 1994). According to (M. Shamsudin et al., 2015; Mohd Farid Shamsudin, Esa, et al., 2019; Mohd Farid Shamsudin & Razali, 2015), good customer service, hospitality, and frequent high-level involvement from the organization have the greatest impact on customer happiness in their study on customer loyalty in the service industry.

According to (G. Nick, 2021), customer service is the answer in 95 per cent of cases. And that is only one of the decade's most remarkable customer service statistics compared to the year 2020. (G. Nick, 2021) stated that customer happiness is a major priority for banking customer service in 2020. When it comes to handling their own accounts, both White and Black Americans are "extremely satisfied". When interacting with a state, federal, or municipal government organization, more than 70% of Americans try to fix their issue before calling customer support.

In conclusion, (Amir Azlan bin Hamzah*, Mohd Farid Shamsudin, 2020) stated that as a result, customer satisfaction is crucial to a company's survival and long-term viability. To sustain its present market share, the corporation must maintain its customer base. For market expansion and to become a dominating player in the industry, new clients are necessary. This study confirmed previous studies that it is critical for businesses, whether they sell products or services, to keep customers, create relationships, and thrive in the loyalty stage.

Responsiveness

Customer satisfaction is the basic element that measures the difference between expected results and actual results when customers use a specific service or purchase a product. The SERVQUAL model includes five dimensions of service quality, namely assurance, tangibility, reliability, empathy, and responsiveness (Parasuraman et al., 1988). This is a measure of service perception in terms of species. The definition of responsiveness is the process by which service providers respond quickly and proactively to customer needs and requirements and provide quality services. The most direct feeling of customer service is the corresponding speed of the service staff when the service is needed. Service responsiveness means that the company is always ready to provide customers with fast and effective services. Regarding the various requirements of customers, whether the company can meet the requirements in a timely manner will indicate the service purpose and ability of the company. This means how companies view the interests of customers. In the service process, the details and quality of the service are also displayed. When customer needs change, the speed and quality of the service process and the willingness of service personnel to help meet the individual needs of consumers (qin & prybutok, 2009).

Different scholars have similar or different explanations for reactivity. For example, Responsiveness is defined as the process of how to quickly deliver services and promises in meeting consumer needs. (Parasuraman et al., 1988). Quick response to customer needs and requirements is an important part of customer satisfaction and service quality (Mittal & Lassar, 1996). On the other hand, the core element of customer satisfaction is also the rapid response capability of the service process (for example, Andaleeb & Basu, 1994; Handfield & Bechtel, 2002; Tiedemann et al., 2009). The advantage of responsiveness can compete in many of the same industries. It can

enhance the company's competitiveness while also achieving better performance, which is critical to the company's healthy growth (Schonberger & Brown, 2017). Responsiveness is the ability of customers to respond to customer needs when they need service. This means that employees can efficiently execute work content, and it also represents their ability to plan when responding to customer needs according to the needs of the staff (Shakeerah et al., 2020).

According to MA VCOM's Consumer Report: From January 1st to June 30th, 2018, AirAsia's complaints increased by 58.7% compared to 2017. Among all the complaints, most of the complaints (57.4%) were related to improper handling of luggage, slow response to customer refund requests, and passenger placement caused by flight delays. These data fully show that AirAsia's customer satisfaction is declining. However, improper baggage handling, refund processing and flight delays are all related to the company's ability to respond to customer satisfaction. AirAsia should take more measures to reduce the complaint rate in response to customer satisfaction. AirAsia has responded more positively and quickly to customer needs and requirements within a certain period. For example: shorten the time for customers to wait for their luggage; reduce the waiting time for customers to inquire about information and check-in procedures at the counter; when customers have refunds, changes, and other information changes, reduce the change procedures, and shorten the waiting time; minimize flight delays; Service training for AirAsia staff to improve the service quality and better communication skills of AirAsia staff.

Tangible

Tangible is the physical look of physical facilities, equipment, communication materials, and technology (N., Ramya & Kowsalya, A. & Dharanipriya, K, 2019). (Abdul Rahim, Noor & Mohamad Nor, Mohamad Farhan Fitri. 2021) demonstrate that the term 'tangibility' or 'physical quality' relates to the physical features of services, such as their appearance, infrastructure, personnel, marketing materials, and other physical attributes utilized to offer services. Resemblance to Kobiruzzaman's tangible remarks includes the physical buildings, employees' image, equipment, machinery, and the information technology system. It is primarily concerned with making materials and physical facilities more accessible to people with disabilities. Examples include the organization's commitment to maintaining a clean atmosphere and ensuring that employees dress appropriately (M Kobiruzzaman, 2020, para 6). Dimensions of service quality utilized the word tangibility. n.d. to refer to the facilities provided, machinery, and communications networks, as well as the commodities used by the company and the appearance of individuals participating in the service process. All these characteristics provide customers with adequate information about the firm's service quality. Furthermore, this dimension enhances the company's image. Thus, tangibility is crucial for companies, and they must spend heavily in physical infrastructure (N., Ramya & Kowsalya, A. & Dharanipriya, K, 2019).

Another way to describe the term tangibility is "look sharp", which means that the provider must make everything visible to the naked eye look clear. These tangibles have included staff's uniforms, equipment, and workplaces on-site to maintain a professional image for their staff. However, when things on the surface are done to the extreme, there will be an impact on the other side which is a complete absence of reliability and responsiveness (Arlen,2021). Furthermore, the meaning of tangibles can also be indicated in these three perceptible ways, most notably through the sense of touch. Second, her pain was physical, capable of being exactly named or realized by the intellect. Thirdly, tangible assets are assessable for their actual or estimated worth (Davis,2021). In general, I would prefer that explanation of the physical look of physical facilities, equipment, communication materials, and technology because this explanation fits well with the description of Parasuraman, which many scholars have cited.

Assurance

Assurance refers to services that include support, feedback, etc. Professional service should ensure product performance and security, complete supply and good service, user help and staff training. Professional service is one of the important advantages of the business. The issue of flight safety has always been a top priority in the airline industry. Whether the flight safety guarantee provided by an airline really has high credibility is one of the important indicators for people to choose an airline. The guarantee of aviation safety is divided into many aspects. The Global Aviation Standards and Recommendations Code SARPS regulates some relevant standards and has made many regulatory and technical breakthroughs in the aviation industry in the past 75 years, which can be regarded as one of the safety standards for airlines worldwide. O Safety Report, 2019) The activities of flight attendants and their responsibilities are also important points. They should not only ensure their own situation but also ensure that there will be no problems on the whole flight at a professional level. The standardized and orderly implementation of every step can make passengers feel at ease because of their professional behavior. Well-trained crew and security can effectively ensure that customers feel comfortable and safe throughout the flight. (Damos, D. L., Boyett, K. S., & Gibbs, P, 2013) As a company providing flight services, the condition of the aircraft is the priority, and a good condition of the aircraft is the best guarantee of safety in service. Authentic, transparent reporting and data on the condition of an aircraft enhances credibility and allows passengers and customers to make a safe choice about the services provided by the company. Timely and efficient inspection of aircraft condition.

Assurance can also be considered to refer to the service personnel of the enterprise, including the ability to provide quality service, politeness, and respect to each other when communicating with customers, and the skills of effective communication with customers. In the survey of consumer complaints from January 1 to June 30, 2018, 4.1% of people had refunds due to customer service. This part of refunds could be completely avoided, and more effective communication could also reduce the number of passengers due to other reasons such as complaints and refusal of boarding. (Prybutok, & Victor,2009)

Explain the Relationship of Responsiveness with Customer Satisfaction

The airline industry is extremely competitive. Therefore, customer satisfaction cannot be ignored because satisfied customers will become regular customers supporting the airline. A study conducted by (Upadhyaya2013) identified that one aspect of assessing customer satisfaction levels is the proper handling of customer complaints, which is of particular importance. The study focused on two types of consumer complaints; To control or not to control. Control complaints relate to pricing, flight delays, and crew issues. (Mayhew and Wilkins2003) also conducted a similar study, which focused on the

impact of customer relationship management on customer satisfaction in the aviation industry. They assert that companies should first understand their customers' needs before trying to meet them. Among the highlights mentioned in the article is the study of electronic customer relationship management systems which measure changes in the market by professionals to ensure that the services provided by the company reflect customer expectations. In addition, they believe that in-flight entertainment is a key factor in improving customer satisfaction, and the ability to meet customer entertainment needs also needs to be considered. Whether to respond positively to customers' requests becomes the key to controlling customer satisfaction. After investigation, found the customer expects the staff of the airline to respond, and ready to meet their demands, and do not like to get the same answer and inhuman solution, the most important is that airline employees are expected to be more constructive and thoughtful way to respond to the needs of customers (Sudan and Simpson, 2000). In a survey conducted by (Sultan and Simpson 2000), some passengers commented that many flight attendants were frustrated with their work, providing very inadequate service, and failing to meet customer requirements in a timely and perfect manner.

(Kloppenborg and Gourdin 1992) and (Gourdin and Kloppenborg 1991) reported that passengers' check-in, departure, and accurate time of arrival, as well as booking tickets without much concern, were important service quality factors. Airlines respond positively to customers' demands and win customers' favor by improving service quality, increasing service content, and controlling time more accurately. These findings have been confirmed by Ostrowski et al. (1993). They studied the problems related to service quality and customer loyalty in the commercial aviation industry and found that the main factor affecting the choice of benchmark operators is convenient time arrangement. The more accurate control of time makes customers with strict requirements of work and time management more loyal to the airline.

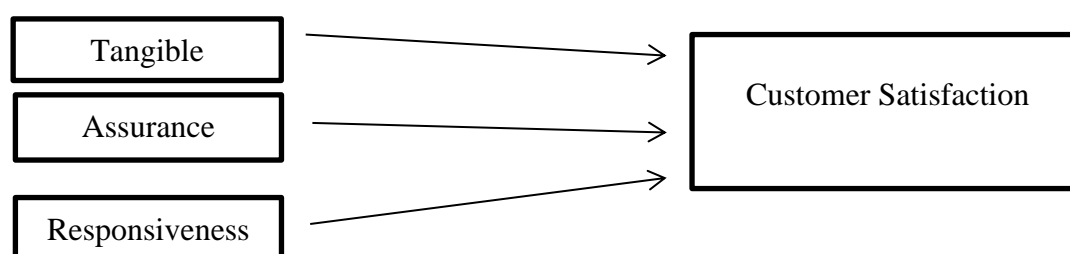
Explain the Relationship of Tangibles with Customer Satisfaction

According to Ngaliman, Mika Giofani Eka J, Suharto's (2019) study The Influence of Tangibles, Responsiveness, And Reliability on Customer Satisfaction of Delivery Services, tangibles have a direct positive impact on customer satisfaction. According to Melia (2016), tangibles contribute to the attractiveness of facilities provided, hardware, and telecommunications networks, as well as the commodities used by companies and the appearance of people throughout the service process, all of which contribute to customer happiness. Recent findings of the Factors Influencing Customer Satisfaction in the Airline Industry, particularly for The Case of M Airways (Thidarat Tangthaweetham, Piyathida Praditbatug, and Santhiti Treetipbut, 2020), found that the MLR data demonstrated that the airline was tangible. Terminal tangibles, personnel, empathy, and image all had a substantial effect on customer satisfaction [$r^2 = 0.502$, Adjusted $r^2 = 0.476$, $F = 18.978$, $p = 0.000$]. Additionally, the study suggests that M Airways consider improving the cleanliness of the seats and facilities and the comfort and quality of the food offered onboard. More recent evidence N L P Suciptawati et al. (2019) proposes that customers' expectations and perceived service are in alignment when staff costumes assist in creating a warm and pleasant atmosphere for the client. The consumer would feel more confident when executing the bank transaction. Surveys such as those conducted by Shakeerah Mohd Shukri, Mohd Shukri Ab Yazid, Jacqueline Tham (2020) have shown that most respondents agreed that specific characteristics are vital to the service provider-consumer interaction. The figure displays the mean of 3.81 by the independent variables "Tangibles," reflecting the strong overall satisfaction with respondents' tangibles. Thus, the more tangible experiences supplied by business organizations, the higher the level of client pleasure.

Explain the Relationship of Assurance with Customer Satisfaction

There is a positive and direct relationship between customer service assurance and customer satisfaction (Shakeerah et al., 2020). Responsiveness, empathy, and assurance all have an important impact on customer satisfaction (Ehigie C & Jesse S, 2018). However, this guarantee affects the needs of the entire customer, and this and the service itself are produced to meet the needs of the customer. Better assurance is closely related to customer satisfaction, and better assurance will produce better customer satisfaction (Diane & Charles, 2019). A questionnaire survey of more than 200 senior marketing managers showed that 71% of respondents said that quality monitoring in customer satisfaction is one of the most important indicators of business success (Larry, 2017). Service assurance can gain a more positive perception in the service and customer markets. Through these positive views, better market feedback and profitability can be obtained (Jalal R et al. 2011).

Research Framework



RESEARCH METHOD

Study Design

This study utilized the quantitative research method with data obtained through an online questionnaire.

Sample

Target population is defined as the entire group that researchers are interested in and wish to draw a conclusion (Hitzig, 2009). Frequent business or leisure passengers on AirAsia Malaysia flights will be the main target group for the researchers. The main reason for choosing this group is that they have more communication activities with airline employees, are intricately connected, and their data are more authentic. The age of the target group should be over 18 years old, 18 years old has become an adult, the consumption consciousness and consumption concept are much more mature than minors, the data is more reliable.

As for the sampling elements of questionnaire, the method of judgment sampling should be adopted first to confirm that the correlation of respondents is within a reasonable framework, and then it can be used as a valid questionnaire. Secondly, a single choice questionnaire in the investigation of different attitudes should be excluded (Hammitt, W. E., & Vaske, J. J. 2011).

The techniques used in the questionnaire are selected for our customers. Selection of the area where the customer might live, selection of the group of people who might use Air Asia's customer. The techniques we use are simple stratification and simple random sampling. Equidistance sampling is adopted for specific questions to reduce sampling error, ensure the representativeness of the population answering the questions in the next stage, and reduce the difficulty of the survey.

The number of samples determines the accuracy of research results. Usually, a large amount of data is needed to support such research on AirAsia customers. The higher the sample size, the less mistakes there are in generalizing the research population (Saunders, Lewis, & Thornhill, 2009). To ensure the findings were accurate, 30 surveys were sent to USM students and faculty members who regularly travel or work on AirAsia, followed by 100 questionnaires distributed to travellers in Kuala Lumpur and Penang. In fact, the number of experimental samples is still too small, and the results of the study must be deviated from the actual results, because passengers are subject to too many restrictions due to the epidemic, while airlines suffered heavy losses and lost many customers.

Data Collection Method

The primary data was gathered using a Google form that served as a questionnaire. The questionnaire is distributed to respondents using social media platforms such as WhatsApp, Facebook, Telegram, and Instagram. The reason for distributing the questionnaire via the internet is because it is the current trend and using a Google Form will allow you to reach out to a larger number of people. Face-to-face questionnaire distribution is not possible due to the ongoing Covid-19 pandemic in Malaysia due to health concerns. Because primary data is precise information that is obtained directly by the person who analyses the data, it is used (Avasarikar, 2007). Individuals have not tampered with or altered primary data; hence it has a greater level of validity than secondary data (Kabir, 2016).

Research Instruments

Four components comprised the questionnaire. The questionnaire's first part gathers demographic data about respondents, such as their gender, age, race, and level of education. Then, the dependent variable is read as customer satisfaction, and three independent variables are read as degree of tangible, assurance, and responsiveness, all of which influence consumer satisfaction.

Tangible is based on the questionnaire survey of AirAsia's past customers (respondents), asking about the comfort of the seats, the overall comfort, the completeness of environmental facilities, and entertainment facilities. The degree of assurance is explored and evaluated via the maintenance personnel's service attitudes and service practises. Responsiveness refers to the research and investigation of the speed of response time of all AirAsia service personnel to customer requirements, the punctuality of flights, and the timeliness of solving problems. The research instruments are summarized in the table below.

Variables	Items	Cronbach Alpha	Used By
Customer satisfaction	3	0.847	Chew, W. J., Leong, J. S., Saw, M. Q. N., Ng, P. Q., & Siew, G. S. (2018)
Tangible	3	0.70	Zafiroopoulos, C. (2006).
Assurance	3	0.838	Abreu e Silva, J., & Bazrafshan, H. (2013)
Responsiveness	3	0.859	Mohamad Farhan Fitri Mohamad Nor., & Noor Fareen Abdul Rahim. (2021)

RESULTS

Respondent Profiles

Respondent in the current study included people who experienced using AirAsia. Total questionnaires distributed were 300 sets, and only 230 were returned and valid to be used, which shows that response rate is 76.6%.

Table 1. Profiles of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	56	30.9
	Female	123	68.0
Age	19 - 29 years old	133	73.5
	30 - 39 years old	18	9.9
	40 - 49 years old	14	7.7
	50 - 59 years old	9	5.0
	60 - 69 years old	4	2.2
	70 years old and above	1	.6
Race	Malay	85	47.0
	Chinese	65	35.9
	Indian	26	14.4
	Other	3	1.7
Education Level	Malaysia Certificate of Education (SPM)	45	24.9
	Malaysia Higher School Certificate (STPM) / Diploma / Foundation / A-level / Malaysia Matriculation Programme (Matriculation)	58	32.0
	Bachelor's Degree	56	30.9
	Master's Degree	12	6.6
	Doctorate Degree	2	1.1
	Other	6	3.3

Data Analysis

Partial least squares modelling using the SmartPLS 3.2.8 version was used (Ringle, Wende & Becker, 2015) since it does not require the normalcy assumption and survey research is typically not normally distributed as a statistical tool to study measurement and structural models (Chin, Marcolin & Newsted, 2003).

Measurement Model

Anderson and Gerbing (1988) advocated a two-step technique for validating the created model. It was first validated against the measurement model to determine the validity and reliability of the instruments used, in accordance with Hair, Risher, Sarstedt, and Ringle (2019) and Ramayah, Cheah, Chuah, Ting, and Memon (2018), and then against the structural model to test the developed hypotheses.

Specifically, we looked at loadings and average variance extracted (AVE), as well as composite reliability for the measurement model (CR). The values of loading should ≥ 0.5 and the CRs should be ≥ 0.7 . As exhibited Table 4.2, the AVE should be ≥ 0.5 and the CRs are all greater than 0.7. The loadings were also acceptable with only two loadings of assurance lower than 0.708 (Hait et al. 2019).

Following that, Hemsele, Ringle, and Sarstedt (2015) proposed that discriminant validity be assessed using HTMT criteria, which was modified by Franke and Sarstedt (2019). The HTMT values should be ≤ 0.85 for the more stringent criteria and ≤ 0.90 for the lenient criterion. As shown in Table 4.3, HTMT value of tangible ≤ 0.85 . Therefore, we may infer those respondents recognised the four conceptions as distinct. As both validity tests are performed, it is demonstrated that the measurement models both seem to be credible and accurate.

Structural Model

Following the methodology of Hair et al. (2019), we calculated the path coefficients, standard errors, t-values, and p-values for the structural model and published them. Additionally, Hahn and Ang (2017) challenged the use of p-values in conjunction with other criteria, such as p-values, confidence intervals, and effect sizes. Table 4.4 summarises the criteria we utilised to evaluate the established hypotheses.

First, we assessed the effect of the 3 independent variables on responsiveness, the R^2 was 0.822, which shows that all the 3 independent variables all explained 82.2 % of the variance in your responsiveness. PSC ($\beta = 0.213$, $p < 0.05$), tangible ($\beta = 0.557$, $p < 0.05$) were both positively related to responsiveness. Thus, H1 and H2 are supported. Hindrance demands ($\beta = 0.110$, $p > 0.05$) was positively related to responsiveness.

Table 2. Measurement Model

Constructs	Items	Loadings	AVE	CR
Customer Satisfaction	CS1 CS2 CS3	0. 869 0. 779 0. 797	0.390	0.782
Tangible	Tangible 1 Tangible 2 Tangible 3	0. 784 0. 633 0. 830	0.771	0.869
Assurance	Assurance 1 Assurance 2 Assurance 3	0. 905 0. 895 0. 333	0.557	0.833
Responsiveness	Responsiveness 1 Responsiveness 2 Responsiveness 3	0. 702 0. 804 0. 859	0.625	0.910

Table 3. Discriminant Validity (HTMT)

	4	1	2	3
1. Customer Satisfaction	1.161			
2. Responsiveness	0.942	1.033		
3. Tangible	0.920	0.955	0.772	
4. Assurance				

Table 4. Hypothesis Testing Direct Effects

Hypothesis	Relationship	Std Beta	Std Error	T-values	P-values	BCI LL	BCI UL	f ²	VIF
H1	Tangible→ Responsiveness	-0.574	0.075	7.648	0.0000	-0.730	-0.434	0.457	4.050
H2	CS→ Responsiveness	1.827	0.111	16.521	0.0000	1.622	2.062	1.888	9.946
H3	Assurance→ Responsiveness	-0.546	0.103	5.307	0.0000	-0.763	-0.361	0.305	5.484
H4	CS→ Tangible	0.862	0.024	35.738	0.0000	0.803	0.901	2.880	1.000
H5	CS→ Assurance	0.900	0.016	57.728	0.0000	0.862	0.926	4.252	1.000

DISCUSSION

The primary objective of this research was to examine the impact of tangible, assurance, and responsiveness on customer satisfaction. The findings of this study shed light on the relationship between these service quality dimensions and the overall satisfaction of AirAsia customers.

Tangible: The research uncovered a significant and positive association between the tangible dimension and customer satisfaction. This indicates that tangible aspects, such as the physical appearance of AirAsia's facilities, equipment, and personnel, play a vital role in influencing customer happiness. These tangible elements create a favorable impression on customers, contributing to their overall satisfaction.

Assurance: The study also revealed a positive and significant relationship between the assurance dimension and customer satisfaction. This suggests that customers who perceive a high level of competence, courtesy, and reliability in AirAsia's service providers are more likely to be satisfied. Assurance in the form of trust and confidence in the airline's services can enhance the overall satisfaction of customers.

Responsiveness: Similarly, the research established a substantial association between the responsiveness dimension and customer satisfaction. This implies that customers value the airline's ability to provide prompt and efficient service. Quick responses to inquiries, requests, and addressing customer needs positively impact their overall satisfaction.

In summary, the results of this study indicate that tangible, assurance, and responsiveness are all critical factors influencing customer satisfaction among AirAsia customers. Enhancing these dimensions can lead to improved customer happiness and loyalty. Therefore, it is crucial for AirAsia and other service providers to continue focusing on these dimensions to meet customer expectations and enhance their overall satisfaction. This study contributes to a better understanding of the dynamics between service quality and customer satisfaction within the airline industry.

CONCLUSION

The purpose of this research is to determine the influence on customer satisfaction of tangible, assurance, and responsiveness. According to the findings of this research, tangible has a substantial positive link with customer satisfaction, implying that tangible has a good relationship with customer happiness among AirAsia customers. The research discovered a positive significant association between assurance and customer satisfaction, indicating that assurance is favourably connected to customer pleasure. Meanwhile, it was determined that the association between responsiveness and customer satisfaction is substantial, indicating that responsiveness has a positive relationship with customer happiness because of service

LIMITATION

The questionnaire distributed in this research is on online platform which is google form. Everyone does not have access to the internet, and they might not respond genuinely. We missed the thoughts or opinions of older demographics when trying to survey a wide range of people. Online surveys can be deleted and ignored and even they really do not bother about the google form. People dislike being poked, and if they become irritated, they simply click delete, resulting in less reliable data. Then that, the most tough part is to target our participants as our requirement needed.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflict of interest.

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