Understanding the meaning of low airfare and satisfaction among leisure air
travellers using Malaysian low-cost airlines

Abstract

This study is aimed at understanding the meaning of low airfare and satisfaction from
the existing Malaysian low-cost airline travellers. It examines the extent to which low
airfare and satisfaction influenced the positive purchase behaviour of travellers.
Participant observation and in-depth interviewing were used as data collection methods
at the low-cost airline terminals in Malaysia. The findings revealed that low airfare
means ‘cheap price paid’, ‘low level of service and performance’ and ‘mode of
transportation’ during non-price promotional periods and ‘value for money’ during
promotional periods. Customer satisfaction means meeting low expectations toward
service performance and positive mood and social connectedness attributed to
satisfaction, and dissatisfaction is found to be non-durable. Crowd, seating space and
cramped aircraft cabins negatively affect satisfaction. The finding implicates pricing and
marketing strategies for low-cost airlines and adds to the existing literature on price
promotion and satisfaction of low-cost airline travellers.