

## **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.