

**PASSENGERS' PERCEPTION TOWARDS
AIRPORT SERVICE QUALITY AT KOTA
KINABALU INTERNATIONAL AIRPORT
(KKIA), TERMINAL 1**

NURIANEE BINTI ZULKIFLI



PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

UIMS
UNIVERSITI MALAYSIA SABAH

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ABSTRACT

The study was designed to investigate the relationship between airport service quality and passenger satisfaction. An empirical investigation of air passengers travelling through Kota Kinabalu International Airport (KKIA), Terminal 1 was carried out through the use of self-administered survey questionnaires, 168 usable responses were received representing an 84% response rate. The empirical results reveal that passengers were neither satisfied nor dissatisfied with the current airport service quality. Airport service quality strongly influences passenger satisfaction. It was also found that in explaining the diversion quality was the most significant to passengers. Thus, based on the research findings, the data supported the research objective, in which the passengers' perception on airport service quality influenced their satisfaction at Kota Kinabalu International Airport (KKIA) during the development of the new terminal building.



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ABSTRAK

PERSEPSI PENUMPANG-PENUMPANG TERHADAP KUALITI SERVIS DI LAPANGAN TERBANG KOTA KINABALU, TERMINAL 1

Kajian ini dijalankan khusus untuk mengenalpasti hubungan di antara kualiti servis di lapangan terbang mampu mempengaruhi kepuasan penumpang-penumpang di Lapangan Terbang Antarabangsa Kota Kinabalu, Terminal 1, semasa proses pembinaan bangunan terminal baru. Pemerhatian kajian telah dilakukan di kalangan penumpang-penumpang kapal terbang melalui distribusi soalan servey berkaitan tahap kepuasan penumpang-penumpang terhadap kualiti servis di Lapangan Terbang Antarabangsa Kota Kinabalu, Terminal 1. Namun demikian, daripada 200 soalan servey yang diedarkan, hanya 168 responden yang boleh digunapakai dalam kajian ini di mana kadar respon mewakili sebanyak 84%. Hasil dari kajian menunjukkan kepuasan penumpang-penumpang berada pada tahap sederhana. Kualiti servis di lapangan terbang mempengaruhi kepuasan penumpang-penumpang, di mana kualiti persekitaran menjadi factor kuat mempengaruhi kepuasan para penumpang. Dengan itu, objektif kajian telah disokong oleh keputusan data-data yang diterima melalui eksperimen yang dijalankan. Dengan itu, terbukti persepsi penumpang-penumpang terhadap kualiti servis di lapangan terbang mempengaruhi kepuasan mereka semasa proses pembinaan bangunan terminal baru di Lapangan Terbang Antarabangsa Kota Kinabalu.



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