

**Determinants of Intention to Use Malaysia Airlines**

**by Malaysia Travelers**

**By**

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**Project Paper Submitted in Partial Fulfilment of the Requirements  
for the Degree of Master of Business Administration  
Universiti Tun Abdul Razak**

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## DECLARATION

I hereby declare that the research project is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or other institution.



Signature :

A handwritten signature in black ink, consisting of several loops and a final vertical stroke, positioned to the right of the "Signature :" label.

Name : Lai Fan A/P Ebau

Date : 28 October 2021

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## **Determinants of Intention to Use Malaysia Airlines by Malaysia Travelers**

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There are three major factors that plays an important part in aviation industries in order to sustain in Malaysia competitive market. The airlines image, service quality and price are the variables that influenced the traveler's perception. This study is carried out to determine the relationship between the three variables and the significant impact on determinants of the travelers. The selected sample for this study is amongst 44 frequent travelers. Multiple regression analysis is used in this study due to the presence of multiple independent variables. It is assumed that these independent variables; price, service quality and image describe the traveler's intention to travel Malaysia Airlines. The outcome reflects a significant relationship between these independent variables to travelers's retention. The type of relationship between the former three independent variables to the dependent variables is a positive relationship. The study has proven significantly that the three variables are important factors and based on the results, I would recommend that Malaysia Airlines should emphasis on the three factors in order to create good experience for the travelers which enable the business to sustain and soar. Most of the local airlines are in recovery mode with the COVID situation and market is generally soft. In order to gain the travelers trust and intention to travel with them, airlines have to stay competitive locally and globally.

# CHAPTER 1

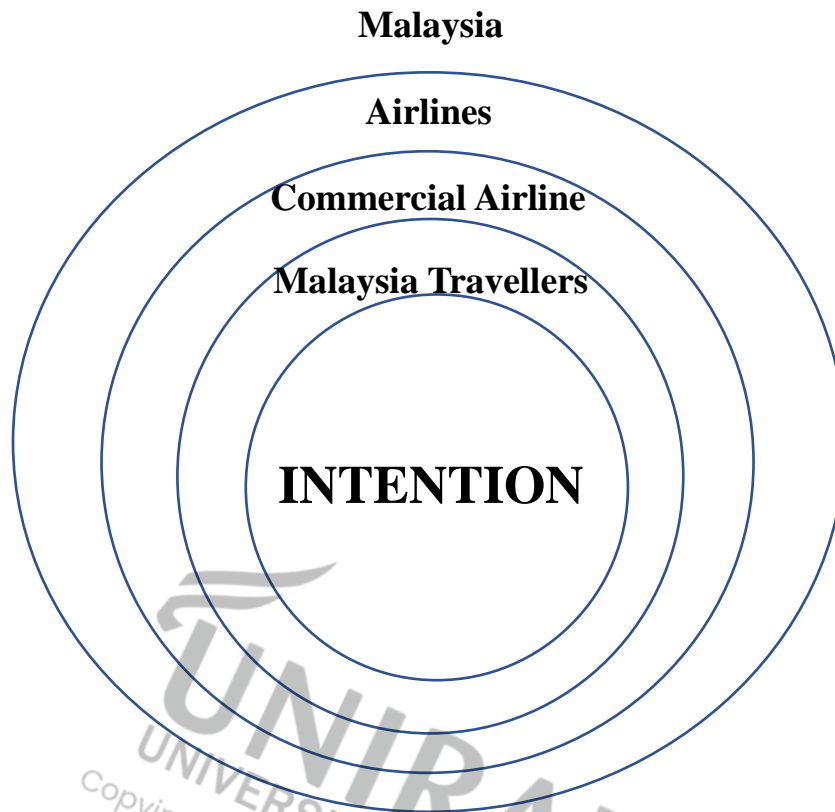
## INTRODUCTION

### 1.1 Research Title

Among the industries in Malaysia, the aviation industry represents a very dynamic business especially in the segment of commercial airlines. The industry went through a turbulence decade with continuous price war, which also contribute to the change of services included in the price paid by the consumer, the three devastating airlines' incidents within the same year in 2014, the downgrade by US Federal Aviation Administration (FAA) in 2019, then the recent COVID-19 pandemic that pushed most airline to the ultimate test to their business, followed by the switch in business opportunity that prioritise on cargo business in the interim. In view of the changes and condition, we would want to explore the key determinants that trigger domestic consumers' intention to use the services from the local commercial airlines.

The selection of research title shall begin by obtaining a research focus from the idea above. Firstly, we will want to look at a business in Malaysia, whereby airline industry is selected. Next, from a few different types of business in airline industry, we are zooming in to research on commercial airlines and concerntrate on the Malaysia travellers. Finally, we derived to the focus or the issue which is to study about the intention of Malaysia travellers in using the services of Malaysian airline. An onion diagram is formed as shown in Figure 1.1.

Figure 1.1: Onion diagram of research title



Thus, the research title is set as “Determinants of intention to use Malaysian airlines by Malaysia travellers” (10 words).

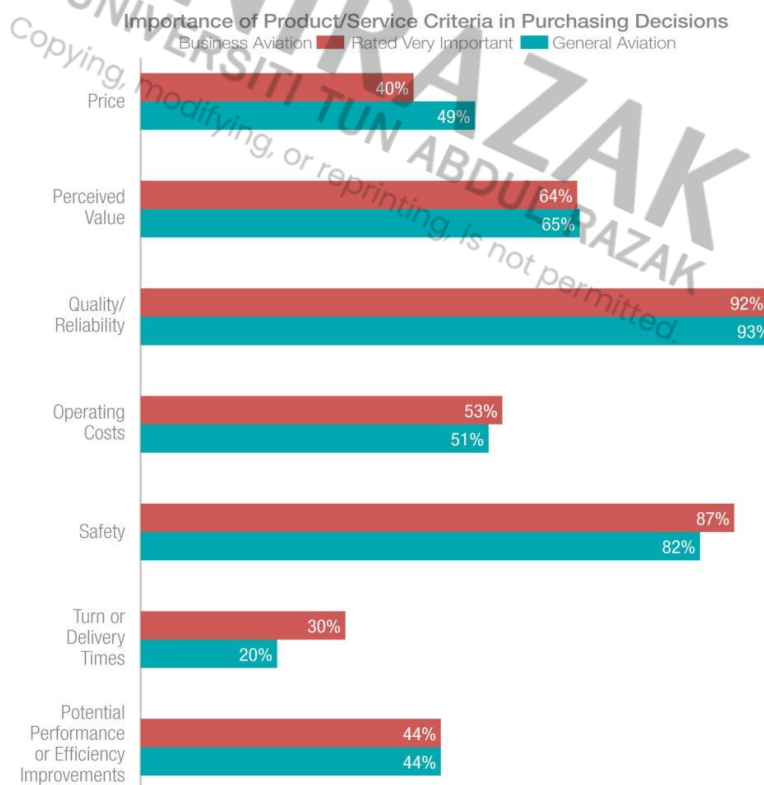
## 1.2 The Global Context of the Issue

The 1950s and 1960s are known as the “Golden Age” of flying. Flying is deemed glamorous as passengers enjoy spacious cabin, the services from good looking hostesses, gourmet meals and free-flow beverages in a party atmosphere (Llewellyn, 2020). Since mass travel era began, flying is relatively safer, quieter, with shorter travel time at more affordable price. When Southwest Airlines introduced low-cost concept in 1971 to make air travel accessible to everyone, it has created a paradigm shift to the airline business, which some call it the ‘Southwest Effect’ (Bailey, 2019). Passengers’



behaviour have changed as they are more empowered in choosing and paying for what they want. Therefore, an airline ticket may just include a seat and the lavatory access, while all other items such as legroom, incidental fees for baggage, meals and beverages, pillows, blankets and earphones for in-flight entertainment, etc are now optional service which are available with additional fees. Over time, the high expectations from the air traveller's of what the airlines were providing started to change as the level of service on the flights has been different or diminished as compared to the "Golden Age". Flying has become a necessity in the world today. The high fuel price, employee cost and fierce competition in the industry are key contributors to the change (McElvaney, 2017).

Figure 1.2: Importance of product/service criteria in travellers' purchasing decision of business and general aviation



Source: Aerospace Marketing Lab, 2016

<http://blog.bdnaerospace.com/decision-making-factors-in-ba-ga-buying>

Figure 1.2 shows a survey result on both business (BA) and general (GA) aviation consumers' concerns in making purchasing decision. Both market segments are most concerned with quality and reliability, closely followed by safety - which BA are having greater concern to it. Whereas, The perceive value and operating cost are more important than price, which GA shows higher concern in the pricing aspect. Similarly important to price is the potential performance and efficiency improvements, and lastly turn or delivery times, which matter more to BA than GA. Overall, the figure reflects the expectation of consumers which affect their intention in using airline service nowadays that is rather different from what was described in the "Golden Age".

### **1.3 The Local Context of the Issue**

Malaysia aviation industry started in 1947 and currently there are seven commercial airlines in the market, namely Malaysia Airlines, AirAsia, AirAsia X, Malindo Air, Firefly, MASwings and Berjaya Air. Malaysia Airlines is the flag carrier and a full-service airline; AirAsia and AirAsia X are low-cost airlines which became the game changer due to their business model; Malindo Air brand itself as hybrid-full service, while other airlines serve as commuter flights domestically.

Similar to the global context, air travel used to be glamorous until AirAsia started to introduce low fare to everyone since early 2000s with the tagline "Now Everyone Can Fly" and emphasise on their branding. The airline has dominate the market, recording the highest annual passenger traffic in Malaysia since 2012 for both domestic and international markets. The annual passenger traffic shown in Figure 1.3

reflects that the low cost carrier in Malaysia is very popular and has topped the yearly highest number of passenger flown consecutively. This has signify the shift of consumer expectation and demand towards an airline's service.

Figure 1.3 Malaysia annual passenger traffic (in millions) by airline (2012-2018)

<b>Airline</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
	<b>pax</b>	<b>pax</b>	<b>pax</b>	<b>pax</b>	<b>pax</b>	<b>pax</b>	<b>pax</b>
<u>AirAsia</u>	19.7m	21.9m	22.1m	24.3m	26.4m	29.2m	32.3m
<u>Malaysia Airlines</u>	13.4m	17.2m	17.0m	15.0m	13.9m	14.0m	13.5m
<u>Malindo Air</u>	N/A	0.9m	2.5m	3.7m	5.3m	7.2m	6.6m
<u>AirAsia X</u>	2.6m	3.2m	4.2m	3.6m	4.5m	5.7m	6.1m
<u>Firefly</u>	1.7m	2.0m	2.2m	2.2m	1.8m	1.6m	1.4m
MASwings	1.6m	1.5m	1.6m	1.4m	1.3m	1.2m	1.2m
Foreign airlines	11.2m*	12.9m*	12.9m*	13.2m*	14.7m*	15.9m*	16.3m*
Market TOTAL	50.2m	59.6m	62.5m	63.4m	67.9m	74.8m	77.4m

Source: CAPA, 2019 <https://centreforaviation.com/analysis/reports>

#### 1.4 Problem Statement

According to an analysis by Centre for Asia Pacific Aviation (CAPA), the growth in Malaysia aviation industry is slow and affecting the bottom line of the airlines. Out of the seven commercial airlines, six has not been profitable in the recent years (CAPA, 2019; Tay, 2020). The market has fall into a worrying situation with higher capacity, a lower load, softer yield and seat prices, according to an aviation analyst (Tay, 2020). The growth in 2019 was driven by domestic market, which grew by about 10% - the strongest

domestic growth recorded since 2013 due to aggressive domestic expansion by AirAsia Malaysia (Tay, 2020).

Though the industry started year 2020 with the hope to turn around the business performances, the situation didn't move the way as wished when the novel pandemic COVID-19 disrupted the global economy and hit hard on the airline business. International Aviation Transport Association (IATA) predicted that the situation will only return to pre-pandemic condition by 2024 (Harper, 2020). The airlines in Malaysia are struggling for survival and are essentially relying on the revenue from domestic routes for commercial business while waiting for the international borders open gradually.

### **1.5 Research Questions and Objectives of the Study**

The dynamic business of an airline environment has many factors that might influence the intention (INT) to use an airline as there are many touch points that we can look into along the customers' journey. According to Kotler & Armstrong (2010), the six stages upon a buying decision are awareness, knowledge, interest, preference, persuasion and purchase (Mirabi, 2015). These in an airline business may translate to the advertisement from the print or digital platforms, the internet booking experience, the easy access of ticketing counters, the customer services at every customer touch points, the flight network and its frequencies, price factor, safety and security, the airline's image to the public, punctuality and cancellations and more. In this research, we will focus on the apparent factors in the area of Service Quality (SQ), Price (PX) and Image (IMG).

### **1.5.1 Research Questions**

Thus, to find out if SQ, PX and IMG influence Malaysian travellers to use Malaysian airlines, a research is set to answer to following questions in relation to that:

- i) Does SQ has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines?
- ii) Does PX has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines?
- iii) Does IMG has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines?

### **1.5.2 Research Objectives**

The findings shall also lead us meet the following research objectives:

- i) To determine whether SQ has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines
- ii) To determine whether PX has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines
- iii) To determine whether IMG has a positive and significant influence on the INT of Malaysia travellers to use Malaysian airlines

### **1.6 Justification of doing the research**

Flying in style and glamourously could be the aspiration of many, however, time has changed and the travellers' choices may be made out of different considerations nowadays. According to the aviation analyst, the Malaysia market has high supply and

low demand which hurt the market price and yield which eventually result in only one airline out of the seven airlines that is making profit. It is important to have in-depth understanding of the current market demand and expectations, in order for the airlines to prioritise and tap on every possible opportunities to stay relevant and gain market share.

The growth in growing domestic market and the limitation due to the pandemic have made Malaysia travellers the low hanging fruits to the local airlines. Furthermore, it is crucial to predominate the Malaysia traveller's need as part of the important elements in preparing for the recovery from post-COVID-19 travel business by giving every reason, especially for the locals to support the local brands against foreign airlines. In long term, getting the support from Malaysia travellers will also help to maintain a stronger foundation to the local airline business in terms of revenue, as they may have higher tendency to repurchase flights.

By testing if SQ, PX and IMG of the airlines has positive and significant influence to Malaysia travellers' intention to use Malaysian airlines, the research findings will benefit the industry as a whole, particularly to the:

- i) airlines - in getting clearer perspectives on how SQ, PX and IMG may be related to Malaysia travellers INT in choosing the local airlines. The marketing team may use this information to determine the priorities for their strategies and strengthen competitive advantage of the business.
- ii) airport – airport is believed to have evolved to complement the changes in airline through pre and post flight experience at its premise (McElvaney, 2017). This

research will help them with better understanding on the travellers behaviour and may contribute to enhance the strategies by airport operators.

- iii) Other parties related to the industry – the research findings would be a good reference to parties such as travel agents, the aviation authorities, government or policy makers, the consumers or the travellers, as well as those who may need it for academic purpose.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Defining the Variables

##### i) Intention (INT)

According to Fishbein (2006), INT is affected by attitude, norms and self-efficacy. The INT is considered the immediate factor between attitude and behaviour, and consumers' behaviour can be tested by understanding the INT (Yuen, n.d, cited Chao et al., 2011). The Theory of Reasoned Action (TRA) by Ajzen & Fishbien (1980) stated that behavioral intention is defined as the subjective probability of a person to perform a specific action and intention is the most prominent factor in defining behavior (Koshly, 2018 cited Davis, 1986).

In many researches, INT is studied from the perspective of purchase intention, which according to Gosh is an effective tool to predict buying process (Mirabi, 2015). Morinez et al, 2007 stated that the purchase intention is defined as a situation where consumer tends to buy a certain product in certain condition, Hsu and Tsou (2011), as well as Saxena (2011) noted it is consumers' intention to buy a product in the future, while Shah et al. (2012) defined it as a type of decision-making that studies the reason to purchase a specific brand by consumer (Mirabi, 2015). It is usually related to the behaviour, perceptions and attitudes of consumers that may change under the influence of price or perceived quality and value (Mirabi, 2015). As a learning from the literature



review, the attitude of consumer is what formed the INT and that results in the behaviour of using the service of an airline.

ii) Service Quality (SQ)

Based on Parasumaran et al. (1985), SQ is the fit between the service level and customer expectations, as a result of customers' evaluation of the service outcome and service process as well as a comparison of customers' expectation towards the service performance (Tolpa, 2012). Parasuraman et al. (1988) suggested that SQ is determined by customers' attitude towards the service provider (Prakash & Mohanty, 2011). Bitner and Hubbert (1994) and Park et al. (2004) defined SQ as customer's impression of the relative superiority or efficiency of a service provider and its services (Prakash & Mohanty, 2011; Tolpa, 2012). Van der Wal et al. (2002) concurred that SQ is the difference between the customers' expectations and the services provided (Sukati, 2015). Similarly, Bowen & David (2005) defined SQ as the ability of the service provider in meeting or exceeding customer expectations (Sharma & Kumar, 2019), which is consistent with the definition by Chang (2012) and Romiti & Sarti (2016) in their research.

Tan (2001) stated that customers assess SQ by comparing the service level they received against both the service level that they would prefer and the service level that is acceptable to them. Thus, customers' attitudes on service quality affects customer satisfactions. Chang (2012) believes that SQ can be measured by the extend to which performance as perceived by the customer meets or exceeds agree level of services.

Customers who are impressed with the SQ may become a positive testimonial through word-of-mouth for the service provider (Sukati, 2015). SQ is the delivery of excellent or superior service based on customers' expectation and that can be assess from the dimensions of reliability, responsiveness, assutance, empathy and tangibility (Ramya et al, 2019).

Through study on the literatures, we would define SQ in our research as customer's attitude through their expectation towards the services provided by an airline.

### iii) Price (PX)

There are several ways to define price. According to Erickson and Johanson (1985), price can be an indication of quality (Uslu & Huseynli, 2018). Rigges (2008) stated that price is a value that is determined by the balance of supply and demand which is set with the confidence that consumers will be willing to pay for it. (Al-Salamin & Al-Hassan, 2016). Kotler and Armstrong (2010) define price as the money that customers exchange for products or services, or the value that they receive (Mirabi et al., 2015). Based on Kotler & Keller (2012), price is the only element in the marketing mix (product, price, place, promotion) that produces revenue while the other elements produce costs. Price is also known as currency and it generally means "value" (Yasin, 2014).

The way consumers perceive prices and what they consider the current actual price to be will affect their purchase decision (Al-Salamin & Al-Hassan, 2016). Pricing is

an important component that causes organisations to gain competitive advantage (Uslu & Huseynli, 2018). Thus, we would define PX as a component that determine the value of the airlines products and services.

#### iv) Image (IMG)

Based on Oxford Learner's Dictionaries, IMG is the impression that a person, an organisation, a product, etc gives to the public. According to Reynolds (1965), an IMG is the few selected impressions among the pool of the total impressions that is developed by the consumer, then elaborated, embellished, and ordered through a creative process in the customer's mind (Sondoh et al. 2007). Aaker (1991) noted that IMG is able to generate value that helps consumer to process information, differentiating the brand, generating reasons to buy, give positive feelings, and providing a basis for extensions (Sondoh et al. 2007). While Kotler (2001) stated that IMG is the set of beliefs, ideas, and impression that a person holds regarding an object (Sondoh et al. 2007). Kanwel et al. (2019) noted that IMG in the context of a destination is defined as an individual's mental representation of knowledge (beliefs), feeling, and overall perception of a particular destination.

Meanwhile, the term IMG is very often associated as brand image, which brand represents the name and symbol of a product or service (Mirabi, 2015). Kotler (1988) explained brand image as a set of customers' believes towards the brand (Opatha, 2015). Based on Keller (1993), the brand association held in customers' memory through observations around a brand is defined as brand image. It is the consumer's sentiments

and thought regarding a brand (Opatha, 2015). When it comes to brand association, Susanti (2019) defined brand image as a component that cannot be separated from the element that form the brand image.

In this research, IMG would be explained as the impression that customers have toward an airline.

## **2.2 Conceptual Development**

### **i) Service quality (SQ) & intetion (INT)**

Based on the literature review, the findings shows that SQ has a positive impact on INT. According to a study on customer satisfaction in airline industry, the airline that is able to meet customers' satisfaction through its SQ will get more customers who intent to fly with them, repeatively and may become the brand ambassador for them through word of mouth (Khan & Khan, 2014). Similarly, a study that examined how corporate social responsibility and SQ affect behavioural intention to use an airline in South Korea provided a positive and significant outcome through the research (Park, 2015). The research by Romiti & Sarti (2016) on the SQ experience supported that Sqis a significant determinant in consumer's behaviour intention in active sport tourism. Sharma & Kumar (2019) study on SQ showed positive influence on behaviour intention in their study on electronic food ordering services. Thus, we would like to find out through our research if SQ has a positive and significant impact on Malaysia travellers' intent to use Malaysian airline.

ii) Price (PX) & intention (INT)

Among the research on the influence of pricing on intention, the literature showed a mixture of positive and negative findings. In Yasin & David's (2014) study on the impact of advertising and pricing on consumers online ticket purchasing, there is a positive impact on price factor that persuade user to buy. Whereas in Mirabi et al. (2015) case study on consumers' purchase intention on tile products in Tehran, price factor is negative and not significant, although previous studies in his literature reviews said otherwise. Ruswanti et al. (2016) also noted that the purchase intention is not affected by the price of sports shoes. Whereas, Al-Salamin & Al Hassan (2016) in their study between prices and consumer buying behaviour in their study on the impact of pricing strategies on consumers' psychology and on their buying behaviour in Al-Hassan – an oasis in Saudi Arabia, there is a positive relationship between price and intention to purchase.

Similarly, price was found to be significant in a study on pre-purchase decision-making criteria of international student in New Zealand by Henderson (2016). Kim & Kwon's (2018) research on the relationships of image and intention to visit Korea is tested to be positive. In a survey on consumers choice of soft drinks in Turkey, the finding doesn't show significant relation between price sensitivity and the intent to repurchase (Uslu & Huseynli, 2018). In a study on purchasing functional yogurts in Vietnam, the findings show that price does not significantly affect consumer intention to purchase (Nguyen et al., 2020). Therefore, we shall find out if PX has a positive and significant impact in the context of Malaysia travellers' intent to use Malaysian airline.

### iii) Image (IMG) & intention (INT)

Based on a study by Sawar et al. (2014) on consumers behavior towards branded products or services, there is a positive correlation among branding and consumer buying behavior, while Mirabi (2015) has similar finding on his study for tiles products in Tehran. Lin & Chuang (2018) researched on e-commerce purchase experience by graduate students stated that brand image has positively influenced the purchase intention. According to the study by Kanwel et al. (2019) with regards to the influence of destination image on tourist loyalty and intention to visit, IMG showed positive relation with intention to visit the tourism spot. In Susanti's (2019) research on beach tourism in East Java, brand image shows a significant effect on repurchase intention through brand loyalty. In view of that, we will find out if IMG has a positive and significant impact on Malaysia travellers' intent to use Malaysian airline, which is consistent with the findings from literature reviews.

We learned that the behaviour of using the services of an airline relies on the intention, which will be affected by the attitude and perceptions. Most literature reviewed shows that SQ, PX and IMG have positive influence on the intent to use or purchase products and services.

## 2.3 Development of theoretical framework

### 2.3.1 Research Hypotheses

After reviewing the literatures, the research hypotheses are framed to test the relationship between the SQ, PX, and IMG respectively on the INT of Malaysia travellers to use Malaysian airlines in order to find out if there is positive and significant impact in this context. The research hypothesis are:

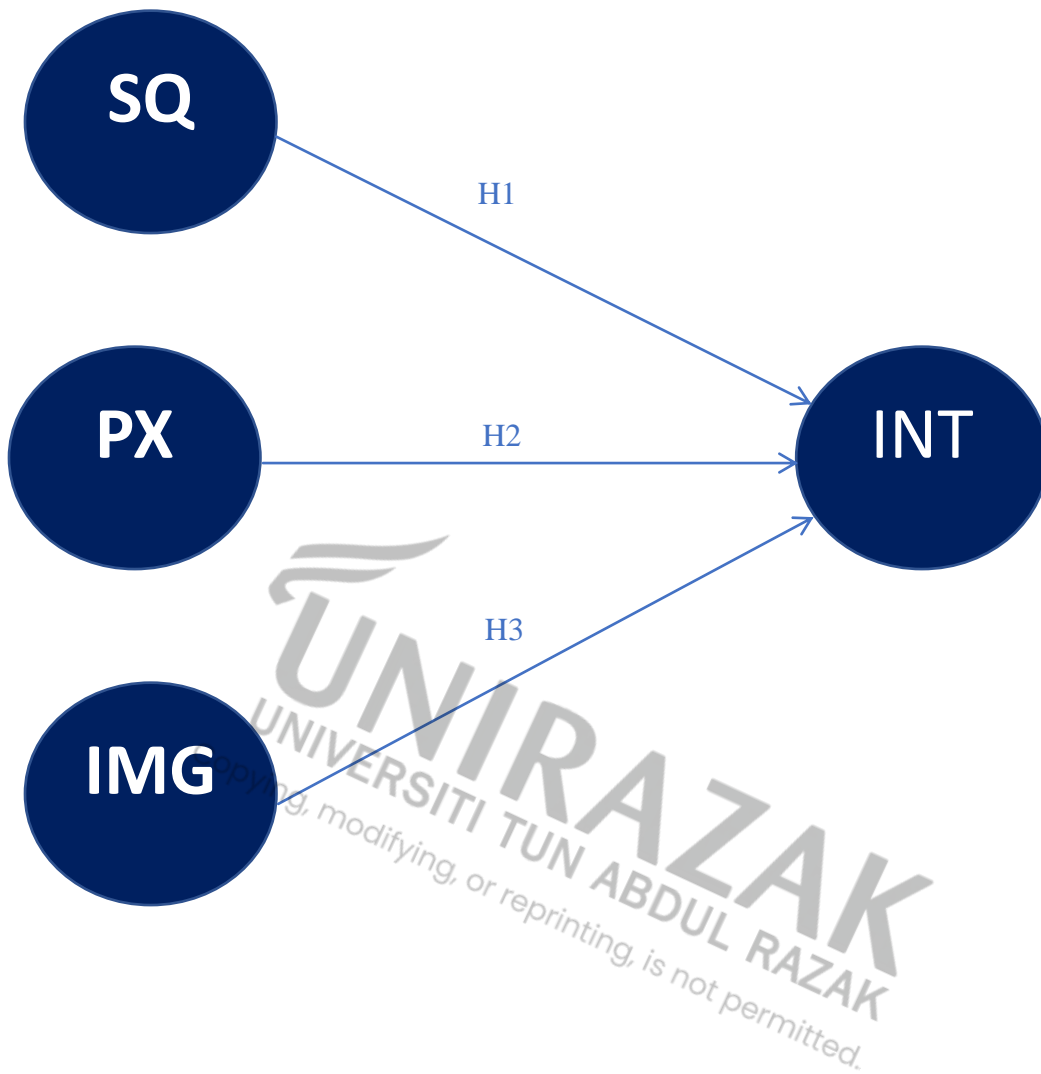
H1: Service quality (SQ) has a positive significant impact on Malaysia travellers intention (INT) to use Malaysian airlines.

H2: Price (PX) has a positive significant impact on Malaysia travellers intention (INT) to use Malaysian airlines.

H3: Image (IMG) has a positive significant impact on Malaysia travellers intention (INT) to use Malaysian airlines.

A theoretical framework is formed to reflect the relationships of each independent variables, which are SQ, PX and IMG with the dependent variable, i.e. INT. The theoretical framework shown in Figure 1.3 below has the independent variable pointing to the dependent variable to reflect the respective relationship. SQ & INT will be representing hypotheses 1 (H1), PX & INT is hypotheses 2 (H2) and finally IMG & INT as hypotheses 3 (H3).

Figure 1.3: Theoretical framework





## CHAPTER 3

### RESEARCH METHODOLOGY

In part 2, we will look at the research methods for primary data collection and how it will be processed to achieve the research objectives. The area of discussion will include the selection of appropriate research approach, questionnaire, sampling procedure, data collection method as well as data analysis procedure.

#### 3.1 Research approach

Quantitative and qualitative research approaches are the two types of approaches to be considered. Qualitative research depends on interpretation or elaboration of the researcher which does not apply numeric data or measurement. It can be conducted through focus group interviews, in-depth interview, conversation, word association or sentence completion and observation techniques that allow researcher to be attached to the data collection process. It is ideal for research exploratory research purposes or research subject that requires in-depth study insight which involve a smaller sample size. The researcher needs to be able to articulate the findings through appropriate expression.

Whereas, quantitative research approach focus on numerical data or measurement and systematic statistical procedures in its empirical analysis, which will result in more objective, descriptive and conclusive findings. It is ideal for larger sampling group and doesn't require researcher to intimately involve in the data collection process. Table 2.1 shows the comparison of qualitative and quantitative research at a glance.

*Table 3.1: Comparison of qualitative and quantitative research*

Comparison	Qualitative Research	Quantitative Research
Objective or purpose	<ul style="list-style-type: none"> <li>In-depth insight or understanding</li> <li>Theory building or discovering new ideas</li> </ul>	<ul style="list-style-type: none"> <li>Test and identify variables or sample</li> </ul>
Focus or approach	<ul style="list-style-type: none"> <li>Observe, understand and interpret</li> </ul>	<ul style="list-style-type: none"> <li>Describe, measure, test and predict</li> </ul>
Sample size and design	<ul style="list-style-type: none"> <li>Small sample</li> <li>Non-probability</li> </ul>	<ul style="list-style-type: none"> <li>Larger sample</li> <li>Probability</li> </ul>
Types of data	<ul style="list-style-type: none"> <li>Verbal or pictorial descriptive data</li> </ul>	<ul style="list-style-type: none"> <li>Numerical data</li> </ul>
Data collection	<ul style="list-style-type: none"> <li>Unstructured, flexible free-form</li> </ul>	<ul style="list-style-type: none"> <li>Structured</li> </ul>
Data analysis	<ul style="list-style-type: none"> <li>Non-quantitative method</li> </ul>	<ul style="list-style-type: none"> <li>Statistical or mathematical method</li> </ul>
Findings	<ul style="list-style-type: none"> <li>Subjective, dependent on researcher's perspectives</li> </ul>	<ul style="list-style-type: none"> <li>Objective, descriptive and conclusive</li> </ul>
Researcher's involvement	<ul style="list-style-type: none"> <li>Intimately involved</li> </ul>	<ul style="list-style-type: none"> <li>Detached</li> </ul>
Nature of research	<ul style="list-style-type: none"> <li>Exploratory research</li> </ul>	<ul style="list-style-type: none"> <li>Descriptive research</li> <li>Causal research</li> </ul>

Source: Zikmund et al. (2013); Cooper and Schindler (2013)

In this research of finding the determinants of intention to use Malaysian airlines by Malaysia travellers, quantitative research approach is selected to get an objective perspective of the issue. The variables will be tested by using questionnaire. which will be answered by a large group of selected Malaysia traveller. When the data is collected, it will be analyse through a systematic empirical procedures.

## 3.2 Research Questionnaire

### 3.2.1 Questionnaire design

The questionnaire will be used as a data collection medium for this quantitative research. The data shall be able to provide the relevancy and accuracy to the research, which is to understand the determinants of the issue. Thus, the questionnaire will be

developed from the problem statement and research objectives and get it tested. It is important to ensure the questionnaire is well-designed to motivate respondents to complete the questionnaire that lead to accurate, unbiased and reliable responses.

Both open-ended response question and fixed-alternative (close-ended) response questions can be considered in constructing the questionnaire. The open-ended response questions allow respondents to answer with their own words, whereas the fixed-alternative questions include simple-dichotomy question, determinant-choice question, frequency-determination question and checklist question, which provide selection of answers for respondents to choose within.

The questions will be asked in clear and direct manner, using simple language, to ensure the respondents in general are able to understand and answer without too much hassle. Questions that are leading, loaded, ambiguous, double-barrelled, burdensome and taxing will be avoided. The flow of the questions are important as it will help the respondents to understand the connection between each questions and keep them interested in completing the questionnaire.

The arrangement on the sequence of questionnaire will also be taken into considerations to avoid order bias that may cause respondent disinterest to continue with the questionnaire through the funnel and filter techniques. This research will be prepared using funnel technique to avoid order bias. It will consist of two parts, i.e. Part A and Part B. Part A will focus on the respondents' profile or demography while Part B will have the

measurement items for each variable, which are the independent variables and dependent variable. Meanwhile, fixed-alternative response question will be adopted for this research as it provides selection of answers for respondents to choose within, which helps to manage respondents thoughts. Moreover, it would ease the tabulation during data analysis especially when we are looking at a large number of respondents.

### **3.2.2 Layout of questionnaire**

The layout is just like the first impression which may determine the responsiveness and focus of the respondents. Thus, the questionnaire will begin with an introduction of the research as the initial engagement, continue by the right length of questionnaire, follow by clear justification on the use of personal and sensitive data and end it with a thank you statement.

In this research, we have INT as the DV, while SQ, PX and IMG as IV. Thus, there will be about three to five questions developed for the four variables, making a total of approximately 20 questions focusing on all the variables.

### **3.2.3 Measurement**

All the questions developed will be assigned with a set of number to convey information that will later be used in hypotheses testing. There are four types of measurement scales as shown in Figure 2.2:

Table 2.2: Types of scales

Types of Scale	Description	Characteristic	Example
<b>Nominal</b>	<ul style="list-style-type: none"> <li>Value is assigned for identification and representation purposes only</li> </ul>	<ul style="list-style-type: none"> <li>Classification</li> </ul>	<ul style="list-style-type: none"> <li>Region</li> <li>Gender</li> </ul>
<b>Ordinal</b>	<ul style="list-style-type: none"> <li>Scale is based on a systematic ranking order</li> </ul>	<ul style="list-style-type: none"> <li>Classification</li> <li>Order</li> </ul>	<ul style="list-style-type: none"> <li>Preferences ranking</li> <li>Performance ranking</li> </ul>
<b>Interval</b>	<ul style="list-style-type: none"> <li>Combination of nominal and ordinal scales</li> </ul>	<ul style="list-style-type: none"> <li>Classification</li> <li>Order</li> <li>Differences</li> </ul>	<ul style="list-style-type: none"> <li>Temperature</li> <li>Time</li> <li>Exam marks</li> </ul>
<b>Ratio</b>	<ul style="list-style-type: none"> <li>Combination of nominal, ordinal and interval scales and the inclusion of the unique absolute zero</li> </ul>	<ul style="list-style-type: none"> <li>Classification</li> <li>Order</li> <li>Differences</li> <li>Absolute value</li> </ul>	<ul style="list-style-type: none"> <li>Number of households</li> <li>Income</li> <li>Year(s) of experience</li> </ul>

Source: Cooper and Schindler (2013)

This research will be using nominal scale in Part A for respondents profile, whereby the selection is done by choosing the appropriate category only. Part A will include questions to find out the gender, age, marital status, education level and the employment status of the respondents, as shown in Figure 2.1:

Figure 2.1: Example of questions in Part A on respondent's profile

(√)

<b>GENDER</b>	
1. Male	
2. Female	
<b>AGE</b>	
1. < 20 years old	
2. 21-30 years old	
3. 31-40 years old	
4. 41-50 years old	
5. > 50 years old	
<b>MARITAL STATUS</b>	
1. Single	
2. Married	
3. Divorce	
4. Widow	
<b>EDUCATION LEVEL</b>	
1. Primary	
2. Secondary	
3. Undergraduate	
4. Postgraduate	
<b>EMPLOYMENT STATUS</b>	
1. Public Sector	
2. Private Sector	
3. Entrepreneur	
4. Unemployed	

In Part B, ordinal scale will be applied to systematically rank the preference, according to the questions developed with relates to the variables. There will be one DV and three IVs in this research and three to five questions will be developed for each variables in order to understand how the respondents feel about the issue. 5-point Likert scale from Strongly Disagree (SD) as 1 to Strongly Agree (SA) as 5 will be applied to measure the intensity. An example is shown in Figure 2.2 below:

Figure 2.2: Example of questions in Part B items for the variables in a research

<b>TRAVELLER'S INTENTION</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I would select the Malaysian airlines if I am going to fly another time					
2. I would recommend my family and friend to fly with Malaysia airlines					
3. I look forward to travel by Malaysian airlines again					
4. I was satisfied with how the airlines had taken care of me					
5. I enjoyed the travel with Malaysian airlines					
6. I am loyal to the airline					

<b>AIRLINE'S SERVICE QUALITY</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I would select the Malaysian airlines again if I am going to fly another time					
2. The airline show sincere interest in solving customer queries					
3. Employees provide prompt in-flight services					
4. I feel happy with airline employees courteousness					
5. The airlines have the best interest of customers at heart					

<b>AIRFARE</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. The service is good for the price paid					
2. The fare is very reasonable					
3. I received what I paid for					
4. I see value for the money I paid					
5. I am willing to pay more for the brand					

AIRLINE'S IMAGE	SD	D	N	A	SA
	1	2	3	4	5
1. Safety measures of the airline, which I purchased the service from is strong					
2. The image of airlines is strong					
3. Positive perception of the name of the airlines is important for me					
4. Innovative efforts of the airlines are important for me					
5. The airlines, which I purchased the service from, is a well-managed and radical corporation					

SD=Strongly Disagree, D=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

### 3.2.3 Measurement Criteria

Once the questionnaire is done, it needs to be tested for its reliability and validity before sending it out to the targetted sample population. A reliability test, also known as pilot test, needs to be conducted by distributing to between 30 to 40 samples for testing to ensure it is error-free and without bias. Cronbach's alpha will be used to test the coefficient of reliability.

Further to that, the questionnaire will go through validation to enhance the questionnaire through:

- i) face validity – for the project supervisor to go through for initial check
- ii) content validity – for an expert in language and a subject matter expert to check in order to ensure the language and content are appropriate



### 3.3 Sampling Procedure

Malaysia travellers involve a huge number of population. According to the Department of Statistic Malaysia (DOSM), Malaysia has over 20million people who falls under the working age, between 15-64 years old. This is the potential target that are deemed appropriate as they are likely to determine their intend to use a commercial airline service and most probably the decision makers for such purchase.

Thus, it is important to select a poll of respondents who will answer the questionnaire that would generate findings that signify the entire population. Sampling will help to manage the cost and time needed to generate conclusion to the issue in the research as we only need to focus on a smaller number of respondents. Since quantitative research will be applied, the right sample size can be properly monitor and surpervise to ensure accuracy and reliability.

The implementation will include the five stages in sampling:

Stage 1: Indentifying the target population

The research will aim for Malaysia travellers as the target population of the research to gain the information or data.

Stage 2: Selecting a sample frame

The sample frame is determined as the Malaysia travellers who use the services from commercial airlines, i.e. the customers of commercial airlines in Malaysia.

### Stage 3: Determining sample methods

The sampling methods can be probability sampling and non-probability sampling. There are five types of probability sampling, which are i) Simple random sampling, ii) Systematic sampling, iii) Stratified sampling, iv) Cluster sampling and v) Multistage area sampling.

Non-probability sampling on the other hand comes in four types, which are i) Convenience sampling, ii) Judgement sampling, iii) Quota sampling and iv) Snowball sampling

In this research, we will be using stratified sampling method under probability sampling. The local consumers that travel on commercial airlines will be the target and simple random sampling will be performed among this group of consumer which will include consumers from the economy class, premium class and business or first class. In that manner, we can have all group of consumer well represented.

### Stage 4: Determining sample size

Next, we will need to know how big is the sample size by estimating the number of respondents needed. The formula by Zikmund et al. (2013) will be adopted to estimate the proportion sample size, as shown in Figure 2.3:

### 3.4 Data Collection Methods

There are two common types of data, which are primary and secondary data. Primary data are collected by a researcher to fulfill specific research objectives, whereas secondary data are the data collected from the research findings by other researchers. The data collected can be put in good use for the purpose of helping in decision-making, providing clarification to a subject with additional information garnered, a record-keeping procedure and for future reference.

Primary data collection is deemed suitable for this survey as this method will generate findings that are current. Moreover, the questionnaire is carefully designed to find out if SQ, PX and IMG have positive and signification relationship with INT respectively. Thus precise measurements and terms are used to provide maximum accuracy and relevance to the research.

Among the methods of communication which are personal interview, telephone interview and self-administered survey questionnaire, this research will focus on self-administered survey questionnaire, whereby recipient will receive a questionnaire in digital format and they will fill up the questionnaire on their own. As the majority of the sample population is likely to be educated and able to manage a digital survey.

Looking at the large target number of respondents, using primary data collection via self-administered survey questionnaire would be an efficient way to have many respondents from a wide geographical coverage responding concurrently or at their own

leisure time while keeping their identity anonymous, saving time and cost in running the survey. Nevertheless, the questionnaire must not be too lengthy to keep respondent focus and interest to complete the survey questionnaire. The key concern will be potential response rate or misinterpretation of the questions. If the process can be carried out systematically, the result will lead us to achieve all the research objectives.

### **3.5 Data Analysis Procedure**

After the data is collected, it needs to be analysed in order to become useful information.

#### **3.5.1 Editing**

Before the analysing work can begin, the raw data collected need to go through an editing process to eliminate any errors from the data collection process.

- a) Field Editing will be conducted as soon as the questionnaire survey is done to identify any unanswered questions, blank page or other minor errors.
- b) In-house editing or central editing will be carry out to check and edit the questionnaire in detail and thoroughly. That would include editing for consistency, to ensure the sample criterias are according to what is targetted; as well as editing for completeness and blank responses by inputting the unanswered item and to filter out those that are not qualified for analysis.

### **3.5.2 Coding**

Coding is done in a systematic way by tagging numeric values or symbols to each answer for the analysis. The few different types of coding include coding fixed-alternative (closed-ended) response question, coding open-ended response questions and code book.

### **3.5.3 Data Entry**

The edited and coded data will be keyed in to an excel sheet as a statistical record for further analysis.

### **3.5.4 Data Analysis**

A data analysis software will be used for the research to analyse the data that has been recorded statistically. The respondents profile will be analyse with a descriptive analysis to understand the association among the variables through the calculation of frequency and percentage. Cronbach's alpha will be used for the reliability analysis to test the reliability of each factors. The correlation analysis and regression analysis will be used to test the relationships between the variables as well as to find out if there is relationship in every set of variables, which is SQ & INT, PX & INT and IMG & INT. That will eventually lead us to the answers of the research questions.

## CHAPTER 4

### RESEARCH FINDING

#### 4.0 Introduction

The data and information gathered during the data collection will be analysed and presented in this chapter in an easy-to-understand style. This chapter begins with a profile of the respondent and information about each of the variables chosen to evaluate the study hypothesis. The weightage of each response for each question in each variable is shown in frequency tables. Then there's a histogram that shows the distribution of the variables. The mean and median of central tendencies are also provided. A cross tabulation is also shown to demonstrate the relationship between the specified variable category and respondent characteristics such as gender and purchasing intention. The information gathered is then utilised to answer research questions and test research hypotheses. Pearson The moment correlation test is used to determine the relationship between variables, while multiple regression analysis is used to determine the model's total variance.

#### 4.1 Profile of the respondent

Section A of the questionnaire asked about the respondent's personal information, such as age, gender, marital status, education, and job status. This research sent 60 questionnaires, 44 of which were legitimate, yielding a response rate of 73.3 percent. The breakdown of respondents by age, gender, marital status, education, and job status is displayed in the table below (Table 4.0).

Variables	Frequency	Percentage %
<b>Age</b>		
>50 years old	6	13.6
21 - 30 years old	9	20.5
31 - 40 years old	21	47.7
41 – 50 years old	8	18.2
<b>Gender</b>		
Female	34	77.3
Male	10	22.7
<b>Marital Status</b>		
Divorce	3	6.8
Married	28	63.6
Single	13	29.5
<b>Education</b>		
Postgraduate	17	38.6
Secondary	6	13.6
Undergraduate	21	47.7
<b>Employment Status</b>		
Entrepreneurs	7	15.9
Private Sectors	24	54.5
Public Sectors	7	15.9
Unemployed	6	13.6

*Table 3.1 Respondent's profile in frequency and percentage (%)*

As stated in chapter two (research methodology), qualifying respondents for this study must meet two criteria: (1) they must be Malaysians, and (2) they must be between the ages of 21 and 50. 60 survey google forms were circulated across the school, with each responder being questioned if they meet the requirements before being given the

surveys. In this survey, a total of 44 eligible respondents took part. All of them are Malaysians between the ages of 21 and 50.

#### 4.2 Service Quality (SQ)

No	Statement	1	2	3	4	5
<b>Service Quality</b>						
SQ1	The airline employees are profesional looking	0	2.3	38.6	<b>47.7</b>	11.4
SQ2	The airline shows sincere interest in solving customer queries	4.5	11.4	50.0	<b>31.8</b>	2.3
SQ3	Employees provide prompt in flight services	0	6.8	36.4	<b>52.3</b>	4.5
SQ4	I feel happy with employees courteousness	2.3	4.5	40.9	<b>47.7</b>	4.5
SQ5	The airlines have the best interest of customer heart	4.5	4.5	54.5	<b>34.1</b>	2.3

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

*Table 3.1 Itemize for service quality, in percentage (%)*

Table 3.1 showed most of the respondents **agreed** that they will intent to fly with the airlines that has good Service Quality (SQ). 52.3% of the respondents agreed that they will intent to fly with airlines that provide prompt in-flight service.



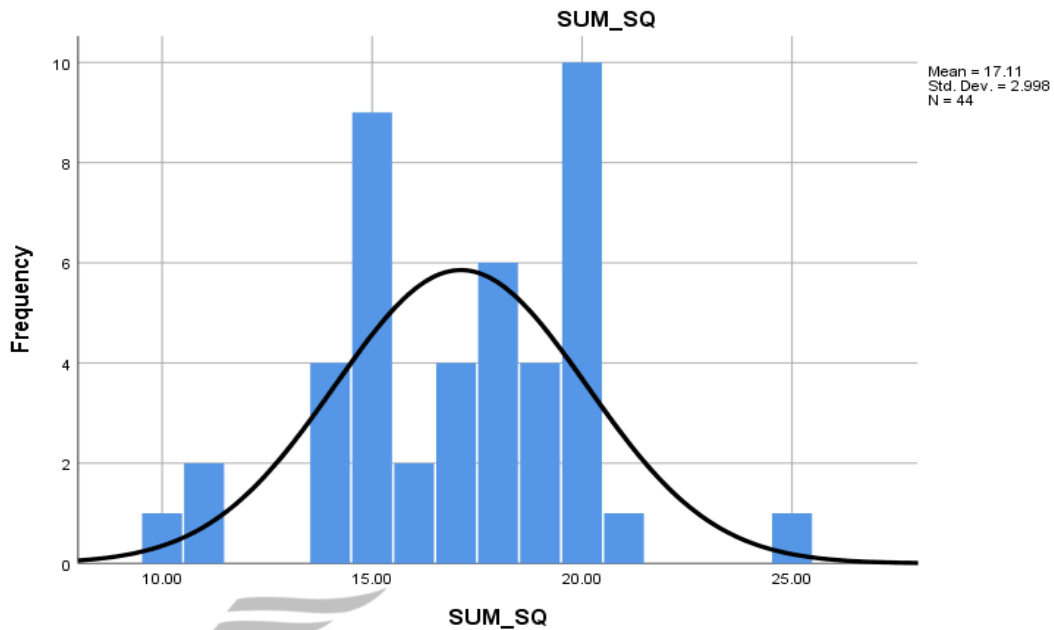


Figure 3.2: Distribution of Service Quality

Figure 3.1 showed the result of the distribution of the Service Quality. The mean score of service quality variable is 17.11 while the median is 17.5, indicating that both mean and median are in the same central tendency.

#### 4.3 Price

No	Statement	1	2	3	4	5
<b>Price</b>						
P1	The service is good for the price paid	11.4	9.1	38.6	<b>34.1</b>	3.0
P2	The fare is very reasonable	11.4	13.6	52.3	<b>20.5</b>	2.3
P3	I received what I paid for	4.5	22.7	27.3	<b>40.9</b>	4.5
P4	I see value for money I paid	9.1	13.6	36.4	<b>34.1</b>	4.5
P5	I'm willing to pay more for the brand	20.5	36.4	25.0	<b>18.2</b>	0

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

Table 3.3 Itemize for price, in percentage (%)

Table 3.3 showed most of the respondents **agreed** that they will intent to fly with the airlines that has value for money for what they paid for (P). 40.9% of the respondents agreed that they will intent to fly with airlines offer value for money.

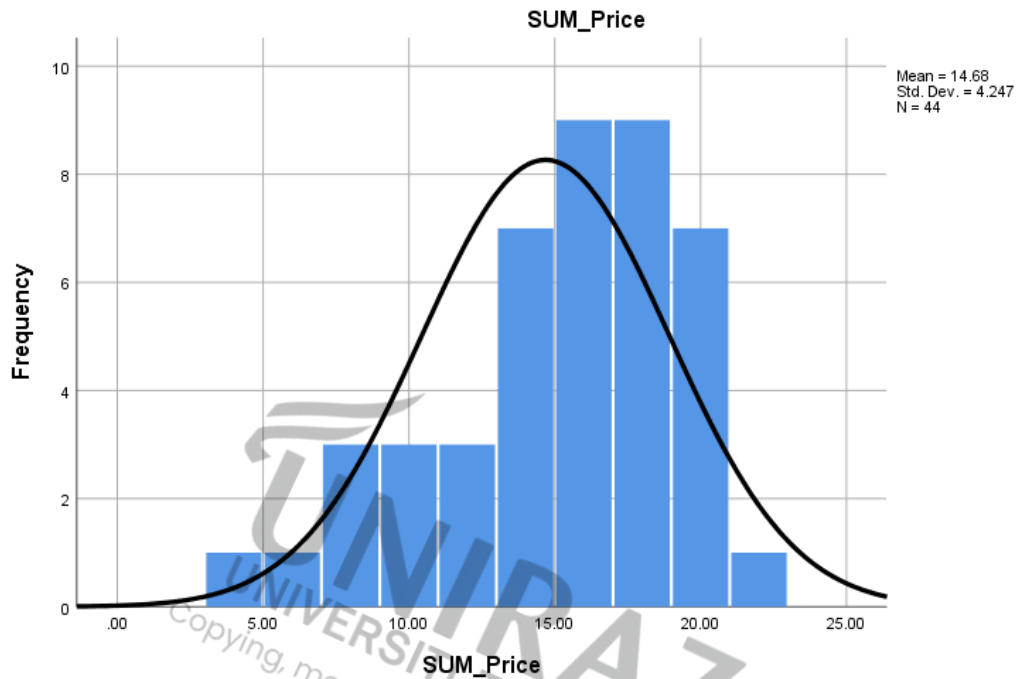


Figure 3.3: Distribution of Price

Figure 3.3 showed the result of the distribution of the Price. The mean score of service quality variable is 14.6 while the median is 15.5, indicating that both mean and median are in the same central tendency.

#### 4.4 Image

No	Statement	1	2	3	4	5
<b>Image</b>						
IM1	Safety measures of the airline, which I purchased the service from is strong	0	4.5	37.7	<b>35.2</b>	22.6
IM2	The image of the airlines is strong	6.8	18.2	29.5	<b>38.6</b>	6.8
IM3	Positive perception of the name of the airlines is important for me	4.5	4.5	36.4	<b>43.2</b>	11.4
IM4	Innovative efforts of the airline are important for me	0	4.5	25.0	<b>52.3</b>	18.2
IM5	The airline, which I purchased the service from, is a well-managed and radical corporation	6.8	4.5	36.4	<b>45.5</b>	6.8

Note: 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

*Table 3.4 Itemize for image, in percentage (%)*

Table 3.4 showed most of the respondents **agreed** that they will intent to fly with the airlines that has good image (IMG). 52.3% of the respondents agreed that they will intent to fly with airlines that are deliver innovative efforts.

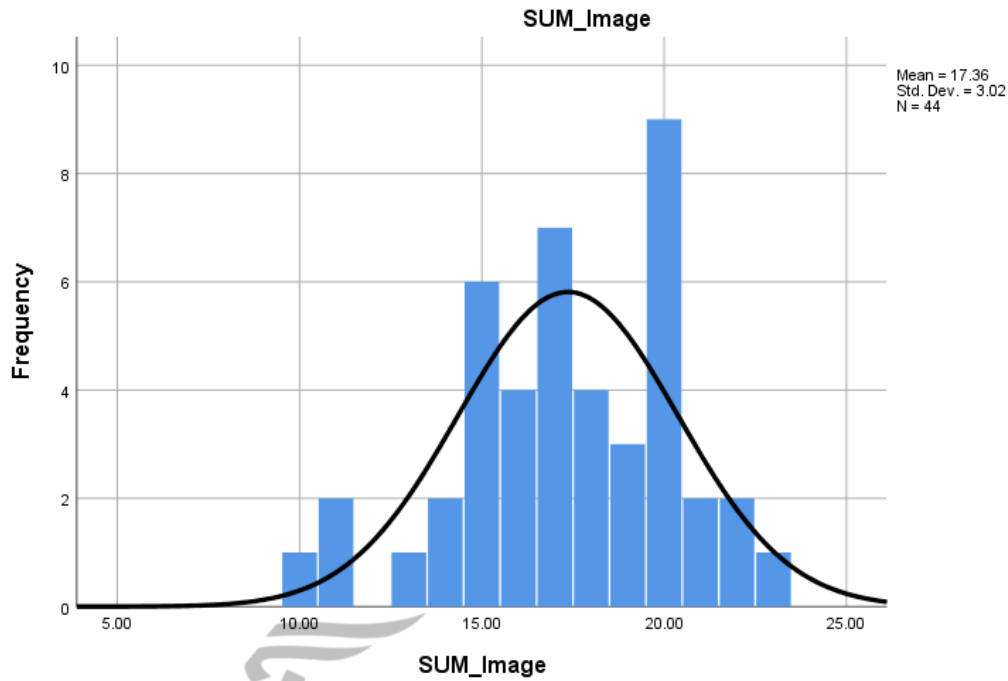


Figure 3.3: Distribution of Image

Figure 3.3 showed the result of the distribution of the Image. The mean score of image variable is 17.36 while the median is 17, indicating that both mean and median are in the same central tendency.

#### 4.5 Pearson Correlation Table

No	Variable	1	2	3	4	5	6	7	8	9
1	Service Quality	0.635**								
2	Price	0.692**	1							
3	Image	0.541**	1							

Table 3.5: Correlation table of intention with selected variables

Pearson correlation is a metric for determining the degree and importance of a relationship between two variables (George and Mallery, 2012). The correlation coefficient:  $r$ , denoted the strength of the link, whilst the significance of the correlation between variables was expressed in probability levels:  $p$ . The smaller the  $p$ -level (or  $p$  value/ significance value), the more significant the correlation between variables is, according to Pearson correlation. The greater the connection between the two variables, the closer the correlation coefficient value is to 1. (George and Mallery, 2012). The correlation coefficient can be anything between -1.0 and +1.0, with -1.0 denoting perfect negative correlation, +1.0 denoting perfect positive correlation, and 0 denoting no connection at all.

Table 3.5 showed all the independent variables, service quality, price and image has positive correlation with dependent variable, (i.e. positive value of correlation coefficient). More specifically, there was a very significance correlation found between two out of three dimensions from variable, which is **service quality** that reflect the **intention to fly with Malaysian Airlines** ( $r= 0.635$ ;  $p \leq 0.01$ ). From the **price** variable, there was a very significant correlation found between **intention to fly with Malaysian Airlines** with dependent variable ( $r=0.692$ ,  $p \leq 0.01$ ). The findings of correlation between variables in this project will be explained further later. This research also found that there was a positive signification correlation found between **image** and **intention to fly with Malaysian Airlines** with dependent variable ( $r=0.541$ ,  $p \leq 0.01$ ).

#### 4.6 Pearson Moment Correlation Test Findings

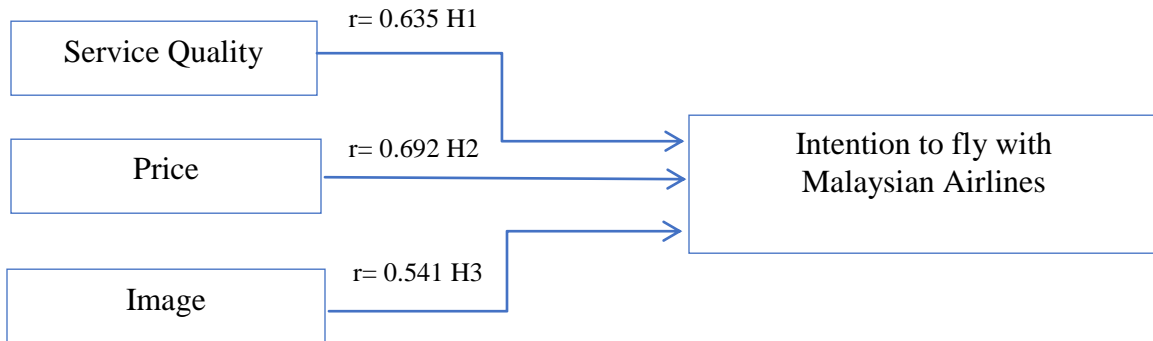


Figure 3.6 Pearson Moment Correlation Coefficient Model (N=130)

Figure 3.6 showed the illustration of the significant correlation between the variables in this study. All the independent variables are found to have positive significant correlation with the dependent variable (travel intention). Sub-domains in variable are arranged in the strongest to least correlation with travel intention: service quality, price and image.

#### 4.7 Hypothesis Analysis

Null Hypothesis	Statements	Findings	Result
H1	There is a significant correlation between service quality and intention to travel with Malaysian airlines	r=0.635 p≤0.01	<b>Hypothesis was accepted.</b>

<b>H2</b>	There is a significant correlation between price and intention to travel with Malaysian airlines	r=0.692 p≤0.01	<b>Hypothesis was accepted.</b>
<b>H3</b>	There is a significant correlation between image and intention to travel with Malaysian airlines	r=0.541 p≤0.01	<b>Hypothesis was accepted.</b>

Corresponding to service quality, it is observed to have strong influence on flying intention ( $p \leq 0.01$ ). It is justified that the correlation significantly stronger when the airlines provide good service. A strong factor in price also influencing flying intention which provide a very strong output from the research that airline that provide fare that are value for what they paid has the factor for influencing flying intention. The airline's image has a strong influence over flying intention that every brand carries the weightage for travelers and there a strong correlation between image and intention to fly.

## CHAPTER 5

### CONCLUSION

#### 5.0 Conclusion

It is important to be diligent in every steps of the research process from generating the reseach questions, defining the research objectives, creating the questionnaire, selection of sample, collecting and analysing data, in order to obtain findings that are reliable, not bias or misleading as well as being a construting reference to the users who may need it for reference at the same time. This research was conducted to determine the intention to travel with Malaysia Airlines among Malaysian travelers. Every data collected were input into SPSS in order to generate the analysis and studies. Total 44 respondents took part in the survey and this allow the research to collect organic feedbacks. Based on the research findings, we can conclude that price, image and service quality does somehow affect the intention of travelers to travel Malaysian Airlines.

From the result of the research, we can conclude that good service quality does create impact the intention of travelers to travel Malaysia Airlines. This include the service from the ground and onboard. The survey covers all aspect approach in measuring service quality. Also, every airline image does impact of the traveler to fly with the local airlines. This survey covers various background of people and different age group. Somewhat, the image does impact the intention of travelers to travel Malaysia Airlines. Lastly the price offer in all airlines does determine the intention of travelers to travel with them. Travelers feels the worth for every single dollar spend.



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The undersigned is pleased to certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the award of the degree of Master of Business Administration.

**SUPERVISOR**

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Name : \_\_\_\_\_

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