

Customer Satisfaction Towards Service Quality: A Study of Malindo Air

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ABSTRACT

In any business, customers are the main sources that contribute to revenue and keep the business going on, year by year passes. People may think that the aviation industry is one of the highest costs in transportation, but if compared to the services and benefits offered, it should be considered as worth money paid. The discussion throughout the paper focuses on passengers' satisfaction with the service quality provided by Malindo Air. To collect the data on customer satisfaction, a survey on Malindo Air was conducted. The results of the findings demonstrated that service quality is critical to maintaining the passengers' satisfaction.

Keywords: Airplanes, Customer Satisfaction, Satisfy, Service Quality and Malindo Air

INTRODUCTION

Airplanes are one of the most important transportation in the whole world. Airplanes are used to transport both humans and parcels all around the world. It is a transportation that saves a lot of time and also shorten the distance in travelling from one place to another. There are two types of operations in the Aviation Industry which include Low-Cost Carriers (LCC) and Full Cost Carriers (FCC). Low-cost carriers (LCC) are emphasizing on low-cost operations by means it has low fares and fewer comforts. Full cost carriers are opposite of low-cost carriers by means it has high fares and high comforts. Low-Cost Carriers (LCC) includes AirAsia, Malindo Air, FireFLy, Berjaya Air, Maswings and Sabah Air Aviation in Malaysia. The purpose of this study is to examine customer satisfaction towards the service provided by Malindo Air. This study will be focusing on the passenger's satisfaction sides by means whether the services are given a match with the expectations of the passengers and so on. Several variables include word of mouth, services such as snacks, in-flight entertainment and so on.

Malindo Air Introduction

Malindo Air is established in Malaysia on 11th September 2012 and headquartered in Petaling Jaya, Malaysia. It is owned by an Indonesian company, Lion Air Group. Malindo signifies the combinations of Malaysia and Indonesia. Lion Air Group made its first debut in Malaysia with domestic flights. Malindo Air is probably trying to overtake Airasia, which is famous for being a dominant low-cost carrier by providing quality services with lower cost based on their first tagline, 'not just low cost'. They were aiming to take over the

market shares by providing better services with lower fares. Malindo Air provides in-flight entertainment system (personal tv in every seat), snacks and free meal, free checked-in baggage, free baggage allowances for 40 kg for business class and 20-30 kg for economy class passengers however it depends on ticket category and for the cheapest ticket there are no allowances offered. This shows that Malindo Air services match well with their first tagline. However, later they changed their tagline in 2015, 'Smarter way to travel' by means gets quality services by paying less. This will encourage passengers to travel with Malindo so that they could get better services with lower fares. Malindo also is the first airline that provides Wi-Fi services in-flight. Malindo Air operates across 57 routes in Malaysia and continents of Asia and Australia.

Customer satisfaction

As stated by Oliver (Oliver,1997), customer satisfaction is a feeling of enjoyment, which comes from feedback as a result of consumption, in another definition, Oliver expresses satisfaction as "pleasant results" (Oliver, 1999; Usta & Memiş, 2009). In another perspective, customer satisfaction is the relationship between customer perceptions of the performance of the services and the expectation that they had for those particular services. It is focusing on whether the products or services are in line with the expectation of the customers. When customers get the satisfaction, they expect from the brand, it will result in customer loyalty indirectly (Lim et al., 2020). This means that the products or service given is in line with what they expect or hope to get from consuming the product or service. If the satisfaction that the customer get is beyond from what they expect, this will make the customers have high level of satisfactions by means they will eventually consume the same product or services. For Instance, in providing high customer satisfaction will results in being well acknowledged to be associated with high customer loyalty and enhanced reputations (Wangenheim & Bayon 2004). Satisfaction is the consumer's judgment that a product or service feature, product or service itself, provides a satisfactory level of satisfaction related to contentment, including a level of under or over-fulfillment (Oliver, 1997).

Customer satisfaction is generally about customers' feelings towards the services or products. The degree of customer satisfaction is relative, depending on how much benefit and pleasure is received, which the pleasure will encourage the customers to buy back by means become loyal (Wenas & Suratman, 2018). Every organization is ready to pay any means to identify and understand the customers and customer needs. It is an effective reaction of the consumers when their desires and expectations have been either met or exceeded in the course of experiencing the service (Gobiraj & Balasundaram, 2011). In the context of Airline Industry, customer satisfaction depends on the services that being supplied exceeded the customers' expectation or able to satisfy the customers.

Service Quality

Even though many companies focus on sales of the product or services, they should also ensure that the product or service that they produced have high qualities which will enable the companies to become a market leader or to have a competitive advantage in the market. To have a competitive advantage or to be the largest market share, a company should always focus on the needs and wants of the target customers so that the customers will be satisfied with the products or services that have been given to the customers (Wen et al., 2019).

Airlines companies are giving services to everyone in the world. We are focusing on the services that we give to our customers. It depends on whether we fulfilled customers' needs by giving quality services which is a definitive goal of every firm (Alabboodi, 2019). This showcase that we as the firm should accommodate the customers with services that match with the customer needs. If we manage to provide them with services that satisfied the customers, then we could increase the customers' loyalty by means the customers will always use our services compared to others.

Nowadays, there are many Airlines company in Malaysia which includes AirAsia, Firefly and many more. Every Airlines company are trying their best to satisfy their customers by providing good services. Even though the company marketing and advertising are vital but the perception of the customers towards the services provided are important too. According to Stephen (Stephen ,2011) a successful airline is the one who seeks knowledge of the current market and seeks the potential from it. This study is to research how Malindo Air delivers its services to the passengers which includes safety, service quality and hospitality.

According to (Lewis, 1990; Dotchin, 1994), service quality means to the extent where the service fulfills the requests or expectancy of the customers. There are many ways to measure the quality of services that are given by Malindo. There are seven quality factors that normally be used to evaluate services which are listed below (Sasser et al., 1978).

1. Security by means the safety of consumers and their belongings such as the airplane should be safe to board,
2. Consistency by means the services given should be standardized,
3. Attitude by means the way the service provider or employees interact with customers,
4. Completeness which means the services and equipment which are needed should be completed,
5. Conditions by means the services could be adjusted to meet the needs of the customers since customer needs are not the same,
6. Availability which means the services should be available to customers in terms of time and space and finally,
7. Timing means the services are completed within customers' expected time. These can be implemented in measuring the quality of Malindo Airlines services. Timing which means how often does the airlines delay flights and many more.

The questionnaire developed for this study has implemented four quality factors from a total of seven quality factors mentioned above. There are security, attitude, completeness and conditions. First, security by means the safety of consumers and their belongings. This quality factor is main factors since it is the most important quality factors needed to be evaluated by customers because it involves their life. Customer will be more confident and comfortable with the service of Malindo Air if their safety and security is the top priority of Malindo. Second, quality factors that implemented in the questionnaire is attitude by means the way the service provider or employees interact with customers. In the questionnaire, the question asked under the sections of comfort level, whether the customer is satisfied with the services provided by the flight attendants due to the customer tends to see and remember services offered by the flight attendants as the way they are treated will give big impact on satisfaction. Therefore, the flight attendants are also considered as an important marketing tool to Malindo Air as Malindo are selling services to the passengers. Another quality factors which is implemented on the questionnaire is completeness which means the services and equipment which is

needed should be completed. In the survey, there are some question on whether Malindo Airlines provided enough seat and is it comfortable enough. The questions asked to make sure every customer that paid for the services is not being ignored or omitted by the management. There will be real big issue if the management system mistook the number of seats available, which will cause the passengers number and seats available not equivalent. The last service quality factors that is included in the survey question is conditions by means the services could be adjusted to meet the needs of the customers since customer needs are not the same. The needs of each customer are different, so they need to be assisted to meet those special needs. The survey asked about the facilities provided for disabled, elderly and pregnant woman on level of comfort's section. This to determine if the needs of customers are met based on their special needs such as facility for usage of wheelchairs, trolleys or the cart car services.

Relationship between customer satisfaction and service quality

As stated earlier, customer satisfaction is the relationship between customer perceptions of the performance of the services and the expectation that they had for those particular services. Meanwhile, service quality means to the extent where the service fulfills the requests or expectancy of the customers. Thus, we can say that if the service quality offered by the organization is not fulfilled the perception of the customer, therefore, the customer will not be satisfied, or in other words, customer satisfaction is not existed.

This is because human being tends to have higher expectations when they pay for something that they value. For example, if they pay for expensive flight ticket, they would expect to get special assist or treatment by the flight crew and the organization. If the treatment is not satisfying or bad, do not meet their standards of perception, they will feel angry, sad, mad, annoying and all kind of emotion that expressed dissatisfaction. Simply because the service quality given was not as much as they expect it to be.

RESEARCH METHOD

The study was focusing on the service quality of Malindo Airline and how satisfy the customers to react to it. The data was collected via a questionnaire for this research. The data was collected and implemented through a questionnaire. A total of 60 of Malindo Air customers has given their valuable time and provided their responses on the questions. It was operated using descriptive research. Simple random sampling was chosen as the sampling technique. This study was focused on passengers who have experienced travel with Malindo Air. The questionnaires were modified into Google Form as an online survey. The online survey distributed to all respondents from Malaysia and other countries such as Kuwait and India through social media such as WhatsApp. The questions are answered by the respondents.

The questionnaire consists of four sections. The first section includes the respondents' demographic data such as gender, age, nation, working status, and income level. This section's purpose is to know the demographic data of the respondents and how it affects the level of satisfaction on Malindo services. The second section is asking about respondents' general information, either they have tried Malindo service or not, either they are a regular customer of Malindo and if not, what airlines they would prefer and for what reason. This section aims to know about the customer's preference of airlines if they are often taking flight but not using Malindo. The questions also asked the reason they choose their preferred airline, from here we would know the lack of Malindo service if any. The third section asked the respondents about the level of customer safety and

comfort towards Malindo Airline service. Customers' safety included the emergency doors, safety equipment kit, safety belt, and seat. Meanwhile, for customer comfort included the air conditioner of the flights either work well or not, the way passengers were treated on flights and facilities provided for disabled passengers. The section particularly focuses on safety and comfort which also part of the reason to get customer satisfaction. The last section questioned the type of promotion that the respondent prefers if Malindo Airline is willing to give promotion. Those types such as low fare, free baggage allowance, and free food. This section was aiming to know about the most important factor of customer satisfaction in the aviation industry especially Malindo Airlines.

There are many other methods that can be used to measure customer satisfaction towards service quality provided by an organization. This study has chosen google form survey as method to measure customer satisfaction because it is easy to distributed among the respondents. The survey form was changed from traditional questionnaire using paper to write the answers to an online form using google application.

The purpose of an online survey as the method is to make it easier to distribute since the researcher are not coming from one country (which some from Malaysia, Kuwait and India) and also to get more reliable data when the respondents are from customers in other country and worldwide. An online survey also easier for the customers to access and response to its. An online form using an internet is one of the technologies nowadays so the researcher also will get some disadvantages by implemented it into the method of the study. Few advantages of choosing an online survey are faster, cheaper, more accurate, quick to analysist, easy to use by respondents and researchers and flexible.

First, faster and time saving. The time consume to complete an online survey is shorten than traditional ways because the researchers do not need to gather the paper or question that is answered by the respondents since it will all available online after the respondents answered. Second, the costs consumed are cheaper. The researchers do not need to pay for postage to get the response of the customers. Third, more accurate and quicker to analyst. The results will be more accurate and reduce the mistakes made by the researchers because the respondents' answers directly submitted into the system and automatically be analyses by the system. Forth and lasts, easy to use and access by respondents and researchers since the questions and answers are available online. Therefore, an online survey is proven to be such a great option of method for researchers nowadays since it was less time consuming, cheaper, accurate answers and quick to analyst as the results are automatically generated and also easy to use and answer by both party of researchers and respondents.

RESULTS AND DISCUSSION

Table 1. Summary of respondents' demographic and general information (N=60)

Response	Frequency	Percentage
Gender		
Male	21	35.0
Female	39	65.0
Age Group		
Less than 18	2	3.30

18 – 24	51	85.0
25 – 54	7	11.7
55 and above	0	0.00
Nationality		
Malaysian	40	66.7
Kuwait	19	31.7
Indian	1	1.7
Work Status		
Work in a govt. agency	4	6.7
Work in a private agency	5	8.3
Self – employed	3	5.0
Not working/ housewife/ student	48	80.0
Income		
RM 0 – RM 3,000	18	30.0
RM 3,001 – RM 5,000	5	8.3
RM 5,001 – RM 10,000	4	6.7
RM 10,001 – RM 15,000	2	3.3
Above RM15,000	1	1.7
Not working/ housewife/ student	30	50.0
Have you ever used the Malindo Air service?		
Yes	60	100.0
No	0	0
Are you regular customer of Malindo Air?		
Yes	14	23.2
No	46	76.7
If your answer is no, what Airline you prefer to choose and why?		
1. Type of airline		
Airasia	13	28.3
MAS	3	6.5
Kuwait Airline	5	10.9
Others	3	6.5
No preference	1	2.2
Never have one	21	45.6
2. Reason		
Low fare/ affordable price	8	61.5
Wide and convenient	2	15.4
Brand name	1	7.7
Others	2	15.4
If Malindo Air makes a promotion, do you have a desire to use the service?		
Yes	53	88.3
No	7	11.7
If Malindo Air plan to do a promotion, what kind of promotion you prefer?		
Low fare	41	68.3
Free baggage allowance	31	51.7
Free food	30	50.0
Other (Accommodation services to hotel)	1	1.7

Would you recommend Malindo Air to your family and friends?

Yes	48	80.0
No	12	20.0

Table 1 shows summary of respondents' demographic and general information. It shown that most of the respondent are Malaysian female, at the age of 18 – 24 who have low or no income because of not working, housewife or students. The general information collected stated that all of the respondents have tried the service but only some are regular customer of Malindo Air, they were choosing another airline because of the price is lower and affordable since most of them have no income.

The survey questions then are continued to respondents' satisfaction towards Malindo service. It shown that most of the respondents are willing to try Malindo air service if Malindo willing to do promotion. Most of them are preferred to have promotion on low fare and free baggage allowances. This means that most of respondents are satisfied with service provided by Malindo because they are willing to try Malindo if Malindo willing to do promotion. If they are not satisfied with the service provided, they will not be willing to try it even they are given many promotions.

Table 2. Summary of respondents' safety and comfort towards Malindo Air services

Response	Percentage (%)			
	Strongly Disagree	Disagree	Agree	Strongly Agree
Level of Customer Safety Towards Malindo Air Services	-	-	-	-
1. There are emergency doors and they are clearly labeled.	18.0	10.0	42.0	30.0
2. A safe and comfortable seat.	10.0	20.0	46.0	20.0
3. Safety belts work properly.	10.0	10.0	42.0	32.0
4. Safety equipment kit works well.	10.0	18.0	44.0	28.0
Level of Customer Comfort Towards Malindo Air Services	-	-	-	-
1. Have good ventilation and air conditioning works well.	14.0	18.0	42.0	28.0
2. There is enough seat and comfortable.	14.0	18.0	44.0	22.0
3. Passengers are treated very well by the flight crew.	12.0	10.0	54.0	16.0
4. Facilities for the disabled, the elderly and pregnant women provided.	12.0	8.0	50.0	28.0

Table 2 shows summary of respondents' safety and comfort towards Malindo Airline services. It shown that overall of the respondents were agreed and satisfied with services provided by Malindo air in term of their experience in safety and comfort received from Malindo air services.

The average of percentages of strongly agreed and agreed for level of safety and comfort were 66% and 71% respectively. Total of the percentages of agreed and disagreed were lowest by 66% and highest by 72% for level of safety meanwhile the total percentages for level of comfort, the lowest by of 66% and highest by 78%. Since it was both more than 50% it should be considered as satisfied response by the respondents.

The study's method was asking question on survey to respondents by using google form to be able to share worldwide through other country such as Kuwait and India. The questionnaire was split to few sections and conclude the results in two tables stated above.

Table 1 explains about summary of respondents' demographic and general information such as about regular airline respondents chose and also regarding promotion. First, the respondents' gender was split to male and female by 35% and 65% respectively. This shows that the survey questions were shared between female more than male with the different of 30% which means 18 people of the respondents. Second, age group of the respondents were split into four which are less than 18, 18 to 24, 25 to 54 and 55 and above with results of 3.3%, 85%, 11.7% and 0% respectively. This shows that the survey questions were shared and answered most by age group of 18 to 24 years old which is 51 of the total respondents. This means, this age group are actively using the aviation transport in their weekly or monthly or yearly activity that need them to move far from one place to another place. Third, nationality of the respondents was split into Malaysian, Kuwait and Indian with percentage answered of 66.7%, 31.7% and 1.7% respectively. This is because Malindo is most known by Malaysian people more than Kuwait and Indian as they were corperation of Malaysia and Indonesia which make the different of range between Malaysia and Kuwait of 35% that is 21 of the respondents. Forth, Work status results of the respondents are shown that 6.7% of the respondents is working in a government sector, 8.3% is working in a private agency, 5% is self-employed and the balance of 80% is people which are students, housewife and not working people. A total of 48 of the respondents were students, housewife and not working people which means that the questionnaire was shared and answered among them more than others. Fifth, 100% of the respondents have tried Malindo Air service but not all of them were regular customer of Malindo. A total of 23.3% was regular customer of Malindo which means they were satisfied to have the services and willing to repeat and keep using Malindo Air services for their next travel by air transportation.

Furthermore, the questions asked about promotion to the respondents. A total of 88.3% of the respondents are willing to use the service if Malindo makes promotion in future which consists of 53 of the respondents. Example asked in the questionnaire for the promotion were such as low fare, free baggage allowance, free food and other with the percent of answered of 68.3%, 51.7%, 50% and 1.7% respectively. The respondents can answer this question for more than one choice, so most of them were willing to try Malindo if Malindo is going to make promotion such as low fare, free baggage allowance and free food. A total of 80% of the respondents also willing to recommend Malindo Air service to their family and friends that tells that they are satisfied with the service and they want other people also try it and satisfied as they are.

Table 2 explains about summary of the respondents' safety and comfort of Malindo Air services. This table consists of two part which are level of customer safety and level of

customer comfort towards Malindo Air services. Each part, contains another four subsections.

For level of customer safety, questions give statement about: emergency doors are clearly labeled, safe and comfortable seat provided, the safety belts work properly and the safety equipment kit works well. The respondents were strongly agreed with the statement by the percentage of 30%, 30%, 32% and 28% respectively with the statement given, agreed with the percentage of 42%, 46%, 42% and 44% respectively, some disagree with percentage of 10%, 20%, 10% and 18% respectively and strongly disagreed with the services provided with percentage of 18%, 10%, 10% and 10% respectively. The agreed answer however obtains an average of 26 respondents and the disagreed answer obtains an average of 10 respondents. This explains that every business will have their own customer that will like services provided by them and some will have customer that are unsatisfied with the services provided. This may because of human being are the one that provides them those safety on airline which will have some flaws sometimes but we believe that they have tried to serve the passengers with the best version of themselves. Since the percentage for agreed of the statement is higher than the disagreed, it means that the customers are overall satisfied with the services provided in terms of safety. Safety is considered as an extremely important part of airline business as it travels around the world on air and will be dangerous if safety is not be checked thoroughly, so passengers probably pay a lot of attentions towards it.

For level of customer comfort, the statement given were: it has good ventilation and the air conditions are work well, the seats were enough and comfortable, the passengers are treated well by the flight crew and the facilities for disabled, the elderly and pregnant women were provided well. The respondents were strongly agreed in statement given by percentage of 28%, 22%, 16% and 28% respectively, agreed in all statements given with the percentage of 42%, 44%, 54% and 50% respectively, and some of them were disagreed with the percentage of 18%, 18%, 10% and 8% respectively and strongly disagreed with the services provided in aspects of comfort with percentage of 14%, 14%, 12% and 12% respectively. The agreed answer obtains an average of 26 respondents and the disagreed answers obtains an average of 8 respondents. Since the survey obtains agreed answers higher than disagreed answers, this indicates that overall of the customers were satisfied with the services provided by Malindo Air in terms of comfort. Comforts is also as important as safety because this will be the main aspects that the passengers can see and feels as they were boarding on airlines. For some of passengers who taking long-flight would be very happy and extremely satisfied if they did not feel tired even until 13 hours on flight, this is due to comfortable seats and facilities provided by Malindo and the flight attendants. The comforts that they obtained in their experience will lead to trust and loyalty for the airlines and they also tend to repeat using the same airline when they are about to use the same kind of transportation; air transportation.

CONCLUSIONS

Malindo Air has proven to make a huge success in making their customers satisfied either in-flight entertainment services or even afterwards services. Maintaining the success gained is not as how the popularity was gained, it far away harder than that. Malindo Air can maintain its success on customer satisfaction by keeping fulfil the needs and wants of their customers. The results of survey conducted shows that 53 of the respondents were willing to choose Malindo Air if promotion is offered especially on peak season such as festival or holiday and on low fare specifically. Malindo has done great

ways in maintaining their customers by providing different fares for different classes. The fares are offered lower if the customer choosing such a combo price (for example, buying combo in set includes baggage allowance, free seats and so on) rather than they choose those services manually. This way gives good contribution on maintaining the success in satisfaction of Malindo Air services because, we knew that customers came from family with various level of income's background. So, when the customers are able to choose the set of combos by following their preferences (preference in budget specifically and how much baggage allowance they would probably need), we believe that customers will be satisfied. Customers for aviation industry are coming from various places and going to other places which taking longer time to drive or probably cannot drive such going to overseas, that is why they are choosing this industry as their transportation.

As stated by Oliver (Oliver,1997) earlier on this study, satisfaction is expressed as pleasant result, meaning that customers are satisfied when they obtained best experiences as they expected while they were having the services. In this aspect, we can divide it into few areas such as Services offered before (when booking the flight using website/mobile app), services offered when they are boarding on flight (in-flight entertainments and services by aircraft staff) and services offered upon their arrival (such as customer services regarding baggage and so on).

First, services offered before (when booking the flight using website/mobile app) is when the customer are booking ticket through website or mobile app, they will have some expectations such as they hope the flow of booking are running smoothly and no bug experiences. This will also applicable when customers were managing their booking and doing payment. Second, Services offered when they are boarding on flight (in-flight entertainments and services by aircraft staff). This service can be considered as the main service to obtained customer satisfaction. They are choosing flight services simply because they are hoping for better environment and comfort due to longer journey that might take several hours to arrive to the destination. The purpose of the journey whether for leisure/holiday or business purpose, they will have expectation towards fees they were paying. For example, if they were bought business ticket with in-flight entertainment and upgrading their seats, they might be looking forward for the services that they had chosen such as the comfort and friendly assist by the aircraft staff and might be because they want to rest peacefully. Therefore, if those needs and wants as they expected are fulfilled, they will be satisfied to have been served by Malindo Air. Third and last, services offered upon their arrival (such as customer services regarding baggage and so on). It is services that is offered upon their arrival to their destinations which is also important to build their trust and beliefs that Malindo Air is really good airlines and should always be considered when planning to have flight services. The service that offered after the arrival of customer on their destination was related to customer service afterwards. For example, if there are defected or lost encounter on their luggage, they especially will seek for helps from customer service of their respective airlines. Customer satisfaction will depend on how the airlines response to these problems. If it was a good experience to the customer, it will attract more customers in future because the customer is satisfied and probably tells how good the service from mouth-to-mouth and lead to loyalty of current customer and new prospect are coming to try the services.

Earlier on this study paper stated about the purpose of the study which is to obtain customer satisfaction towards the service provided by Malindo Air. The survey of this study was obtained highest answer from respondents for agreed in all aspects asked

inside the survey for level of safety and comfort. Thus, we believe that the customers are satisfied with the service quality offered by Malindo Air specifically of safety and comfort aspects. The purpose of this study also to ensure the services provided are met their expectations. Since the survey results obtained highest answered of agreed in the level of safety and comfort section, then we believe that they are satisfied with the services, when they are satisfied that means their expectation are met when they experienced Malindo Air services. The last purpose of the study is to ensure the implementation of quality factors in evaluating services quality. The questionnaire has implemented four quality factors from total of seven which were security, attitude, completeness and conditions. It means this study has met four of seven quality services factors in evaluating quality of the services provided by Malindo Air.

Therefore, overall of the survey obtain specifically on statement given for safety and comforts part in questionnaire has obtained higher agreed answers than disagreed. This means that customers are satisfied with services provided by Malindo and they willing to try again next time. Unfortunately, the survey also obtains some of the amount of disagreed respondents which tells that there are few improvement should be considered by Malindo Air to make sure that the services provided by them are totally be satisfied by customers and at the same time, the percentage of disagreed respondents can decrease to lower than 5% per subsections.

The study is not enough to be considered as reliable and significant because of the study method used which is survey by using questionnaires only obtained 60 respondents which only distributed to small circle between the researchers. Therefore, the amount of 60 respondents in total was not enough to be considered as significant and reliable amount and valuable enough to be judged for large organization such as Malindo Air. The questions asked on questionnaires also only asked for level of safety and comfort aspects while customer satisfaction actually can be judged by many other aspects than that. There are few recommendations suggested to overcome the problem on this study for improvement on next research study with the same topic.

First, the survey should be distributed to large community and airport around the world as much as possible and especially on Malindo Air's area. This is because impossible for 60 respondents to be enough significant to value such a large business industry as Malindo Air which operated worldwide.

Second, the questions asked in survey form for satisfaction information should ask more aspects such listed before, there are seven quality factors that should be used to evaluate services (Sasser et al., 1978). For example, Security of safety for customer belongings, consistency of service provided standardize or not, attitude by the employees or crew towards customer directly or indirectly, Completeness of equipment needed by customers, conditions of the services should meet each customer needs since their need are different for each customer, availability of the services to customers in terms of time and space available and lastly, timing for a services be completed within customers' expected time such as how many times the airlines delay the flight and many more. The current study only implemented four of the quality factors, hence the next researcher should implement total of seven of quality factors in evaluating the quality of services provided by Malindo Air.

Third, researcher should add more reliable question on the survey to get more specific result on satisfaction specifically. By giving detail and specific question regarding the

main topic and aim of the study, we can assume that the survey questions are reliable to be considered as a reference for many parties of various purpose.

The study provides an insight to management of Malindo Air regarding their customer satisfaction. The study recommends that future research should investigate more dimensions of service quality.

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