COMPARISON BETWEEN ON MALAYSIA AIRLINES SYSTEM (MAS) AND AIRASIA

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ABSTRACT---This investigation having the prime aim to have the comparison between Malaysia Airlines System (MAS), and Air Asia. The comparison was done in the context of consumer. There was survey conducted on the individuals who exercised the both airlines. The data was analyzed by employing the Statistical Package of Social Sciences (SPSS). These tools include descriptive analysis, one independent t-test and Chi Square test. There were mixed results from the study.

Keywords---Air Industry, Comparison, Consumer References, Malaysia

I. Introduction

In Malaysia, the development of service industry is improving from year to year projecting a stronger growth. A study and based on the results, the service industry has contributed RM65, 947 million in 1999 with an annual growth rate of 2.6 percent as compared to year 1998 which only contributed a growth rate of 1.8 percent. According to some research idea, based on important source for the year 2000, the value added to the services sector was increased at a faster rate of 5.3 percent, with all services providing industries projected to record stronger growth. Other than that, the transport, storage and communications sub-sector was anticipated to register the most robust growth that is by 6.5 percent, in view of expected higher volume of goods and passengers transported and thus had increased demand for telecommunication services as economic activities further pick up. Referring to some research idea, with the sustaining economic recovery, GDP growth for 2000 vary revised upward to 7.5 percent based on Budget 2001. Hence, inflation continues to be subdued with per capita income increasing to RM12, 883 exceeding that before the economic crisis (Ozment & Morash, 1994; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013).

Therefore, the major sectors in 2001 are projected to strengthen with the service sector expected to grow by 5.2 percent whereby the balance of payment is expected to remain favorable with the current account surplus at RM29.8 billion. Generally, it is expected that these experiences add up to the total utility of the service independent of the time of occurrence of each outcome. Hence, this implies that an attraction experienced at the beginning of the day adds to the evaluation in the same way as an attraction traveled at the end of the day. Based on this notion, service marketers are advised to aim for customer satisfaction in every service encounter (Hussain, Al Nasser, & Hussain, 2015; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017).

The airline industry should ensure on timely arrivals and departures in order to meet up with the consumers' expectation. Delays in the service industry can be one measurement of the responsiveness of service dimension. Consumers expect that the airline industry should keep up with their promises in providing them with efficient and excellent performance. The extent to which passengers thought the airline had control over the reason for the delays differed depending on the locus of attribution. David Mc A (2013) suggested that management intervention provides useful direction in encountering this

matter. If consumers must wait, making the wait unpleasant may be the management's only option. Thus, it is important for marketing managers to understand the waiting experience.

Baggage handling services have been one of the main factors that consumers take into account when choosing an airline company. Consumers' choice will greatly depend on how well the airline companies manage and handle their baggage whenever they want to travel either domestically or internationally. Baggage irregularity is one of the main factors most detrimental to good services and often creates problems for passengers in their travels. Therefore, from a passenger's point of view, its occurrence should be zero. However, baggage irregularities cannot be eliminated completely due to congestions of airport facilities and several kinds of errors committed not only by airline personnel but also contracted workers. About one out of every 200 bags that are checked is reported mishandled (Babakus, Bienstock, & Van Scotter, 2004; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019).

The chance of having a bag mishandled or lost depends to some extent on how passengers use the baggage system. Most bags are returned to the traveler within 48 hours. Only very few are completely lost and not returned. Therefore, the airline industry should keep all the four-stated matters in mind. This is to avoid consumer complaints and at the same time improve or maintain their performance in the fast pace industry. However, these four matters are not the only factors to be considered. There are other factors, which the airline companies should consider in order to achieve excellent service performance. NPC believes that there is still room for improvement.

Past 10 years, productivity levels in Malaysia had been growing at an average of five percent annually. He viewed this as a favorable level with the developed nations and better than many countries in Asia. This means that the service industries should work harder to keep up to this standard (Ostrowski, O'Brien, & Gordon, 1993). Companies use advertising, public relations, and other communication tools to affect these sub drivers. Brand equity is more important than the other drivers of customer equity where products are less differentiated and have more emotional impact. Recently, profitability in the airline industry is increasing due to a rise in demand, cost efficient online reservation system, and higher fare prices. This level of profitability will be expected to flourish in years to come. An issue to be mentioned in this context is to keep the cost down and at the same time provide quality to the consumer (Saydan, 2013). Service quality as an antecedence to satisfaction. Point out "customer satisfaction…depends on preexisting or contemporaneous attitudes about service quality." By improved service quality will result in a satisfied customer and suggest that to a large extent this relationship is intuitive (Lane, 1974).

Even though the three factors mentioned above are important for airline companies to move towards excellence performance, there are several other factors, which need to be taken into account. Those factors are like front-line employees, accuracy of the information, uniformity, and may others (Prabowo, Rachmawulan, & Taufik, 2019; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

II. Literature Review

Price is a governance mechanisms underpinning transactions between business actors. The performance of an economic system is traditionally recognized by the ruling of what is known as price. The area of pricing is rarely seen as stable or as having any simple guidelines. Price places importance on many aspects such as decisions in marketing and sales, profit, resource allocation, income distribution and consumers. As for the purpose of this thesis, importance of price will be weighed up on consumer. Price is a crucial dimension of economic exchange because it is one of the conditions that buyer and seller must agree upon before transactions take place (Deepa, Kumar, & Ganesh, 2018; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019).

Managers need to be aware of the importance of price in the formation of consumers' attitudes. This is due to the fact that price is one of the most important attributes evaluated by consumers, suggested that it is essentially importance for managers to remember that product or service price, can be either a positive or negative influence on consumer (Akmal, 2014). The functions of price from the microeconomic perspective as: allocation or rationing, or balancing of the quantities demanded and those supplied: stimulation, and acting as an incentive for new players and product to enter a marketplace: and distributive, whereby income is distributed between buyers and sellers. The price mechanism is the dominant force in the resource allocation, income distribution and size and composition of output (Sak, Atalik, & Uygucgil, 2016).

On the other hand, when context allow product information to be thoroughly processed, consumers rely on attribute information other than price to evaluate the product's quality (Lategola, Melton, & Higgins, 1980). In such situations, price is used more to determine the monetary sacrifice associated with the purchase of that product market-based approaches, and cost-plus pricing as an internal approach. Industrial goods, the most common price setting, negotiating, and bidding approach is cost-plus pricing. In other words, a unit cost that includes direct and indirect costs, plus a percentage mark-up (Gimeno, 1999).

The economists, consumer psychologists and marketing researchers, have long studied importance of price in purchase or consumption decisions made by consumers. All policy variables at the disposal of marketing managers and changes in price explain the most variance in purchasing behavior. Marketing researchers however, have focused largely on the relationship between price and quality in the consumer purchasing patterns. Consumer knowledge of prices plays an important role in price management since it not only determines how prices are perceived and valued but also influences consumers' purchase decisions (Fischer & Kamerschen, 2003).

Price has always been associated with quality. Therefore, quality is another important element in which customers use in evaluating product or service performance. Basically, quality will be used to determine the level of satisfaction among consumers in their purchasing decisions. In other words, quality always relates with consumers' expectations in determining the level of consumers' satisfaction. The term "quality" means a different thing to different people. This is why defining "quality" is often the first step in most "quality improvement" journeys (Ciliberto & Schenone, 2012).

Quality is viewed as a precise and measurable variable. Product or service can be ranked according to the amount of the desired attribute they possess. Because quality reflects the quantity of attributes that a product contains, and because attributes are considered costly to produce, higher quality goods will be more expensive. The user-based approach starts from the premise that quality 'lies in eyes of the beholder'. Goods that best satisfy consumer preferences are believed to have high quality. A basic problem with this approach is its equating with quality with maximum satisfaction. A consumer may enjoy a particular brand because of its unusual taste or features yet may still regard some other brand as being of higher quality (Dai, Liu, & Serfes, 2014).

A service is an act rather than a specific item and its quality will be judged not only on the outcome (technical quality), but also on the process by which the service is delivered (functional quality). According to Adler and Smilowitz (2007) a gap represents a significant hurdle in achieving a satisfactory level of service quality. This model is more of a diagnostic tool, which if used properly should enable management at all levels to identify service quality short-falls systematically. A consumer is more general term. It refers to people buying groceries rather than shopping specifically at Safeway. A customer usually implies a relationship over time between buyer and particular brand or retail outlet. Besides, he also pointed out another worth looking into, which is the difference between customers and consumers (Brueckner & Spiller, 1994).

Goetz (2002) proposed consumer preferences are made based on their needs and may range from many perspectives. This is due to the fact that needs and wants of the consumers are never final. Needs are gaps between the desired and the current state. The desired state provides the goal - object, and its deprivation, the drive. People as consumers could have nearly

infinite number of needs. Fundamentally groups of individuals develop their own environment as an adaptation to the physical environment and they pass down their customs, practices and traditions from generation to generation. The Chairman and CEO of Owens - Corning Fiberglas Corporation, consumer satisfaction is more accurately defined as consumer delight. It is gained through providing the highest quality, lowest cost products combined with service beyond comparison. In other words, consumer satisfaction is achieved through determining and understanding consumer's needs and expectations and providing goods or services that meet or exceeded the consumer satisfaction (Torlak, Sevkli, Sanal, & Zaim, 2011).

In business after business, 60% to 80% of lost customers reported on a survey just prior to defecting that they were satisfied or very satisfied. Most automakers still see 90% of their customers claiming to be satisfied and 40% come back to buy again." Yet it should not be too surprising that many of the customers satisfied today take their business elsewhere tomorrow. After all, there are typically many competitors dangling attractive incentives as bait to lure away one's customers. Based on this situation, Malaysia Airline System (MAS) needs to anticipate what consumers expect from them. This will help MAS improve on its quality standards (Ng & Seabright, 2001).

In accordance to this situation, MAS has recently came out with "Buy N Fly" Rewards Program where consumers can earn free travel and other rewards just by shopping, dining and even by using the Buy N Fly smart card as a Touch N' Go card. The price-quality relationship is probably ingrained in people from childhood through hearing such aphorisms as "you get what you pay for". Two economic principles, the law of demand and the price elasticity of demand in the market segmentation explain the relationship between price and consumer purchases and perceptions. According to Bolton and Drew, 1994, Gerardi and Shapiro (2009) investigated the relationship between consumer satisfaction and service quality has received a good deal of attention in the literature. However, the vast majority of articles attempting to examine this interrelationship have been of a non-empirical nature. Value has a direct impact on how consumers are with suppliers and that satisfaction really depends on value, little attention has been paid to consumer value in evaluating a service. Service quality received by the consumers will either lead to a continuation in subscribing the service or termination of subscribing the service (Gerardi & Shapiro, 2009). Here, it is essential for the managers to meet consumers' expectations for a service.

III. Research Methodology

In this research study, the focus is on the airlines industry with specifications on the Malaysia Airline System Berhad (MAS) and its competitor AirAsia. A study on consumer preferences towards these two airline companies with regards to their competitive advantage on price and service quality.

The Research Framework
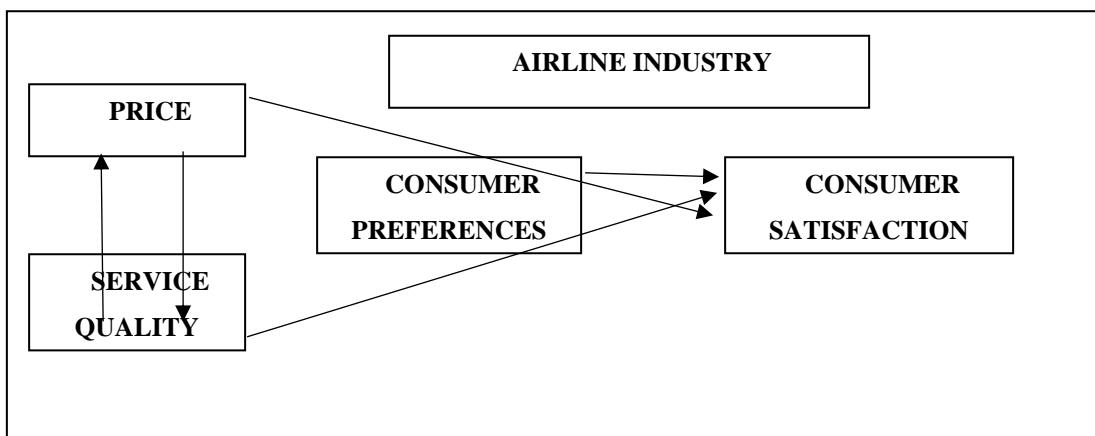
Results

Data Analysis of Hypothesis One

Table: One Independent Sample t-Test

	Travel	Mean	Standard Deviation	Standard Error	t	Significance
QUALITY OF THE SERVICE	MAS only	4.76	1.135	0.136	-0.248	0.804
	AirAsia only	4.80	0.894	0.107		
CHEAPER PRICE	MAS only	4.20	1.461	0.175	-2.638	0.009
	AirAsia only	4.74	0.912	0.109		
WITHOUT CONSIDERING PRICE	MAS only	3.73	1.464	0.175	2.122	0.036
	AirAsia only	3.23	1.321	0.158		
HIGH PRICE MEANS HIGH QUALITY	MAS only	4.20	1.325	0.158	-2.196	0.030
	AirAsia only	4.69	1.291	0.154		
COMPARATIVE SURVEY	MAS only	4.26	1.270	0.152	-2.332	0.021
	AirAsia only	4.71	1.038	0.124		
WELL KNOWN AIRLINES	MAS only	3.37	1.505	0.180	1.666	0.098
	AirAsia only	2.97	1.329	0.159		
PROMOTION	MAS only	4.31	1.346	0.161	-3.058	0.003
	AirAsia only	4.97	1.191	0.142		
MAXIMUM COMFORT	MAS only	4.19	1.322	0.158	-0.902	0.369
	AirAsia only	4.37	1.106	0.132		

INCOME LEVEL	MAS only	4.41	1.378	0.165	1.349	0.180
	AirAsia only	4.14	0.967	0.116		
FAMILY AND FRIENDS	MAS only	3.61	1.397	0.167	-1.052	0.295
	AirAsia only	3.83	0.978	0.117		
SOCIAL EXPECTATIONS	MAS only	3.34	1.238	0.148	-1.437	0.153
	AirAsia only	3.60	0.841	0.101		
UPGRADE SERVICE	MAS only	3.76	1.398	0.167	-0.873	0.384
	AirAsia only	3.94	1.102	0.132		

Interpretation of Results: Hypothesis One

In Section 2b in the questionnaire, general questions were asked to the respondents about their consumer preferences towards the airline industry. In **Table**, One Independent Sample t-Test is used to test the significance of the attributes towards the consumer preferences. Various questions related to the attributes were asked to the respondents.

The result (Refer to **Table**) shows that consumers do not choose the airline because of the service quality. This is because the significance value is 0.804 which is higher than 0.05. On the other hand, consumers prefer to buy services from the company that offers cheaper price than competitors. A competitor of any airlines that offers a cheaper price which is relatively competitive to their rivals is at an advantage because consumers do prefer to purchase an airline tickets from them. This is because the significance value is 0.009.

Other than that, consumers would prefer to choose anything that is essential or important without considering its price since the significance value is 0.036 Besides that, consumers do agree that high price means high quality. This is because the value of the significance is 0.036. Therefore, consumers believe that airlines that provide high price are providing a high quality service.

Other than that, consumers also indicate that they will always do a comparative survey of different airline companies before purchasing airline tickets since the significance value is 0.021. This is because consumers would like to know about other airline's prices and promotions offered. Besides, consumers would like to ensure that they will get the best services offered by the airlines. On the other hand, consumers do not go for well-known airlines to maintain their status. This is because the value of significance is 0.098.

Aside from that, the results also indicate that consumers will choose to travel during special promotion in order to get special discount. The value of significance is 0.003 which they prefer to travel during special promotions offered by the airlines. Other than that, consumers do mind if they had to pay for higher price in order to get the maximum comfort in the airplane and extra services the airline offers since the significance value is 0.369.

Besides that, consumers also do not agree that their purchasing behavior is mainly influenced by their income level since the value of significance is 0.180. Aside from that, the consumers also do not agree that their purchasing behavior is influenced by friends, family as well as their social expectations. Finally, the significance value for a price increases in flight tickets indicates that the airline is going to upgrade their services is 0.384. This result shows that an increase in flight tickets do not always mean that the airline is upgrading their services.

Therefore, those are the interpretation of the results from the attributes towards the consumers' preferences. These will help us to understand more about what is preferred and what is not by the consumers who have travel experienced in the airline industry.

Table Relationship Between Airline Choice and Various Attributes

	MAS		AIRASIA	
	Mean	Std.dev	Mean	Std.dev
Quality of the service	4.76	1.135	4.80	.894
Cheaper price	4.20	1.461	4.74	.912
Without considering price	3.73	1.464	3.23	1.321
High price means high quality	4.20	1.325	4.69	1.291
Comparative Survey	4.26	1.270	4.71	1.038
Well known airlines	3.37	1.505	2.97	1.329
Promotion	4.31	1.346	4.97	1.191
Maximum comfort	4.19	1.322	4.37	1.106
Income level	4.41	1.378	4.14	.967
Family and friends	3.61	1.397	3.83	.978
Social expectations	3.34	1.238	3.60	.841
Upgrade service	3.76	1.398	3.94	1.102

Quality is one of the most important factors for Malaysia Airlines System (MAS). By having a mean of 4.76, it makes the quality factors the highest value for MAS that influences the consumer's in choosing their airlines. Most consumers would do a comparative survey before making any purchase of an airline's tickets because they are bounded by their income level. Other than that, consumers also go for a cheaper price offered by the airlines. Most consumers would go for travel during promotions. This is due to the cheaper price set by the airlines as well as offering a great deal to their passengers. Besides that, the consumers also would choose for a maximum comfort in the airlines. Majority of the MAS's consumers agree that high price means high quality due to holding a mean of 4.20. Therefore, most of the consumers do not mind paying a higher price in order to be served a higher service quality. Hence, consumers do not mind paying extra cash in order to get maximum satisfaction.

On the other hand, the AirAsia's consumers would travel for AirAsia when there are heavy promotions. The mean for promotion is 4.97 which is very high compared to MAS which is only 4.31. This shows that AirAsia is giving and offering a great deal which attracted the travelers better than MAS. AirAsia's consumers also would do a comparative survey before they purchase an airline's tickets in order to ensure that they are at an advantage during their travel. AirAsia's consumers are also influenced by their income level in purchasing an airline tickets.

Other than that, the mean for consumers who go for cheaper price for AirAsia is 4.74 which are higher compared to MAS which is only 4.20. MAS is offering a higher price due to their extra services provided to their passengers such as food and drinks in the airlines. On the other hand, AirAsia is not giving any food or drinks to their consumers but AirAsia do sell the food in the airlines. Mean for high price means high quality which is 4.69. This is higher compared to MAS which is only 4.20. Therefore, it shows that AirAsia consumers agreed that high price means high quality but at the same time they are willing to travel with AirAsia because of the promotions and cheaper price even though MAS is offering extra services.

As for consumers who had travel with both MAS and AirAsia, the highest mean is 4.73 where consumers go for cheaper price. Besides that, the consumers for both airlines also go for quality offered. The consumers would definitely go for promotions in order to be at an advantage during their travel. Besides that, they also would do a comparative survey before purchasing an airline tickets from either one of the airlines in order to ensure that they get a cheaper price as well as great deal offered by the airlines.

Therefore, we know that for those who had travel either with MAS or AirAsia or both airlines, they have different needs and wants that should be catered by the airlines. The consumer's perception differs from one another. They should not be taken for granted by the airline industry. As for MAS, their consumers would buy the airlines tickets because of the quality provided. Therefore, MAS should always upgrade their services by using their touch point system. On the other hand, AirAsia's consumers are the one who purchase the tickets when there are promotions. Hence, attractive promotions and great deal should be offered to their consumers. Finally, as for consumers for both airlines, they would prefer to buy the tickets from airlines companies who offer cheaper price than competitors. Offering a cheaper price than their rivals in the airline industry would make the company at an advantage.

Table Relationship Between Gender and Various Attributes

	MAS				AirAsia			
	Male		Female		Male		Female	
	Mean	Std.dev	Mean	Std.dev	Mean	Std.dev	Mean	Std.dev
Price	1.80	.405	1.90	.403	1.90	.304	2.00	.000
Food	2.45	.714	2.10	.803	2.80	.823	3.27	.691
Services	2.65	1.001	2.07	.740	2.85	.864	2.73	.583
Comfort	2.33	.764	2.23	.817	2.75	.840	2.87	.507
Employee	2.20	.687	1.83	.648	2.20	.883	2.53	.629
Technology	2.13	.723	1.87	.730	2.35	.580	2.80	.664
Flight Frequency	2.10	.632	1.83	.592	2.40	.591	3.00	.525

There are certain expectations from the consumers who go for different airlines. As for travelers who had travel with MAS and AirAsia, they certainly have different needs and wants that should be catered by the airlines.

As for Malaysia Airlines System (MAS), the highest mean for males is services which is 2.65. This shows that males who travel with MAS are concern about the services provided by MAS. Services should be delivered in a higher value from time

to time. Upgrading the service quality would ensure that male travelers are satisfied with MAS. The second highest mean goes to food served in the airlines and then followed by comfort, employee, technology, flight frequency and finally price. These prove that male consumers are willing to pay high price in order to get high quality of service.

On the other hand, as for the female consumers who had travel with MAS, they would prefer the comfortable factors when choosing an airline. Female travelers are looking forward to get a maximum comfort in all aspects during their travel. Therefore, MAS should ensure that all the female travelers are comfortable with all the services provided by the airlines either during departure, on board or during arrivals. In other words, the female consumers will feel happy and satisfied when they travel with MAS. Other than that, female consumers are also concerns about the services and the food provided in the airlines.

Therefore, as for both genders male and female for MAS, it could be concluded that their main concerns are services, comfort and food where by these three factors are the top three highest mean. As for AirAsia's male travelers, their main concern is the same as the MAS male travelers which are services. The mean for services are 2.85 which are higher then MAS. Then, it is followed by food and comfort in the airlines. Besides that, the consumers' concerns about the flight frequency, technology and employee also play an important role in serving consumers satisfaction.

Compared to AirAsia's male consumers, the female consumers are more concern about the food in AirAsia. The mean for food is 3.27 which are high and it can be concluded that the female consumers love the food sold in the airlines when they are on board. Other than that, the female consumers are also concern about the flight frequency as well as comfortable factors during their travel. Besides, by holding a mean of 2.80, it shows that technology also plays an important role for AirAsia's female consumers when choosing an airline.

Therefore, as for Malaysia Airlines System (MAS), they should upgrade their services, food and comfortable factors in serving their consumers. This is because those factors are the main concerns for the MAS's consumers. On the other hand, as for AirAsia' consumers, they are concern about the services, food, comfort, flight frequency and technology. Both airlines have to upgrade their services continuously in order to ensure that they satisfy all of their passengers. Consumer total satisfaction (CTS) is very crucial and important especially for a service industry such as the airline industry in order to ensure that they cater all the needs and wants of their consumers and in order to ensure that the consumers will purchase airline ticket again in the future. In other words, the airline industry will be at an advantage if the consumers make a repeat purchase for airline tickets or airline choice.

MALAYSIA AIRLINES SYSTEM (MAS)

Table Respondent's feedback regarding the price set by MAS

PRICE (MAS)		
	Male	**Female**

Strongly disagree	2	1
Disagree	5	5
Somewhat disagree	13	9
Somewhat agree	12	9
Agree	6	6
Strongly agree	2	-
Total	40	30

Table indicates that half of the male and female respondents from MAS are saying that they are still not satisfied with the price set by MAS. This might be due to the high price set by the airlines since they are providing a high service quality compared to other airlines. On the other hand, the other half of the respondents agreed with the price set by the airlines. In other words, we can say that they are satisfied with the price set by the airlines which matches the service quality and comfort ability provided by MAS. Hence, we can conclude that not all MAS consumers' are satisfied with the price set by them, but the reasons that they are still flying with MAS might be due to the high service quality standard provided by MAS which significantly differs them from other airlines.

Table Respondent's feedback regarding the service quality provided by MAS

SERVICE QUALITY (MAS)		
	Male	**Female**
Strongly disagree	2	-
Disagree	1	1
Somewhat disagree	1	1
Somewhat agree	4	4
Agree	20	19

Strongly agree	12	5
Total	40	30

Most male respondent are satisfied with the service quality provided by MAS. (Refer to **Table**) This is because a large number of them which is 36 respondents are satisfied with the services provided by MAS. There are only a few numbers of respondents which are still not satisfied with the services. On the other hand, majority of the female respondents are also satisfied with the service quality from MAS even though there are still a few of the female respondents which are not satisfied with them.

Satisfying everyone is not an easy job for any airlines. Therefore, MAS might have satisfied some and might not satisfy some of them. However, we could conclude that majority of male and female respondents are satisfied with the service quality provided by MAS.

AIRASIA

Table Respondent's feedback regarding the price set by AirAsia

PRICE (AIRASIA)		
	Male	**Female**
Strongly disagree	-	-
Disagree	2	1
Somewhat disagree	2	-
Somewhat agree	4	7
Agree	18	13
Strongly agree	14	9
Total	40	30

Majority of the male and female respondents from AirAsia agreed with the price set by the airlines (**Refer Table**). This might be due to the low price as well as the heavy promotions that satisfy the consumers in terms of price. However, there are still a few of the respondents from the male as well as the female that are not satisfied with AirAsia in terms of price set by the airlines. However, we could conclude that, majority of AirAsia's respondents either male or female respondents are satisfied with the price of the tickets sold.

Table Respondent's feedback regarding the service quality provided by AirAsia

SERVICE QUALITY (AIRASIA)		
	Male	**Female**
Strongly disagree	3	2
Disagree	3	4
Somewhat disagree	9	7
Somewhat agree	11	10
Agree	12	6
Strongly agree	2	1
Total	40	30

   Table shows that 11 male respondents agree with the service quality provided by the airlines and another 12 respondents strongly agree with the service quality provided to them. In other words, we can say that they agree with the services provided by AirAsia. However, there are still a few of the male respondents who disagree with the services provided by AirAsia. On the other hand, as for the female respondents, half of the respondents agree with the services provided by AirAsia. However, the other half of the female respondents is not satisfied with the service quality provided by AirAsia. Therefore, as for male and female respondents, there are some of them who are satisfied and there are some who are not with the service quality.

   Therefore, by referring to the results, we can say that majority of the respondents would prefer AirAsia in terms of price and on the other hand, they would prefer MAS in term of service quality. Hence, we could see that both airlines have their own uniqueness in satisfying their consumers by using their own ways and strategies.

Table Consumers' feedback according to the degree of satisfaction with the airline of their choice (MAS).

CONSUMER'S CHOICE (MAS)		
	Male	**Female**
Strongly disagree	4	-
	4	2

Disagree		
Somewhat disagree	2	4
Somewhat agree	14	8
Agree	12	12
Strongly agree	4	4
Total	40	30

Majority of the male respondents are satisfied in choosing MAS as their favorite airline. Besides, 4 respondents are totally satisfied with MAS as their airline choice according to the service quality, price and many more. However, there are still some of the respondents which are not satisfied with MAS. On the other hand, majority of the female respondents are satisfied with MAS. But however, there are still female respondents who are not satisfied with MAS. Therefore, we could conclude that MAS has satisfied almost all of its passengers and consumers during their travel.

Table Consumers' feedback according to the degree of satisfaction with the airline of their choice (AirAsia)

CONSUMER'S CHOICE (AIRASIA)		
	Male	**Female**
Strongly disagree	-	-
Disagree	2	3
Somewhat disagree	8	8
Somewhat agree	15	10
Agree	10	8
Strongly agree	5	1
Total	40	30

Majority of the 15 male respondents are satisfied by choosing AirAsia as their airline choice. There are 10 male respondents who agree and strongly agree by choosing AsiaAsia. However, there are some male respondents who are not

satisfied with the services or price provided by AirAsia. On the other hand, there are 10 female respondents who somewhat agree by choosing AirAsia. Besides, 8 of them agree with their choice and only 1 of the respondents is very satisfied in choosing and flying with AirAsia. However, there are still a few of the female respondents who are not satisfied with AirAsia as their airline choice. Therefore, as for male and female respondents, there are some of them who are satisfied and there are some who are not by choosing AirAsia as their choice of airline.

Table Consumer Preferences of Local and Foreign Travelers

		PREFERRED AIRLINES		
		MAS	AirAsia	Total
CITIZENSHIP	Malaysian	119	52	171
	Others	24	15	39
Total		143	67	210
	$x^2 = 0.948(b)$		Significance = 0.330	

The table shows that there is significance value for price where the significance value is 0.330, which is more than 0.05. It can be concluded that there is no significant difference between local and foreign travelers in the consumer preferences. Therefore, **do not reject the null hypothesis.**

Interpretation of Results

For this survey, the citizenship is focusing on Malaysians as a local consumers and foreigners as international consumers. These two groups of consumers were asked about their level of satisfaction based on their experiences with both airlines which are MAS and AirAsia.

Based on the study done on this hypothesis, it is proved that the level of satisfaction gained by local and international consumers is more or less the same. In the airline industry, most consumers expect the same things, which are delicious food, friendly and helpful employees, comfort ability, availability of flights, and new technology equipment's for extra advantages. For MAS and AirAsia, both provide the basic services such as ground and inflight services in order to meet or exceed the consumer's needs and wants. Differences may occur in terms of types of food provided, how the food is served to consumers, or types of gifts the airlines provide to consumers. Gifts may be in terms of toys for children, facial towel, or packet of peanuts. All of these services contribute to the level of satisfaction among consumers. As long as their expectations are fulfilled, satisfaction is achieved. However, the amount of satisfaction that is achieved cannot be counted. This is because satisfaction involves with consumers' emotion and feelings towards decision they made. The main elements, which contribute to consumer satisfaction is their needs and wants. For example, if the services provided by both airlines comply with the needs and wants of the consumers, satisfaction can be achieved.

Therefore, based on the explanation above, it is shown that there is no significance difference between local and foreign travelers in the consumer preferences. Whether the consumers are local or foreigner, the level of satisfaction based on the decision made is not affected.

IV. CONCLUSION AND RECOMMENDATION

However, based on the findings, respondents who are particular on the amount of money that they are going to spend on traveling expenses will choose AirAsia instead of MAS. The result shows that these respondents feel satisfied with the price set by AirAsia and think that the price is reasonable and affordable. In other words, consumers who are quality-sensitive will prefer MAS compared to AirAsia, and consumers who are price-sensitive, on the other hand, prefer AirAsia compared to MAS.

Besides, comparison between MAS and AirAsia in terms of price and service quality is accomplished. MAS is better in providing services with higher level of quality and MAS is better in setting cheaper prices, which is affordable for most consumers compared to AirAsia. Hence, some consumers prefer to travel with MAS compared to AirAsia due to the fact that MAS provides better service quality. This will indirectly results on consumer satisfaction.

It is found that the various attributes does also influence the consumers' preferences but not all attributes are significant for the consumers' preferences. Therefore, from the findings, it is found out that there are some attributes which is significant with the consumer preferences. The attributes which is significant are; cheaper price, choose anything that is essential or important without considering its price, agree that high price means high quality, do a comparative survey of different airline companies before purchase airline tickets, choose to travel during special promotion in order to get special discount and they do mind if they had to pay for higher price in order to get the maximum comfort in the airplane and extra services. This analysis help the researchers or marketers to understand more about what is preferred and what is not by the consumers who have travel experience in the airline industry.

V. Recommendations

Besides that, appropriate training for the employees also should be organized by MAS in order to upgrade and improve their service delivery to their consumers. "Going Beyond Expectation" is a long journey for MAS and cannot be achieved over night. Therefore, all necessary actions should be taken by MAS in order to improve their service quality from time to time. This is because consumers' preferences and expectations vary over time.

Other than that, MAS and AirAsia could improve their online booking. In other words, the airlines have to make their online tickets booking as easy and user-friendly as possible. This is because nowadays consumers have no time to purchase directly from the airlines and most of the consumers prefer to book their tickets online. Therefore, a very user-friendly online tickets booking should be provided to the consumers.

Healthy competitions among these airlines enable the consumers to have more options to fly. For example, before AirAsia was bought by Tony Fernandes, many people could not experience flying on the airplane. Instead, they have to choose MAS or other airlines which the price of the airline tickets is not always affordable by everyone. In other words, we could say that the choice of airline is limited. Nowadays, with AirAsia, consumers have more variety of option in choosing their airline of choice as well as more destinations offered. Besides, AirAsia have given the opportunity to the students as well as the low income level group to fly.

For the economy class syndrome, AirAsia do not have to worry about it because AirAsia do not have a very long journey flight as compared to MAS. Therefore, MAS is recommended to eliminate the worries among the consumers by providing exercise during long flights and provide a substantial amount of water to eliminate the risks of suffering from the economy class syndrome. Other than that, alcohol should be avoided on flights because along with the dry air in plane cabins, it causes dehydration, a factor in blood-clotting. Therefore, MAS could make a deal with health institution to provide the consumers with pamphlets or handouts on the issues of health. These methods have been practiced by Japan Airlines (JAL) in reducing the consumers' fear of the economy class syndrome.

VI. Limitation of the Study

The sample of this survey is 210 respondents. Even though the respondents are from various categories, industries and holding different position, the sampling can be better and more accurate if the sample of this survey is increased to significant large sample. However, due to time constraints and availability of manpower, we restrict out sampling to 210 people.

VII. Recommendation for Future Research Direction

In this research, it was discovered that there is no significant difference between the Malaysians and foreigners on their level of satisfaction between MAS and AirAsia. It is highly recommended that future researchers look hard into this matter and see how two different types of respondents which are Malaysian and foreigners with preferences based on different needs and culture could derive the same results.

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