ABSTRACT

The airline industry is one of the important growth sectors of the global economies; its significant contribution is seen to be on an upward trend, as showed even here in Myanmar which international airline chains are opening its branches to reap the market rewards from this competitive industry. The purpose of this research study was to examine the relationship between airline image, service quality (in terms of tangibles, reliability, responsiveness, assurance and empathy) perceived value and customer satisfaction towards MAI airline in Yangon, Myanmar. Hence, it is necessary for marketers to understand the factors influencing customer to the airline. This research study focuses on investigating the difference among factors affecting customer satisfaction towards Myanmar Airways international airline.

This study collected the data by using self-administered questionnaires, which were distributed to four hundred respondents who had experienced with MAI airline by using judgment and convenience sampling procedure. After gathering information from respondents, the data were processed on SPSS program. Descriptive analysis was used to describe the general information by using percentage and frequency analysis. The sampled respondents were only those traveling with MAI airline. This research study used Cronbach’s Alpha Coefficient to measure the reliability and the research found a high level of reliability.

Based on the research findings showed that airline image, service quality (in terms of tangibles, empathy, reliability, assurance and responsiveness), perceived value are all positively significant influence on customer satisfaction. The research findings have important implications for owners or managers of airline. The managers should focus on improving their service quality, as it is the predetermining of satisfaction and favorable attitude towards the airline. The study concluded with suggestions for further research.