

Food are not free in Air Asia, The study

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Abstract

Asia largest low fares no frills airline that based in Kuala Lumpur Malaysia. The operation included international and domestic destinations that offered ticketless. Pioneered low cost carrier in Malaysia and Asia since 2001. he emerging of new budget airline such as Malindo Airway and Firefly has made the budget airline market competitive. In order to compete with other market, Air Asia needs to be excellence in some aspect in order to become the market leader. The purpose of this research is to find out the customer satisfaction level towards the services provided by Air Asia. The objectives of the study are (i) to identify the level of perception towards service quality, (ii) to determine the most dominance factor of customer satisfaction and (iii) to determine the level of customer satisfaction on Air Asia. A total of 120 sets of questionnaires were distributed to the customer at Air Asia service counter located in Senai Airport (Sultan Ismail International Airport). Mean score and standard deviation, multiple regressions and independent t-test are used to analyze the data collected. The finding shows that online purchasing flight ticket has higher level of perception. Besides, the most dominance factor of customer satisfaction is aircraft condition. In addition, there is no significance difference for customer satisfaction between male and female customer.

Keywords: Air Asia, customer satisfaction, perception, service quality.

Introduction

Nowadays, aeroplane is no longer the transport that gives people an opinion only the rich guy can travel with it. With the existence of aeroplane, it helps to shorter the distance from one place to another. Before this, who ever want travel to Johor

Bahru from Penang for example takes around seven hours by car. Now, with the aeroplane, it takes around one hour and ten minutes to reach the destination. This industry has brought a lot of convenient to everyone especially the business people. For them, one minute can earn thousand or even more, so they are very conscious with time. Besides, it also gives the chance for people to travel to other places which are further from Malaysia for travelling. In Malaysia, there are many airlines, for example, Air Asia, Berjaya Air, Eaglexpress, Firefly, Malaysia Airlines, Sabah Air, MHS Aviation and others. The latest airline that start commenced on 22 March 2013 is Malindo Airways. So, what factor will influence people when choosing an airline? According to Kotler P. (2010), pricing decisions can have important consequences for the marketing organization and the attention given by the marketer to pricing is just as important as the attention given to more recognizable marketing activities. Therefore, when people are choosing an airline, they will first choose the airline that offer with lowest price. As a result, they definitely will choose Air Asia. This is because Air Asia always offers the lowest price to their customer with the tag line, 'Everyone can fly'. When an airline offer the product with the lowest price but the service quality is not up-to-standard, customer will just take the flight once. In marketing, brand loyalty is a focal point of interest for marketing researchers and practitioners. Past research suggested that loyal customer spend more than non-loyal customer, act as advocates for a brand by engaging in positive word of mouth, and are therefore "at the heart of a company's most valuable customer group" (Ganesh et al., 2000, p. 65; Zeithaml et al., 1996; cited in Russell-Bennett, 2007). As a servicing sector, airline will do continue business with customer and perhaps build long term relationship in order to maximize profit. Therefore, service quality plays an important part in customer satisfaction. Air Asia has swiftly broken travel norms around the globe and has risen to become the world's best. With a route network that spans through to over 20 countries, Air Asia continues to pave the way for low-cost aviation. Air Asia is an award winning Low Cost Carrier (LCC) in Asia Pacific area. The way to conveying low charges is to reliably keep cost low. Achieving minimal effort requires high efficiency in all aspects of the business and looking after straightforwardness. In this manner each framework procedure must fuse best industry rehearses. The utilization of information system assumes an essential part in the strategic and operation administration of airlines, and encourages the effective airlines for the future.

Research Methodology

Objective

To find the research that Airline not serving food for free

AirAsia's vision is to be the leading low cost carrier in the region, through "offering the lowest airfares at a profit" (AirAsia, 2008). The tagline that encapsulates the brand vision is "Now everyone can fly". The word 'now' emphasises that if in the past, air travel was considered a luxury, nowadays with the availability of AirAsia, money will not be a hindrance to travelling. The other crucial word 'everyone' denotes that AirAsia enables everyone regardless of class and status to fly.

Air Asia inflight meals are not included in the price of your ticket. Air Asia offers an assortment of meals, drinks and snacks for sale aboard all of their flights. There are six different types of inflight menus selling various products depending on which Air Asia carrier you will fly with. For trips shorter than 75 minutes, hot meals can only be pre-booked online to ensure service consistency, so people cannot comment about the food for free on aircraft because ticket is low price.

Air Asia in Flights meals: Review

Air Asia Meals on AK Flights

Low-cost airline Air Asia in-flight meals are optional and not included in your ticket price. You can buy your meal either on board or online in advance. If you buy your meal online, you get discounts of up to 20% plus a free drink. If you buy your meal on board the flight, you may not get the meal of your choice as they carry limited stock on the flight. The choice of menu is also limited. For flights shorter than 75 minutes, you cannot buy hot meals on board the flight. They served only to passengers that had purchased meals online. I traveled almost every week between Kuala Lumpur and Kota Kinabalu, a 2.5-hour flight and have eaten most of their hot meals. Some are good, some are so-so. For this article, I will share with you what are good choices and what is not, based on feedback from my friends and from my own personal experiences.

Food on AirAsia AK Flights

This review will cover foods served on AK flights only, i.e. flights operated by Air Asia Malaysia and not meals served on flights operated by their subsidiary companies, Air Asia Indonesia, Thailand, Japan and the Philippines. However, some of these foods

served on AK flights are available on these flights as well. By the way, Air Asia practices the 'no outside food' policy hence, you have to buy hot meals from them. In spite of this, I have seen many passengers discreetly sneaked in their own food (not hot meals though) and ate them quietly.

Food Quality & Taste

10/10 = Best

1/10 = Poor

Hot & Spicy

5/5 = Very Hot & Spicy

0/5 = Not Hot & Spicy at all!

AirAsia Food Review Rating

This review rating is based on my friends and my personal taste and choice of foods that are available on AK flights. It is not rated against similar food available in restaurants in town. If the rating is 10/10, then this is the best meal served on board.

You can get better tasting food elsewhere in town. But while on Air Asia AK flights, you want to know which meal to buy from the many selections that they offer. I will give my reasons why it deserves such a high or low rating. I will also give the spicy/hot rating; 5/5 being the spiciest or hottest.

About Air Asia

Air Asia, rated as world's best low-cost airline for the last five consecutive years, is also Asia's largest low-cost airline. This Malaysian short-haul, no-frills airline based in Kuala Lumpur, used to operate from its own low-cost carrier terminal LCCT, but have now moved to KLIA2. As with all low-cost no-frills airlines, you have to pay for the extras and that includes food and drink. Air Asia with flight code AK operates out of Malaysia while its subsidiary companies operate out of Thailand, Indonesia, the Philippines and Japan. It uses Airbus A320 aircraft with 180 seats all economy class for both domestic and international flights to destinations across most parts of Asia.

Conclusion

Low cost research has been successful for the airline industry under the right circumstances, for a full serviced airlines I believe they could use to service again and passenger have satisfied with ticket to low price so after doing some necessary adjustments. As for code sharing , the disadvantages of this model is more than the advantages it can offer especially for the passengers, and in airline industry customer service and satisfaction plays a vital role in the company's success. Hence, if full serviced airlines can eliminate or even minimize the harmful effects of this model and ensure the good experience that the passengers are expecting I believe would be beneficial for the industry.

Food service has obtained the lowest positive perception . Hence, marketer needs to put more effort and focus on this factor to raise the customer positive perception. Therefore Air Asia can think to provide more variety on menu for customer to choose and pre-booking when they purchasing flight ticket. Therefore win-win situation can be achieved as passenger can choose their favourite meal and Air Asia will not worried about the food prepared will be wasted. Air Asia also needs to check their quality and tasty of the food provided so that passenger will have higher positive level in this factor.

Discussion and Recommendation

Air Asia is low cost airline customer satisfaction is a process that Air Asia should always focus on. This can be done by getting feedback from passenger, evaluate and analyse and make improvement in order to raise or sustain customer satisfaction. If Air Asia is not bother about the customer satisfaction, soon the customer will choose other airline such as Firefly or Malindo Airways which also provided with the same price but giving highest customer satisfaction. Besides, Air Asia should always provide training to their employees so that they can provide excellence service to the client.

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