

Airasia, The best lowcost airline in the world

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Abstract

Now a day, the airline industry is grow up very much even domestic flight or international flight. Today the airline has important to customer very much because traveling by aircraft is one factor in travel. Each of airline has their own identity and high competition to airline. Now the low cost airline has a lot of airline. Air Asia is the low cost airline and the have domestic flight and international flight. They have low price ticket, modern aircraft, good service, many thing another airline has it. But one thing this airline can make is they make every customer can fly like their slogan 'Every one can fly' because low price ticket but why they was accept to the best low cost airline in the world .The purpose of this research is want to know why Air Asia is one of low cost airline but they was accept No. 1 low cost airline in the world and how to do that ?

Introduction

In present the world has open sky more so it make the people can travel many country and it make the airline industry is growing up. In the world has a lot of airline and customer can use airline that they think the best or they like to service. A lot of airline has their own identity and unique. Airasia is one of airline that is the best airline low cost in the world.

Airasia is the low cost airline. They were established by Malaysia and they are the airline that offer the cheaper ticket in Asia. Airasia Group Operate domestic and international flights with destinations in more than 400 cities in 25 countries and the main airports are Kuala Lumpur international airport. And also Thai Airasia airlines, Indonesia Airasia come to use the service together Airasia Malaysia. There is

a registered office located in Peralang Jaya, Selangor State, Malaysia. And headquartered at Kuala Lumpur international airport. AirAsia plans to open an ASEAN regional headquarters in Jakarta in 2011, while maintaining its headquarters in Kuala Lumpur. AirAsia has won the World's best low-cost airlines award for 9 consecutive years from 2008 - 2017 from Skytrax. Airasia has the lowest fare price at \$ 0.035 per seat in a year. And is also the first airline in the region with Ticketless tickets, is no paper tickets issued But will use the ticket code to check in.

Air Asia has 5 reason to be the best low cost airline in the world. First one they has check in using a smart phone app. Now a day the technology has development for facility to customer that is one factor important to customer. Everyone has smart phones and you only need a barcode to scan anyway. Airasia are awesome for having a smart phone checking in system allowing us all the travel much smarter. Second top customer service with a smile. For service smile is the one think important to working. Third affordable in flight food, Airport food is expensive and budget airlines normally charge a small fortune for the privilege of eating up in the air. However Air Asia offer an advance food ordering service which normally works out a lot cheaper than eating at the airport. Forth modern aircraft They are a rather young fleet and you can tell by the high standards of their aircrafts. The seats are comfortable, modern cabins and makes for a pleasant flight, super. The last fun social media promotion, Airasia has always been on the ball with fantastic promotional prices and using social media to tell the masses. They understand that social media is cost effective and use it to their advantage, it makes it easier to locate promotions, fantastic! Also, I've found Airasia to use Twitter rather effectively to help with customer inquiries which is both direct and quick.

Research Methodology

Objective

- To study for why Air Asia became to the best low cost air line in the world.
1. Airasia is low cost airline that they have slogan ‘everyone can fly’ so they can make everyone can traveling by aircraft by their ticket was accept the cheapest ticket in Asia. And they has many thing to accepted to the best or number one low cost airline in the world. In service Airasia on air service is selling food and drink on the plane original this serve is call snack attack but later cancel this name and order food reservation with advance paymentat least 24 hour before flight start. Airasia is an airline that has been accredited by the KL Syariah index or an organization that regulates food in accordance with Islamic principles. In Airasia flight the ork is not sold. And not serve alcoholic beverage except flight in some country.They have something not like any airline that is the cheap ticket but good service and facility in technology so everything that get it is worth more than the price ticket. And Airasia has 2 branch that is Thai Airasia and Indonesia Airasia so that it is facility to customer and they have Airasia X such as. So I think the airline that they have preparedness and facility to customer and cheap price ticket. It is not confuse to choose this airline to traveling. It is worth to customer many more. Otherwise this airline was not accept to the best low cost airline in the world and save number 1 for up to 9 time. So many thing make AirAsia became to the best low cost airline.

Conclusion

Airasia was accept No.1 low cost airline because they has a good service good facility in aircraft and high technology so they make customer impress. They has the cheapest ticket in Asia but they has good service and make facility to customer that is conflict but is advantage of Airasia. In facility, high technology modern aircraft but cheapest ticket that is worthy to customer. I think anyone like the good thing and cheap.

Discussion and Recommendation

I think number 1 low cost airline in the world not anything to solve even smart phone app, high technology, good service, affordable food, modern aircraft but cheapest ticket in Asia but one thing to hard for number one is not to be number one

but it is save number one and make the good more.

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