Article

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Abstract: Customer satisfaction is the process of reaching a customer's expectations to generate delightful experiences with a product or a brand. Delight involves delivering an unforgettable experience to users by focusing on their requirements, desires, and interests. Delighting Customers is crucial for organizations' economic growth worldwide, especially in the airline industry. This study aims to determine if safety measures, ticketing policies, and the cost of air travel impact among the airline passengers' satisfaction post-COVID-19 in Malaysia. A research framework is designed to present an in-depth understanding of the mentioned variables. In this study, a comprehensive survey using online questionnaire was used and 388 valid responses were obtained from airline passengers in Malaysia. Data were analyzed by employing data reduction technique and multivariate data analysis. The results revealed that safety appears to be the most essential aspect of airline customer satisfaction among Malaysians, while cost is perceived as a significant factor. Moreover, as the cost of living rose because of the pandemic, many of the income earners in the lower category are less inclined to take vacations. In a nutshell, the study recommends that airlines implement a conscious practice that contributes to the happiness of passengers, which in turn increases profitability and ensures sustainable growth of the airlines.

Keywords: corporate sustainability; COVID-19; customer satisfaction; consumer behavior; delighting customers; sustainable growth

1. Introduction

Customer satisfaction encompasses cravings, information gathering, decision-making, and experience according to [1]. [2] confirms that it is a crucial factor in gauging customer loyalty and corporate profitability. Happy customers are more likely to continuously engage in organizations and this can generate future profits. A company's ultimate goal is customer happiness, which can be achieved through satisfaction with the product or service according to [3].

[4] states that customers desire a consistent experience, but satisfaction is an after-choice evaluative judgment based on the purchase conditions. [2] found that 40% of participants in his study want products that make their lives easier, 36% want simple to use products, 25% want products related to families and small households, and 25% desire custom-made products. [5] argue that customers also seek value-based items at the highest price, as well as products or services that provide physical or mental stimulation or reward throughout the purchasing experience. Satisfaction with a purchase can also be defined as an experience based on encounter or usage of a particular service [6], that results in customer loyalty [7], repeat purchases, positive word-of-mouth [8] and ultimately, greater accomplishments and profitability [9]. [6] defines it as a dynamic experience in the service industry that is comparable to evaluation of customer experience. Customers establish product or service criteria, which become the standard prior to a transaction.

According to researchers, the global airline industry faces challenges due to rising fuel prices [10], protection premiums, and industry liberalization [11]. As a result, airlines are rethinking strategies and entering new alliances to gain competitive advantage and effective positioning [12]. In the moments following the outbreak of the unanticipated COVID-19 pandemic, the airline industry collapsed [13]. Not only do these factors impede the continued growth of air travel, but they further contribute to a situation in which many airlines struggle to retain customers due to rapid changes in the highly competitive business atmosphere and customers' increased expectations and demands [14]. Even if it involves compromising service quality and customer satisfaction, the current market climate has compelled airlines to focus on cost reductions in order to operate more efficiently [15].

According to [16] a company may be successful if its products and services meet consumer expectations. Moreover, the environment in which the business operates may have an emotional effect on consumers, causing them to maintain or discontinue purchasing from the company [6]. In this case, management just has to be aware of their surroundings and cultivate a pleasurable atmosphere for their customers, which would ultimately result in customer satisfaction [17]. [18] contends that consumer satisfaction is an unreliable indicator of future behavior. Customer satisfaction is a highly personal choice regarding branding and strategy in general, even if it is business-related [19]. According to a survey conducted by [20], there is no significant difference between age or gender in terms of customer satisfaction. Customers would rate their overall service experience based on the value of the flight they purchased, and they would purchase from the same airline again even if they were dissatisfied because they could not determine what else they would receive for the price.

Although there are numerous studies on customer satisfaction, there are contradictory conclusions by various researchers regarding the factors that influence customer satisfaction, as well as a dearth of studies in the post-pandemic era, particularly at the local level. Therefore, the purpose of this investigation is to identify the factors influencing Malaysian customers' satisfaction in the airline industry post-COVID-19 so that industry participants can comprehend the current environment and take the necessary corrective actions to improve their services. The research questions are: (1) post-COVID-19, will safety measures and ticket policy have an impact on the customer satisfaction of airline passengers, and (2) post-COVID-19, will cost of air travel have an impact on customer satisfaction of airline passengers? This study focuses on a restricted number of variables to achieve its goals. The objective of this study is to determine the effect of safety (controlling measures), ticketing policy, and the cost on airline customer satisfaction among post-Covid 19 Malaysian passengers.

Previous studies on customer satisfaction have primarily focused on the pre-pandemic era, with few studies conducted in the post-pandemic era. However, there is limited studies on Malaysian locations and sectors to better understand customer satisfaction and its characteristics. Previous research studies have primarily focused on price and brand image rather than safety criteria. Customers prioritize price when choosing a carrier, and they view full-service and low-cost airlines similarly. Secondly, the safety measures were followed by ticketing and other issues. However, there is still a gap in the literature on customer satisfaction related to Malaysia's airline sector during the pandemic and post-pandemic eras. This study aims to fill this gap by understanding the impact of ticketing policy, cost (price), and safety (controlling) measures on customer happiness when experiencing services.

2. Review of Literature

2.1. Viewpoints Surrounding Customer Satisfaction

It has been a lengthy debate to determine the scope of customer satisfaction, given that it is the starting point and a component of the affective state [3]. According to [21], satisfaction is an emotional response to buying behaviors. Furthermore, customer fulfilment is a crucial business strategy for maintaining long-term client relationships, and very few businesses can thrive without it. Consistent customer satisfaction is a key indicator of business success [22]. Understanding the nature of

consumer satisfaction can help businesses maintain a competitive advantage and increase sales revenue [23]. According to [24], the relationship between price and customer satisfaction may differ considerably between countries. According to an annual statistic on transported passengers, the average annual growth rate in the number of passengers carried by foreign airlines between 2014 and 2018 was 14.1% [25]. For local airlines, allocating services to customers in a manner that maximizes customer satisfaction has always posed a formidable challenge. In order to tackle this issue, most authors advocated a connection between price components and consumer satisfaction [26].

Due to both the restrictions imposed on flights worldwide in various nations and the unwillingness of travelers to engage in air travel, the aviation industry is one of the sectors most severely impacted by the coronavirus outbreak. [27,28]. Since March 2020, the global aviation industry has experienced a 70% to 95% decline in passenger demand. In addition, [29] conducted an empirical study on the satisfaction of air traffic consumers in Croatia, with the results indicating that customers prioritize price and safety when purchasing tickets. In addition, they stress the importance of focusing on customer satisfaction and quality control, as these two factors are directly related to the number of passengers [29]. However, since the emergence of COVID-19, there may be new requirements that affect customer satisfaction. The pandemic of COVID-19, which emerged at the beginning of the year 2020, has altered the factors that shape customer satisfaction to include hygiene and environmental conditions.

Due to the complexity of human behaviour and perception, the concept of customer satisfaction has become a fascinating area of study in a wide range of industries. According to [30] analysis of the landscape in local airlines, customer satisfaction has become a primary concern, particularly when competition is intense, and customers have more bargaining power. Service innovations in Malaysia, especially in the form of low-cost carriers advancing new service business models, have prompted airlines to focus on essential soft marketing concepts such as satisfaction with service, cost, and branding, in lieu of measurable marketing metrics such as growth, revenue, and profits [12]. When it comes to long-distance travel, most consumers prefer air travel due to its adaptability and time efficiency [10]. As a result of the rapid advancements in the competitive business environment, the increasing demands and expectations of customers create a situation in which many businesses in the airline industry struggle to retain their customers [14,15]. The current challenging market atmosphere has compelled airlines to prioritize cost reduction to achieve efficient business operations, even if it means sacrificing service quality and consumer satisfaction. However, airlines must take established standards seriously, as service quality can directly influence behavioral intention and contribute to customer satisfaction.

Customer satisfaction is a crucial marketing metric because it contributes to increased market share, market growth, and market penetration, as well as a profitable customer lifetime value [12]. Satisfaction with a purchase is a socially constructed reaction to the customer's relationship, good or service, and enterprise or business, rather than being firmly rooted in the customer or the product. In this scenario, customer satisfaction can be defined more broadly by perceptions of product quality, service, and pricing, in addition to contextual and personal factors [7]. If a customer's level of satisfaction exceeds their expectations, they will continue to utilize the same product or service, resulting in a high level of satisfaction [31].

2.2. Variables Affecting Customer Satisfaction of the Study

The results of previous studies highlighted above, prove that the various viewpoints have created a gap in a real understanding of the fact that customer satisfaction, the service, safety, and the cost are crucial and have direct correlation with a business's profitability. The customer's urge to engage in transactions that are influenced by product or service's quality and price precedes the purchase decision [32]. In the post-pandemic world, however, the parameters for customer satisfaction have shifted and the pandemic has made interpersonal communications more difficult.

2.2.1. Ticket Policy

Ticket policy, according to [33], refers to the terms and conditions under which airlines offer ticket options in the form of rescheduling, rerouting, or vouchers in response to certain situations. Ticket refunds are related to the survival of the aviation sector and the tourism sector; when the ticket which has been paid for is refunded to the prospective passenger, cash flow challenges due to high cancelled tickets impact companies in both sectors [34]. IATA estimated that global airlines owe prospective passengers approximately $35 billion due to flight cancellations through June 2020. According to an analysis of airline ticket refund and change rates in China, the refund and change rates between January and May 2020 were substantially higher than the same period in 2019, with the highest refund and change rates occurring in February 2020 [34]. According to [33], passengers with purchased tickets may incur losses because of ticket refunds in the form of vouchers that not all passengers want to use.

[35] discovered that allowing passengers to rebook if they prefer a flight with less capacity is one of the factors that increase passenger confidence in using airlines. According to [36], different event providers offer various refund mechanisms, such as automatic refunds for cancelled events, notification that rescheduled tickets are valid for the new date, and varying refund request deadlines. [33] stated that COVID-19 restrictions have severely impacted the air transportation sector, leading to the cancellation of many airline tickets for passengers. Over 70% of passengers expressed a desire to exchange tickets for future events or receive credit. Passengers' ticketing concerns remain unresolved, with a lower proportion of middle-aged, elderly, and children traveling. [34], suggest that airlines focus on adjusting and fostering travel confidence to improve ticketing practices.

The study by [36] also found that unfair ticket policies led to negative press coverage and legal actions against companies. In Malaysia's context, the local pandemic rebound has had a significant impact on refunds and ticket changes, posing a greater risk for airlines. In a normalized scenario, airlines should have plans for refunds and changes. Based on the mentioned literature review, the hypothesis proposed for the study is:

Hypothesis 1. *Ticket policy has no influence on airline customer satisfaction in Malaysia post-COVID-19.*

2.2.2. Safety Measures

According to [37], airlines implemented safety measures to reduce risks during the COVID-19 pandemic. Enclosed spaces in airline transport pose a risk of spreading the virus, causing social and economic effects. Consumers seek private transportation, affecting airline transportation. [35] found that factors affecting passenger willingness to fly during the pandemic include perceived threat, agreeableness, affect, and fear. Wearing masks and infection precautions are effective in influencing passenger perceptions. Airlines can alleviate passenger distrust by providing reliable information on flight loads, seat allocation, frequent flyer points, upgrades, and safety issues.

The air traffic industry has been closely linked to past pandemics like SARS-associated coronavirus (SARS-CoV) and Middle East respiratory syndrome coronavirus (MERS-CoV), affecting both regional and global scales. Airlines must ensure passenger safety and health during these challenging times, as the COVID-19 pandemic has significantly impacted the industry. Studies by [38] show that perceived safety positively impacts overall satisfaction, with passengers highly satisfied with public transport when they perceive more safety. [39] found five measures relevant to Korean Airlines passengers which are COVID-19 prevalence, self-isolation requirements, destination conditions, social atmosphere, and aviation preventative measures. Social distancing, a controversial measure, has been discussed for its benefits in reducing coronavirus spread and potentially impacting mental health and emotional wellbeing. All other related studies concluded that practicing social distancing on airplanes can ensure passengers' health and safety during the COVID-19 outbreak.

Airlines have implemented a multi-pronged approach to prevent COVID-19 transmission, including improved gate ventilation, boarding, and disembarking strategies, enhanced aircraft disinfection, and pre-flight screening. These measures aim to manage the stigma associated with the

virus, which stems from factors like misinformation, insecurity, fear of responsibility, administrative malfunction, and lack of trust in treatment. Consumer preferences have an impact on a product's or service's profitability [40]. Hence, this study proposes a second hypothesis:

Hypothesis 2. *Safety measures has no influence on airline customer satisfaction in Malaysia post-COVID 19.*

2.2.3. Cost

Price represents the agreement between the parties, and it is the value consumers exchange for a product or services. Price is also referred to as the cost incurred by a consumer's procurement or experience with that purchase. It influences customers' perceptions of the transaction's value, usefulness, and happiness. The study by [30] show that lower prices or savings lead to customers recognizing a service as more convenient. [41] highlight that pricing and promotion significantly impact customer preference, financial compensation, and loyalty. Price satisfaction influences buyer actions and loyalty, while perceived value and willingness to pay a price premium determine the buyer's willingness to pay for extra characteristics. Competitive pricing influences customer decisions, influencing their purchasing decisions based on perceived price levels rather than true value, and considering price-weighted factors [42]. Pricing measures product quality and influences customer loyalty [43]. High prices are considered low, while low prices are considered low. Final pricing positively impacts customer loyalty and has an intermediate role in buying behavior and customer happiness according to [44]. A study by [45] found that price, cultural, societal factors, brand image, and trust significantly impact purchasing decisions. Different customers perceive pricing differently, making them more susceptible to price volatility and unable to accept high-priced items.

Cost is typically the expense incurred in the production of a product or service that a business sell. It refers to the quantity of money a customer is willing to pay for a good or service according to [1]. The production cost of airline services has a direct effect on both the service's price and its profit margin. In an airline's case, a cost-based pricing strategy may determine the selling prices of its services based on their production costs, whereas a value-based pricing strategy demands the price of the service based on its perceived value to the passengers. Therefore, the study considers the cost paid by passengers as an essential overall variable. The third hypothesis proposed for this study is:

Hypothesis 3. *Cost has no influence on airline customer satisfaction in Malaysia post-COVID-19.*

2.3. Kano Model of Customer Satisfaction

[46] describe the Kano Model as a concept for product creation and consumer satisfaction. Kano model, also known as an attractive quality theory, has five dimensions of quality, based on the relationship between the degree of validity of a particular quality attribute on the horizontal axis and customer satisfaction with that quality attribute on the vertical axis. The quality and customer satisfaction of a product or service are multidimensional. Figure 1 illustrates the Kano Model.
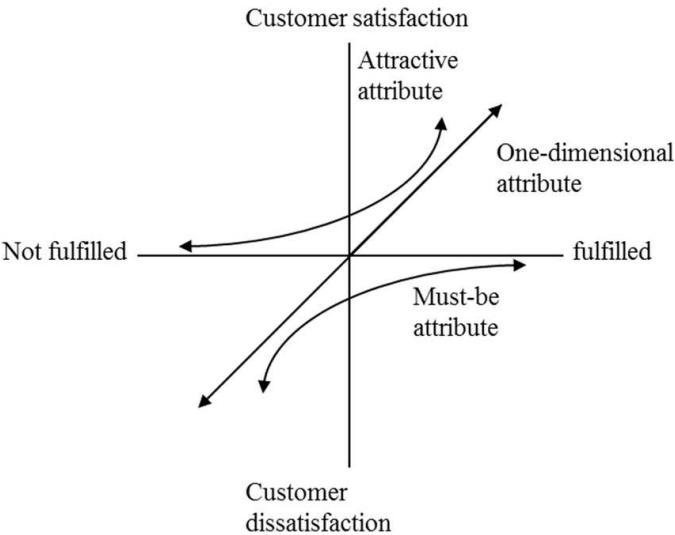
Figure 1. Kano Model of Customer Satisfaction.

[47] confirm the Kano Model is crucial for tying product, service, price, and service quality in relation to industrial performance. It helps identify customer satisfaction and dissatisfaction by comparing perceived and expected quality [46]. Consistent service and product quality have a significant impact on overall customer satisfaction, while fluctuations in service and product performance have a symmetrical impact. Product and service variables are considered important quality factors due to their impact on customer satisfaction.

2.4. Framework of the Study

Considering the above, Figure 2 shows the conceptual framework of the study. The framework is designed to examine the relationship between ticketing policy, safety measures, and cost with airline customer satisfaction in Malaysia post-COVID 19.
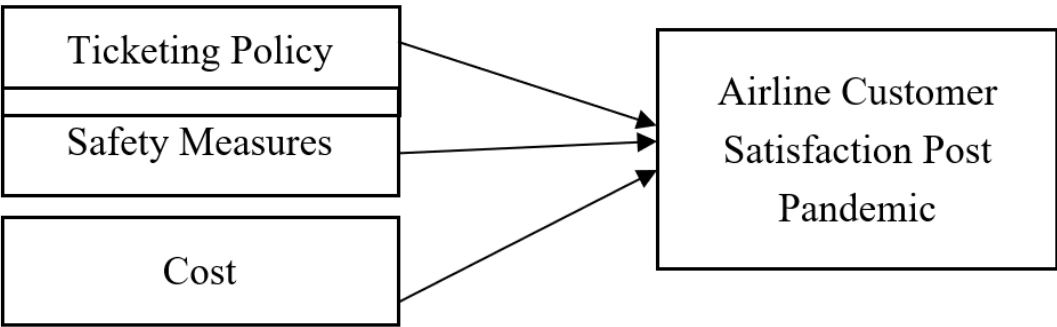

Figure 2. Conceptual Framework of the Study.

3. Materials and Methods

3.1. Materials

Malaysia's air passenger count reached 8.7 million in the first quarter of 2022, an increase from 7 million in the first quarter of 2020, reflecting a slow increase after the COVID-19 pandemic's impact. The survey was done to 450 randomly selected individuals, with the unit of analysis being individuals, as airline travelers in Malaysia are the focus. The questionnaires were delivered to 550 selected participants through WhatsApp and emails, from which 388 valid responses were received. Thus, the survey generated a 70.5% response rate. The hypotheses were tested using multiple regression analysis for the influence of independent variables on the dependent variable.

3.2. Participants

Table 1 presents a descriptive analysis of all respondents to this study, including their gender, age group, income group, mode of air travel, and destination. [48] agreed with [49] sample size calculations, as it exceeds the suggested sample size of 384 and is sufficient to generate statistically valid results.

Table 1. Demographics of the Study.

Demographic Profile		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	187	48.2	48.2	48.2
	Female	201	51.8	51.8	100.0
Age Group	18-30	101	26.0	26.0	26.0
	31-40	129	33.2	33.2	59.3
	41-50	79	20.4	20.4	79.6
	Above 51	79	20.4	20.4	100.0
Nationality	Malaysian	388	100.0	100.0	100.0
Income Group	RM3,000 and below	97	25.0	25.0	25.0
	RM3,001-7,000	128	33.0	33.0	58.0
	RM7,001-10,000	72	18.6	18.6	76.5
	RM10,001 and above	91	23.5	23.5	100.0
Travel by Air Post 1st April 2022	Yes	235	60.6	60.6	60.6
	No	153	39.4	39.4	100.0
Travel Destination	Domestic	138	35.6	35.6	35.6
	International	46	11.9	11.9	47.4
	Both	65	16.8	16.8	64.2
	Not Available	139	35.8	35.8	100.0

The demographic analysis shows a nearly even gender distribution with 201 respondents being female (51.8%) and 187 male (48.1%). Most respondents are between 31 and 40 years old, with 129 respondents contributing 33.2% of the total number. Many respondents earn between RM3,001-7000, with 97 respondents earning below RM3,000 and 91 respondents earning above RM10,000. The least number of respondents are from the RM7,001-RM10,000 income group. The questionnaire also includes the number of respondents who have traveled by air after April 1st, 2022, with 235 (60.6%) responding "Yes" and 153 (39.4%) not yet traveling. Most respondents are domestic-bound travelers, followed by both domestic and international travelers.

4. Results

The study utilized multiple linear regression data analysis to comprehend the relationship between several quantitative variables. This can be accomplished by observing the variables in a scatter plot and quantifying the association's strength with correlation analysis. The multiple

regression model has been pursued by researchers since empirical and theoretical associations have been established. The resulting model is used to predict the value of customer satisfaction (the outcome) based on the values of the ticketing policy, safety measures, and costs (the predictors) in the model.

4.1. Measurement Instrument Validation

Exploratory Factor Analysis (EFA) was performed to group variables with similar characteristics or to explain variance in observed variables in terms of latent factors [50]. Factor analysis was used to reveal the underlying factors in customer satisfaction among airline passengers.

This study uses Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity to determine whether the samples are sufficient and whether the data is suitable for factor analysis. Acceptable KMO values exceed 0.6 [51]. [52] stated that the significance level of Bartlett's test for sphericity must be less than 0.05 in order for the factor analysis to be suitable for further study. Table 2 demonstrates that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.86 (greater than 0.6) and the significance of Bartlett's Test of Sphericity is 0.000 (less than 0.05), indicating the adequacy of this survey as well as the good construct validity of the scale and significant correlations.

Table 2. KMO and Bartlett's Test of Sphericity.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.860
Bartlett's Test of Sphericity	Approx. Chi-Square	3287.608
	df	153
	Sig.	0.000

Table 3 depicts communalities ranging between 0.583 and 0.897. Principal components analysis in data extraction was performed in this study for three factors, which are safety, ticket policy, price, and customer satisfaction towards airlines, with an eigenvalue greater than 1.0 and a total variance explained of above 69 percent (Table 4). Eigenvalues greater than 1.0 are deemed significant, and total variances greater than 60 percent are deemed acceptable [51].

Table 3. Communalities.

Variables	Items	Initial	Extraction
Customer Satisfaction (CS)	DV1- It is important for airlines to maintain customer satisfaction.	1.000	0.638
	DV2- I often choose the same airline when traveling if I have had good experience with the airline in the past.	1.000	0.583
	DV3- I do not mind spending more money on airline tickets for a better experience.	1.000	0.705
	DV4- I have higher demands / requirements when it comes to airline standards post COVID-19 pandemic.	1.000	0.620
	DV5- I expect airlines to provide same if not better service after the COVID-19 pandemic.	1.000	0.590
Safety Measures (SM)	S1- Airline safety measures are an important factor to me when travelling.	1.000	0.783
	S2- It gives me peace of mind knowing that the airline I am traveling with, takes precautionary measures against COVID-19 to ensure the safety of all customers.	1.000	0.762

	S3- I am at ease knowing that the airline I am traveling with is constantly reminding all passengers of the safety rules/measures.	1.000	0.685
	S4- I am happy to oblige to all safety rules imposed by the airline to stop the spread of COVID-19.	1.000	0.763
Ticket Policy (TP)	T1- Airline flexible ticket policy gives me peace of mind.	1.000	0.602
	T2- It is important to me for an airline to allow free ticket cancellation.	1.000	0.730
	T3- It is important to me for an airline to allow unlimited rescheduling at any time.	1.000	0.658
	T4- It is important to me for an airline to provide refunds if a flight is cancelled.	1.000	0.711
Cost (C)	P1- Air ticket prices have a significant effect on customer satisfaction.	1.000	0.710
	P2- Air ticket prices have been priced at reasonable rates after the COVID-19 pandemic.	1.000	0.651
	P3- Reduced air ticket price will encourage people to travel by air post COVID-19 pandemic.	1.000	0.706
	P4- Paying more for an airline ticket means better service from the airline.	1.000	0.877
	P5- Paying more for an airline ticket means better safety precautionary measures against the spread of COVID-19.	1.000	0.897

Extraction Method: Principal Component Analysis.

Table 4. Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6.043	33.574	33.574	6.043	33.574	33.574	4.305
2	2.300	12.778	46.352	2.300	12.778	46.352	3.448
3	1.865	10.362	56.714	1.865	10.362	56.714	2.724
4	1.333	7.406	64.120	1.333	7.406	64.120	3.764
5	1.005	5.585	69.704	1.005	5.585	69.704	2.730

Table 4 results demonstrated that the extracted factors explain a predetermined amount of variance; consequently, it can be concluded that the questionnaire's content validity is suitable for further analysis.

Table 5 demonstrates that the independent variables (safety, cost, ticket policy) and dependent variable (customer satisfaction) are internally consistent and reliable, as their Cronbach's Alpha values are greater than 0.70. Overall, when all variables (18 items) were combined, it was determined to have excellent consistency (Cronbach's Alpha = 0.868), indicating that all 18 items guarantee data reliability.

Table 5. Reliability Test (Cronbach's Alpha) (n=388).

Construct	Cronbach's Alpha (α)	Items
Customer Satisfaction	0.805	5
Safety	0.869	4
Ticket Policy	0.808	4
Cost	0.799	5
Overall	**0.868**	**18**

4.2. Hypotheses Testing

A multiple linear regression analysis was employed to evaluate the three hypotheses and determine if they were rejected or accepted, as well as to establish the relationship between both independent and dependent variables.

Table 6, the regression model showed that the variables safety, ticketing policy and cost explained 33.02% of the variance from the variable customer satisfaction.

Table 6. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.57[a]	0.33	0.32	0.46

a. Predictors: (Constant), Cost, Safety, Ticket Policy. b. Dependent Variable: Customer Satisfaction.

An ANOVA was used to test whether this value was significantly different from zero. As shown in Table 7, using the present sample, it was found that the effect was significantly different from zero, F = 63.09, p ≤ 0.001, R2 = 0.33. Nonetheless, this also suggests that further 67 percent of airline consumer satisfaction among post-COVID 19 Malaysians can be attributed to factors that are not being investigated. According to Zikmund et al. (2013), residuals are not correlated if the Durbin-Watson statistic falls between 1.5 and 2.5, and the Durbin-Watson value in this study was 1.586, which falls within the acceptable range. Beta coefficient is used to determine the extent to which each predictor influences the outcome if the effects of all other predictors are held constant; a positive beta coefficient indicates that for each unit increase in the independent variable, the dependent variable will increase by the beta coefficient value [53].

Table 7. Analysis of Variance (ANOVA).

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	40.562	3	13.521	63.089	0.000[b]
1	Residual	82.294	384	0.214		
	Total	**122.856**	**387**			

a. Dependent Variable: Customer Satisfaction. b. Predictors: (Constant), Cost, Safety, Ticket Policy.

According to the results in Table 8, safety has the greatest impact on airline consumer satisfaction, followed by cost. In contrast, there is no significant relationship between ticket policy and airline customer satisfaction. Safety can account for 47.5 percent of the variance in customer satisfaction, whereas cost can account for only 17.7 percent. Also, the tolerance value for all three independent variables was found to be greater than 0.1, and the VIF values were found to be less than 10, so it can be concluded that there is no multicollinearity within the data.

Table 8. Coefficients.

Model 1	UC		SC	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	1.021	0.265		3.857	0.000	0.501	1.542		
SM	0.561	0.054	0.475	10.360	0.000	0.455	0.668	0.828	1.208
TP	0.028	0.046	0.028	0.612	0.541	-0.062	0.117	0.826	1.211
C	0.147	0.039	0.177	3.809	0.000	0.071	0.224	0.808	1.237

a. Dependent Variable: Customer Satisfaction. b. UC: Unstandardized Coefficients. c. SC: Standardized Coefficients.

Figure 3 depicts the results of the model of the study using multiple regression analysis. [54] uses the multiple regression formula in the analysis of relationships between dependent and multiple independent variables, and the formula is represented by the equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_p X_k + \varepsilon$$

where, Y is the dependent variable, $X_1, X_2, \ldots X_k$ are the k independent variables, ε is the error term and $\beta_0, \beta_1, \beta_2, \ldots, \beta_k$ are the regression coefficients.
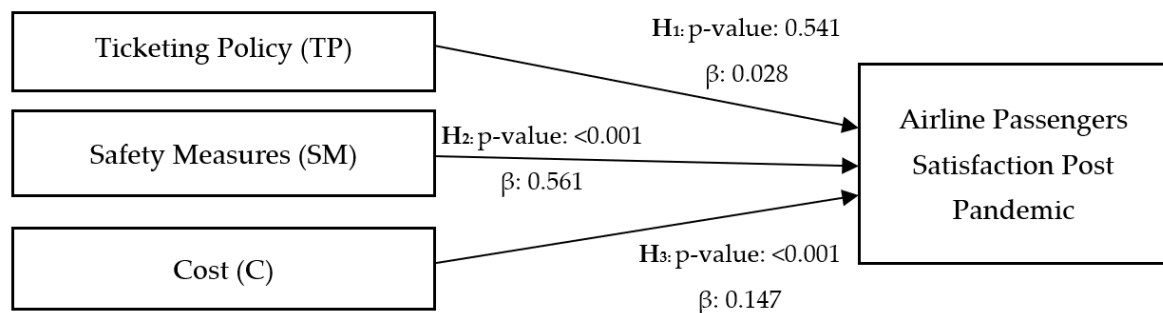

Figure 3. Multiple Linear Regression Model.

Based on the Table 8, the multiple regression equation is:

Customer Satisfaction = 1.021 + 0.561 (SM) + 0.147 (C)

Thus, for every unit increase in safety, customer satisfaction will increase by 0.561, provided the customer's cost of air travel and ticketing policy remain unchanged. Similarly, for every unit increase in the cost, customer satisfaction will go up by 0.147 units provided the airline maintains the same safety measures. The multiple regression result shows that the safety and cost predictor variables are statistically significant because its p-values equal 0.000. On the other hand, ticketing policy is not statistically significant because its p-value (0.541) is more than the usual significance level of 0.05. Thus, following the standard practice, this ticketing policy variable has been removed from the equation model for the model's precision.

5. Discussion

This research aims to determine if there is a significant and positive relationship between airline consumer satisfaction and safety, ticket policy, and cost of air traveling among post-COVID 19 Malaysian passengers. The conceptual framework is developed as a result of a thorough literature review. Three hypotheses were devised to address the research questions and objectives. Below are the discussions in nutshell: *H1: Ticket policy has no influence on airline customer satisfaction in Malaysia*

post-COVID-19. Results show that p-value is 0.541 (p = 0.05) and beta value is 0.028. Among Malaysian Post-COVID 19 participants, the ticket policy was found to have a negative relationship with consumer satisfaction. As shown in Figure 3, therefore, it can be concluded that there is no significant relationship between ticket policy and airline passenger satisfaction, despite the existence of a positive relationship. Consequently, null hypothesis 1 is accepted. Customers do not perceive ticket policy as a factor in their satisfaction, as evidenced by the survey. The fact that most respondents (75%) earn more than RM 3,001 also contributes to this result. They may view the current ticketing policy as reasonable and be able to afford any ticket-related penalties or modifications.

H2: Safety measures has no influence on airline customer satisfaction in Malaysia post-COVID 19. Results show that p-value is < 0.001 (p<0.05s) and the beta value is 0.561. As shown in Figure 3, therefore, it can be determined that there is a significant relationship between airline safety and customer satisfaction among post-COVID 19 Malaysians. Therefore, the null hypothesis 2 is rejected. Evidentially, safety appears to be the most essential aspect of airline customer satisfaction, while cost is perceived as a significant factor.

H3: Cost has no influence on airline customer satisfaction in Malaysia post-COVID-19. Results shows that p-value is <0.001 (p<0.05) and beta value is 0.147. As shown in Figure 3, Cost is shown to have a significant positive relationship with airline consumer satisfaction among Malaysian Post-COVID 19 respondents. Therefore, null hypothesis 3 is rejected. One of the contributing factors is that more than half (58%) of respondents earn less than RM 7,001, which and costly flights will discourage them from travelling. Moreover, as the cost of living rises because of the pandemic, many of the income earners in this category may be less inclined to take vacations.

This study has answered both research questions and accomplished its goals and objectives. Results of the analysis revealed that safety measures, ticket policy, and cost have an impact on the satisfaction of airline customers post-COVID-19 in Malaysia. This study contains a few limitations. The findings and results may not be applicable to all industries in general, as data was collected only from Malaysian passengers, and the research may not be representative of all passengers around the globe, as data collection was conducted only in Malaysia. Only an online questionnaire is used to collect data for this study, which may compromise the commitment of respondents. Due to varying interpretations of the questions, there is a chance that respondents may fail to respond to the questionnaire truthfully and will do so abruptly without due consideration. In order to improve our understanding of airline customers' satisfaction post COVID-19 and to gain a deeper comprehension of their needs, the questionnaire design for future research may be improved. The data may be obtained through interviews with respondents. In addition, future research may be conducted on other variables not addressed in this study, as this will provide a clearer picture of the primary factors influencing airline customers' satisfaction in Malaysia after COVID 19.

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