

## **Passenger Satisfaction of Low-Cost Carriers Terminal, Kuala Lumpur International Airport**

Revised Version

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### **Abstract**

The exclusive Low-Cost Carriers Terminal (LCCT) was launched at the Kuala Lumpur International Airport as the main hub of AirAsia in March 2006. The LCCT has a simple terminal design such as no passenger boarding bridge and efficient space allocation in narrow spaces. The LCCT also significantly contributes to the cost reduction of AirAsia through discount policies of various cost/ charges. It is, however, unclear whether the design of the LCCT satisfies passengers. The authors conducted a questionnaire survey of passenger satisfaction in the LCCT for identifying the main passenger attributes and finding the levels of passenger satisfaction and importance. The service factors of 38 items were asked such as courtesy and helpfulness of staff, queuing times, and availability of the facilities. The effective number of samples was 483. The major attributes of passengers are found to be tourists (44%), ticket reservation before one month or more (53%), internet reservation (70%), high income household in international flights (35%) and very few transit passengers (8% within LCCT but not the main terminal). Passengers were satisfied with the “courtesy and helpfulness of staff” and “queuing times in security check and immigration.” However, they were not satisfied with “children’s play area,” “choice of shopping,” “prices charged in retail outlets,” and “quiet areas/day rooms/rest areas.” The passengers of LCCT also considered “queuing times in check-in,” “terminal comfort, ambience, and crowd,” and “cleanliness and presentation of washroom” as the three most important services.

**Keywords:** Airport Design, Low-Cost Carriers, Passenger Satisfaction

## 1. Introduction

The exclusive Low-Cost Carriers Terminal (LCCT) was launched at the Kuala Lumpur International Airport as the main hub of AirAsia in March 2006. The LCCT has a simple terminal design such as no passenger boarding bridge, efficient space allocation in narrow spaces, and single floor operation area. The LCCT also significantly contributes to the cost reduction of AirAsia through discount policies of various cost/charges.

It is, however, unclear whether the design of the LCCT satisfies passengers. The authors conducted a questionnaire survey of passenger satisfaction in the LCCT for identifying the main passenger attributes and finding the levels of passenger satisfaction and importance.

## 2. Basic Information of Low Cost Terminals\*

Some primary Asian airports invest in low cost terminals in the airport, which are specifically designed to suit the LCC business model. For example, there may be no travelators, escalators, and aerobridges in a low-cost terminal; this is to ensure a short turnaround time for an aircraft. Several airport charges (landing, handling, etc.) are discounted for LCCs, and passenger facility service charge is usually half of the airport's main terminals (CAPA, 2008).

The low-cost terminals include the low-cost carriers terminal (LCCT) at Kuala Lumpur International Airport (KLIA) and the budget terminal (BT) at Singapore Changi International Airport (SCIA). LCCT at KLIA is used by AirAsia, Cebu Pacific, and Tiger Airways. Jetstar, an Australian LCC, uses the KLIA's main terminal since LCCT is located away (20 kilometers) from the main terminal - about 30 minutes by bus from the main terminal. In contrast, BT at SCIA is located next to a main terminal - Terminal 2 - five minutes by free shuttle bus. At SCIA, both Tiger Airways and Cebu Pacific use BT, but AirAsia and Jetstar do not use it. Jetstar's reason might again be that BT is not convenient for transit passengers. Even though BT is close to the main terminal, transit passengers need to pass through the immigration and collect their luggage before going to BT. Therefore, most passengers using LCCT and BT are likely to be terminal passengers. Information about the two low-cost terminals is summarized in Table 1.

\*This chapter is extracted from Zhang and Hanaoka, et al. (2009).

## 3. Survey Outline

The questionnaire survey was conducted as follows:

1. Date: November 7 (Fri) and 8 (Sat), 2008  
Time: 5:30 to 18:30 (13 hours)
2. Site: Domestic and international departure hall (after security check)
3. Survey Method:  
Interviewers distributed the questionnaire form and conducted a face-to-face interview with the respondents. The languages used in the interviews were English and Malay.
4. Target Passengers:  
Departure passengers of domestic and international flights who departed between 6:00 and 19:00. This time zone includes approximately 85% of the total daily departure flights (100 of 120 flights).
5. Valid Number of Samples: 483 (236 Domestic and 247 International)

## 6. Questionnaire Item

### 1) Passenger Attribute

- Sex, Age, Nationality, Residential address, Occupation
- How many earning members are there in your household and what is the monthly household income?

### 2) Trip Information

- Flight number, Departure time, Destination, Transfer/Transit
- Access transport mode, Trip purpose, Alone or in a group, How many members are there in the group?
- One-way or round-trip ticket, How many return trips were made in the last one year? When did they get the ticket? How did they reserve the ticket, Airfare (Gross price), Who paid for the ticket?

### 3) Evaluation of LCCT Service Factors (38 items)

- Parking availability, Parking prices, Availability of luggage trolleys (airside & landside)
- Terminal comfort, Ambience and crowd, Terminal cleanliness, Seating facilities throughout terminal areas
- Check-In queuing times, Courtesy and helpfulness of check-in staff
- Immigration queuing times (departure/arrivals), Courtesy and helpfulness of immigration staff
- Security queuing times, Courtesy and helpfulness of security staff
- Perception of being safe and secure
- Terminal direction signage, Walking distance inside the terminal, Flight information screens - clarity/information
- Courtesy and helpfulness of airport staff, Language skills for airport staff
- Availability of washroom, Cleanliness and presentation of washroom
- TV/Entertainment facilities, Quiet areas/Day rooms/Rest areas, Children's play area/facilities
- Choice of shopping, Prices charged in retail outlets
- Choice of bars/cafes & restaurants, Prices charged in bars/cafes & restaurants, Quality of food in cafes & restaurants
- Internet facilities/WiFi availability, Business centre facilities, Telephone/fax locations
- Bureau de change facilities, ATM facilities: location/card acceptance
- Smoking policy/Smoking lounges, Standards of disabled persons access/facilities, Baggage delivery times (arrivals)
- Ease of transit between LCCT and main terminal, Transport options to and from the main terminal
- Others (Which of the numbers listed in the above questions are most important to them at this terminal? Have they used the main terminal before? Comments on LCC terminal as compared to the main terminal, Request for LCC terminal)

## 4. Results

### 4.1 Passenger Attributes

The distribution of sex, age, nationality, residential address, occupation, and monthly household income are shown in Tables 2, 3, 4, 5, 6, and 7, respectively. We took care of the balance of sex and age for collecting the sample data. The young generation (twenties and thirties) mainly used LCCT. The nationality of domestic flights was mostly Malaysian, while Malaysian and Southeast Asian people were the main passengers in international flights. Nationality and residential address were almost the same, although some foreign people lived in Malaysia.

The top occupation was private employee for both domestic and international flights, and students were second for domestic and self-owned business for international. With respect to the household monthly income, RM 3,000 to 5,000 (USD 900 to 1500) was the top share for domestic, while that for international was more than RM 10,001 (USD 3,000). On average, the monthly household income of KL residents is around RM 3,000; thus, majority of the domestic flight passengers was average, but high income household for international flights.

#### **4.2 Trip Information**

The distribution of air carriers, destination, transfer/transit passenger, departure time, access transport mode, trip purpose, alone or in a group, persons in the group, one-way or round-trip ticket, number of trips within one year, ticket reservation timing, ticket reservation channel and ticket payment are shown in Tables 8 to 20, respectively. Transfer/transit passengers were 40 samples of the 483, which is only 8%. In addition, only four samples were used through the main terminal as transfer/transit. From these results, we understand that most LCCT passengers are terminal users reflected by the point-to-point strategy of AirAsia and LCCT terminal.

The distribution of departure time was proportional to the flight movement of LCCT, at which the peak time was morning for domestic and evening for international. The main access transport modes were car, bus, and taxi for domestic and taxi, car, and bus for international. The high speed rail, KLIA Ekspres, is directly connected to the KLIA main terminal, but its station is far from LCCT. Therefore, very few passengers used this train.

The main trip purpose was touring, sightseeing, and holiday for both domestic and international. However, returning to hometown was on the top for weekend domestic flights. The total number of people returning to hometown was more than that of business and conference, so that AirAsia may promote the trip to return to hometown. Travel alone or in a group was half of each, but majority of the group trip included two persons, which means that the majority were individual trips rather than big group trips.

Most number of return trips within one year was 1 to 2, but 3 to 5 was also high particularly for weekday domestic passengers, who might be repeat users. The top reservation timing was more than one month before and one month before, which is 34% and 18%, respectively. Thus, AirAsia provides special low-fare ticket one month before the departure day. The ticket reservation channel was mainly the Internet, which is just 70%, that is, almost the same share to be shown in the annual report of AirAsia.

#### **4.3 Cross Tabulation Analysis**

Several cross tabulation analyses were conducted for a more detailed interpretation.

Table 21 shows the cross tabulation of trip purpose and residential address. The trip purpose of Malaysian residents in domestic flights was returning to hometown more than touring and sightseeing. The residents of Southeast Asia also used LCCT for mainly returning to hometown in their international flights. Table 22 shows the cross tabulation of trip purpose and occupation. The top trip purpose of students in domestic flights was returning to hometown and that of self-owned business in domestic flights was mainly business and conference. However, the top trip purpose of any occupation

in international flights was touring and sightseeing. Table 23 shows the cross tabulation of trip purpose and monthly household income. The top trip purpose of low income individuals (below RM 3,000) was returning to hometown in both domestic and international flights.

Table 24 shows the cross tabulation of trip purpose and number of return trips within one year. The top trip purpose of 1 or 2 annual return trips was touring and sightseeing in both domestic and international flights. The top trip purpose of 6 to 10 annual return trips was returning to hometown in domestic flights. The top trip purpose of frequent passengers (more than 11 annual return trips) was business in domestic flights. Table 25 shows the cross tabulation of trip purpose and ticket reservation timing. The business passengers reserved their ticket within three days before their departure date in both domestic and international flights. On the other hand, tourists reserved them one month or more than one month before their departure date. Table 26 shows the cross tabulation of access transport mode and monthly household income. The low income people using domestic flights mainly used bus or car as their access mode. On the other hand, high income people using international flights mainly used taxi as their access mode.

#### **4.4 Passenger Satisfaction Survey**

Table 27 shows the results of the top 10 and bottom 10 ranking of passenger satisfaction levels among 38 items. The value shows the average that full mark is 5.0 in five grades. In the survey, 58% of the respondents had used the main terminal, 28% had not, and the remaining were unknown.

The result of top 10 shows “courtesy, attitude and helpfulness of all types of staff,” “queuing times in security and immigration,” “perception of being safe and secure,” “flight information screens,” and so on. This result represents that the staff working at LCCT is professional. In the interviews to the LCCT airport manager, queuing times at check-in counter were said to be extremely long, particularly in morning peak hours, but security and immigration are normally not so seriously congested. Thus, these results might be obtained.

On the other hand, the results of the bottom 10 were “children’s play area/facilities,” “quiet areas/day rooms/rest areas,” “business centre facilities,” etc., which are not located at LCCT. These facilities are not considered as the “minimum requirement” facilities by LCCT since the available spaces are limited inside the terminal. Passengers also complained about “terminal comfort, ambience and crowd” and “seating facilities throughout terminal areas.” In addition, passengers were not satisfied with “prices and choice of retail outlets and bars/cafes and restaurants.” In fact, the choice of shops and food are also limited due to the small terminal area. The LCCT airport manager told me that McDonalds inside LCCT had the top sales of all McDonalds outlets in Malaysia since passengers may have few choices. Further, these shops and restaurant prices are average but not “low fare.”

Table 28 shows the results of level of importance as the top 10 and bottom 10. In the questionnaire, the three most important items were asked among all 38 items. Weighted points were allotted in that the first was 3, second was 2, and third was 1. The value of Table 28 represents the total points of importance. Top 10 shows “check-in queuing times,” “terminal comfort, ambience, and crowd,” “cleanliness and presentation of washroom,” “flight information screens—clarity/information,” “perception of being safe and secure,” and so on. These results are not different between domestic and international. Passengers were not very satisfied with the top 3 items, that is, for satisfaction point, check-in-queuing times were 3.07, terminal comfort, ambience, and crowd were 2.89 and cleanliness and presentation of washroom were 3.04. LCCT should improve the quality of these facilities for

increasing the satisfaction level of passengers since these items are low satisfaction, but high importance. However, the additional construction and operation cost are needed for this improvement.

The bottom 10 shows “bureau de change facilities,” “business centre facilities,” “telephone/fax locations,” “standards of disabled persons access/facilities,” “children’s play area/facilities,” “TV/entertainment facilities,” “quiet areas/day rooms/rest areas,” and so on. Most of these facilities were not located in LCCT and their satisfaction points were also low. This means that passengers were not satisfied, but they were not considered as important facilities. From these results, we interpret that the strategy of LCCT, which is “to only install minimum requirement facilities” under limited available space, are not wrong from the view of cost-effectiveness. This strategy has a trade-off relationship between low-cost and passenger’s satisfaction, but LCCT selects low-cost strategy for their operation.

At the top of the importance level is “check-in-queuing times” and its score is much higher than others. The survey was conducted in November 2008, but LCCT has already finished enlarging the terminal space for international passengers in March 2009. Thus, the issue of long queues at peak time might be relatively resolved. On the other hand, the second important “terminal comfort, ambience, and crowd” are not familiar with the strategy of LCCT design. This might be the issues to be resolved for efficiently operating LCCT.

## **5. Conclusion**

In this paper, we identified the main passenger attributes through the results and cross tabulation analysis and ascertained the level of passenger satisfaction and importance of LCCT by the questionnaire survey inside the terminal. The results might be useful for designing more suitable low-cost terminals in other airports. LCCT would be moved to a new location close to the main terminal in the near future; thus, at least, their access condition can be improved. The design strategy of LCCT has a trade-off relationship between low-cost and passenger’s satisfaction, but this might be cost-effective for facility investment. Terminal comfort, ambience, and crowd might be the important issues for efficiently operating LCCT under the low-cost strategy.

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Table 1 Low Cost Terminal in Kuala Lumpur and Singapore

Terminal Name	Airport	Size [sq m]	Accessibility to/from Main Terminal	Capacity [million]	Passenger throughput [million]	Discount Airport Charge	Using Carriers
Low-Cost Carriers Terminal (LCCT)	Kuala Lumpur International Airport	64,000	30 min. by bus (Charge)	15.0	4.67 (2006) 7.70 (2007) 10.14 (2008)	Parking, Office Rent, Counter, Passenger Service	AirAsia, Cebu Pacific, Tiger Airways
Budget Terminal (BT)	Singapore Changi International Airport	25,000	5 min by bus (Free Shuttle)	2.7	1.4 (2006) 2.0 (2007)	Office Rent, Counter, Passenger Service	Tiger Airways, Cebu Pacific

Table 2 Sex

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Female	54	52	106	53	43	96	202 (42%)
Male	67	63	130	72	79	151	281 (58%)
Total	121	115	236	125	122	247	483

Table 3 Age

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Under 20	6	8	14	3	6	9	23 (5%)
20's	53	42	95	35	41	76	171 (35%)
30's	29	30	59	34	44	78	137 (28%)
40's	15	16	31	23	17	40	71 (15%)
50's	10	12	22	19	6	25	47 (10%)
Over 60	5	3	8	8	2	10	18 (4%)
Unclear	3	4	7	3	6	9	16 (3%)
Total	121	115	236	125	122	247	483

Table 4 Nationality

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Malaysia	95	97	192	67	46	113	305 (63%)
North/Latin America	1	0	1	5	7	12	13 (3%)
East Asia	2	3	5	5	6	11	16 (3%)
Southeast Asia	3	4	7	32	33	65	72 (15%)
Southwest Asia	1	1	2	1	1	2	4 (1%)
Oceania	7	6	13	6	8	14	27 (6%)
Middle East	0	0	0	0	2	2	2 (0%)
Africa	2	0	2	0	1	1	3 (1%)
Europe	8	4	12	8	12	20	32 (7%)
Unclear	2		2	1	6	7	9 (2%)
Total	121	115	236	125	122	247	483

Table 5 Residential address

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Malaysia	100	96	196	68	50	118	314 (65%)
North/Latin America	1	0	1	4	4	8	9 (2%)
East Asia	1	3	4	4	8	12	16 (3%)
Southeast Asia	1	4	5	31	34	65	70 (14%)
Southwest Asia	1	0	1	1	1	2	3 (1%)
Oceania	6	7	13	5	8	13	26 (5%)
Middle East	0	0	0	0	1	1	1 (0%)
Africa	2	0	2	0	0	0	2 (0%)
Europe	6	3	9	5	8	13	22 (5%)
Unclear	3	2	5	7	8	15	20 (4%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

Table 6 Occupation

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Student	19	23	42	12	15	27	69 (14%)
Public Employee	16	19	35	14	13	27	62 (13%)
Private Employee	50	41	91	51	54	105	196 (41%)
Self-owned Business	20	19	39	27	30	57	96 (20%)
Not Employed	6	3	9	10	3	13	22 (5%)
Other	8	9	17	11	5	16	33 (7%)
Unclear	2	1	3		2	2	5 (1%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

Table 7 Household monthly income

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Below RM 3,000 (USD 900)	20	24	44	24	14	38	82 (17%)
RM 3,001-5,000 (USD 901-1,500)	36	29	65	18	12	30	95 (20%)
RM 5,001-7,000 (USD 1,501-2,100)	8	17	25	20	19	39	64 (13%)
RM 7,001-10,000 (USD 2,101-3,000)	18	16	34	18	8	26	60 (12%)
More than RM 10,001 (USD 3,001)	29	18	47	32	29	61	108 (22%)
Unclear	10	11	21	13	40	53	74 (15%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

Table 8 Air carriers

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
AK(Air Asia)	121	115	236	95	92	187	423 (88%)
D7(Air Asia X)				5	2	7	7 (1%)
FD(Thai Air Asia)				5	3	8	8 (2%)
QZ(Air Asia Indonesia)				20	25	45	45 (9%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>



Table 9 Destination

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Malaysia	121	115	236	0	0	0	236 (49%)
China	0	0	0	15	9	24	24 (5%)
Hong-Kong	0	0	0	6	5	11	11 (2%)
Philippine	0	0	0	2	4	6	6 (1%)
Thailand	0	0	0	23	22	45	45 (9%)
Viet Nam	0	0	0	6	11	17	17 (4%)
Viet Nam	0	0	0	3	2	5	5 (1%)
Indonesia	0	0	0	58	59	117	117 (24%)
Macau	0	0	0	7	2	9	9 (2%)
Brunei	0	0	0	2	0	2	2 (0%)
Cambodia	0	0	0	3	4	7	7 (1%)
Laos	0	0	0	0	4	4	4 (1%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

Table 10 Transfer/ Transit passengers

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
LCCT	8	11	19	6	11	17	36 (7%)
From Main Terminal	2	0	2	1	1	2	4 (1%)
No Transfer/ Transit	-	-	-	-	-	-	443 (92%)
<b>Total</b>	<b>10</b>	<b>11</b>	<b>21</b>	<b>7</b>	<b>12</b>	<b>19</b>	<b>483</b>

Table 11 Departure time

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
06:00 ~	2	8	10	6	7	13	23 (5%)
07:00 ~	20	19	39	12	14	26	65 (13%)
08:00 ~	9	7	16	11	9	20	36 (7%)
09:00 ~	9	9	18	6	8	14	32 (7%)
10:00 ~	4	5	9	14	11	25	34 (7%)
11:00 ~	10	12	22	4	5	9	31 (6%)
12:00 ~	16	11	27	10	12	22	49 (10%)
13:00 ~	9	7	16	13	8	21	37 (8%)
14:00 ~	10	8	18	2	9	11	29 (6%)
15:00 ~	8	14	22	8	7	15	37 (8%)
16:00 ~	12	8	20	24	19	43	63 (13%)
17:00 ~	6	0	6	6	8	14	20 (4%)
18:00 ~	6	7	13	9	5	14	27 (6%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

Table 12 Access transport mode

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Car	39	36	75	42	29	71	146 (30%)
Taxi	35	25	60	42	42	84	144 (30%)
Bus	31	36	67	31	28	59	126 (26%)
Train	5	3	8	1	3	4	12 (2%)
Others	2	1	3	3	6	9	12 (2%)
Unclear	9	14	23	6	14	20	43 (9%)
<b>Total</b>	<b>121</b>	<b>115</b>	<b>236</b>	<b>125</b>	<b>122</b>	<b>247</b>	<b>483</b>

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Table 13 Trip purpose

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Business, Conference	26	24	50	21	18	39	89 (18%)
Visiting persons or friends	10	10	20	11	10	21	41 (8%)
Touring, Sightseeing, Holiday	48	33	81	62	70	132	213 (44%)
Return hometown	27	39	66	26	17	43	109 (23%)
Employment	4	4	8	4	1	5	13 (3%)
Others	6	5	11	1	5	6	17 (4%)
Unclear					1	1	1 (0%)
Total	121	115	236	125	122	247	483

Table 14 Alone or group

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Alone	63	68	131	55	53	108	239 (49%)
Group	58	47	105	68	66	134	239 (49%)
Unclear				2	3	5	5 (1%)
Total	121	115	236	125	122	247	483

Table 15 Persons in the group

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
2 persons	23	16	39	24	35	59	98 (41%)
3 persons	6	11	17	5	4	9	26 (11%)
4 persons	4	4	8	9	4	13	21 (9%)
5 persons	5	4	9	4	3	7	16 (7%)
6-9Persons	6	3	9	6	7	13	22 (9%)
Over 10 person	8	5	13	12	6	18	31 (13%)
Unclear	6	4	10	8	7	15	25 (10%)
Total	58	47	105	68	66	134	239

Table 16 One-way or round-trip ticket

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
One-way ticket	30	23	53	24	32	56	109 (23%)
Round-trip ticket	78	81	159	90	81	171	330 (68%)
Unclear	13	11	24	11	9	20	44 (9%)
Total	121	115	236	125	122	247	483

Table 17 Number of return trips within one year

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
1-2	37	46	83	52	46	98	181 (37%)
3-5	43	39	82	38	36	74	156 (32%)
6-10	20	20	40	22	21	43	83 (17%)
11-20	13	7	20	4	12	16	36 (7%)
More than 21	8	3	11	9	6	15	26 (5%)
Unclear					1	1	1 (0%)
Total	121	115	236	125	122	247	483

Table 18 Ticket reservation timing

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Today	6	4	10	6	2	8	18 (4%)
Less than 3 days before	26	20	46	8	20	28	74 (15%)
One week before	13	17	30	22	17	39	69 (14%)
Two weeks before	21	8	29	19	14	33	62 (13%)
One month before	27	20	47	26	18	44	91 (19%)
More than one month	27	46	73	43	49	92	165 (34%)
Unclear	1		1	1	2	3	4 (1%)
Total	121	115	236	125	122	247	483

Table 19 Ticket reservation channel

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
Airport counter	6	7	13	8	4	12	25 (5%)
Airline sales office	4	6	10	10	8	18	28 (6%)
Travel agency	14	8	22	28	14	42	64 (13%)
Call center	1	2	3	2	3	5	8 (2%)
Internet	88	90	178	76	88	164	342 (71%)
Others	7	2	9	1	5	6	15 (3%)
Unclear	1		1				1 (0%)
Total	121	115	236	125	122	247	483

Table 20 Ticket payment

	Domestic		Total	International		Total	Grand Total
	Weekday	Weekend		Weekday	Weekend		
By your employer	33	16	49	30	21	51	100 (21%)
By yourself	87	99	186	95	97	192	378 (78%)
Unclear	1		1		4	4	5 (1%)
Total	121	115	236	125	122	247	483

Table 21 Trip purpose \* Residential address

Trip purpose	Domestic								International								Grand Total
	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	
Malaysia	47	19	50	65	7	8	0	196	26	13	71	5	2	0	1	118	314
Southeast Asia	1	0	4	0	0	0	0	5	7	2	17	32	3	4	0	65	70
Oceania	0	0	11	0	0	2	0	13	1	1	11	0	0	0	0	13	26
Europe	0	1	8	0	0	0	0	9	1	1	11	0	0	0	0	13	22
East Asia	0	0	3	0	0	1	0	4	0	1	6	4	0	1	0	12	16
Other	0	6	9	22	0	5	0	42	1	1	12	10	0	3	0	27	69
Unclear	1	0	2	1	1	0	0	5	3	2	7	2	0	1	0	15	20
Total	50	20	81	66	8	11	0	236	39	21	132	43	5	6	1	247	483

Table 22 Trip purpose \* Occupation

Trip purpose	Domestic								International								Grand Total
	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	
Student	0	6	9	22	0	5	0	42	1	1	12	10	0	3	0	27	69
Public Employee	3	3	18	10	1	0	0	35	3	1	23	0	0	0	0	27	62
Private Employee	29	6	32	19	5	0	0	91	20	7	56	17	3	1	1	105	196
Self-owned Business	15	4	13	4	0	3	0	39	14	8	25	9	0	1	0	57	96
Not Employed	1	0	6	2	0	0	0	9	1	1	7	4	0	0	0	13	22
Other	1	1	3	8	1	3	0	17	0	2	8	3	2	1	0	16	33
Unclear	1	0	0	1	1	0	0	3	0	1	1	0	0	0	0	2	5
Total	50	20	81	66	8	11	0	236	39	21	132	43	5	6	1	247	483

Table 23 Trip purpose \* Household monthly income

Trip purpose	Domestic									International									Grand Total
	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total			
Below RM 3,000	8	6	10	16	1	3	0	44	2	1	12	19	2	2	0	38	82		
RM 3,001-5,000	13	5	23	20	3	1	0	65	3	4	17	5	1	0	0	30	95		
RM 5,001-7,000	7	3	7	6	1	1	0	25	5	6	23	3	2	0	0	39	64		
RM 7,001-10,000	9	3	10	10	2	0	0	34	7	0	18	1	0	0	0	26	60		
More than RM 10,001	12	1	24	8	0	2	0	47	13	4	39	3	0	1	1	61	108		
Unclear	1	2	7	6	1	4	0	21	9	6	23	12	0	3	0	53	74		
Total	50	20	81	66	8	11	0	236	39	21	132	43	5	6	1	247	483		

Table 24 Trip purpose \* Number of return trips within one year

Trip purpose	Domestic									International									Grand Total
	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total			
1-2	11	8	41	19	5	3	0	83	8	5	56	23	2	4	0	98	181		
3-5	16	7	27	26	1	1	0	82	7	9	41	12	3	2	0	74	156		
6-10	8	4	10	12	2	4	0	40	12	4	20	6	0	0	1	43	83		
11-20	11	1	3	4	0	1	0	20	4	1	9	2	0	0	0	16	36		
More than 21	4	0	0	5	0	2	0	11	8	2	5	0	0	0	0	15	26		
Unclear	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1		
Total	50	20	81	66	8	11	0	236	39	21	132	43	5	6	1	247	483		

Table 25 Trip purpose \* Ticket reservation timing

Trip purpose	Domestic									International									Grand Total
	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total	Business, Conference	Visiting persons or friends	Touring, Sightseeing, Holiday	Return hometown	Employment	Other	Unclear	Total			
Today	2	1	2	5	0	0	0	10	2	1	2	3	0	0	0	8	18		
Less than 3 days before	18	5	8	9	4	2	0	46	9	2	7	6	2	2	0	28	74		
One week before	5	5	7	11	1	1	0	30	9	4	16	9	0	1	0	39	69		
Two weeks before	5	1	13	8	2	0	0	29	8	3	14	8	0	0	0	33	62		
One month before	10	2	18	13	1	3	0	47	7	3	24	8	1	1	0	44	91		
More than one month	10	6	33	19	0	5	0	73	4	8	67	9	2	1	1	92	165		
Unclear	0	0	0	1	0	0	0	1	0	0	2	0	0	0	0	3	4		
Total	50	20	81	66	8	11	0	236	39	21	132	43	5	6	1	247	483		

Table 26 Access transport mode \* Household monthly income

Access mode	Domestic								International								Grand Total
	Car	Taxi	Bus	Train	Other	Unclear	Total	Car	Taxi	Bus	Train	Other	Unclear	Total			
Below RM 3,000	14	6	19	1	1	3	44	14	11	9	0	1	3	38	82		
RM 3,001-5,000	20	16	21	2	0	6	65	9	5	9	2	2	3	30	95		
RM 5,001-7,000	9	8	4	1	2	1	25	12	12	10	1	1	3	39	64		
RM 7,001-10,000	12	9	11	1	0	1	34	7	10	8	0	0	1	26	60		
More than RM 10,001	14	16	7	2	0	8	47	13	25	13	0	1	9	61	108		
Unclear	6	5	5	1	0	4	21	16	21	10	1	4	1	53	74		
Total	75	60	67	8	3	23	236	71	84	59	4	9	20	247	483		

Table 27 Top 10 and Bottom 10 of passenger satisfaction level

Top 10

Rank	Point	
1	3.61	Security - queuing times
1	3.61	Courtesy & helpfulness of security staff
3	3.60	Courtesy & helpfulness of immigration staff
4	3.58	Immigration - queuing times (departure / arrivals)
5	3.55	Language skills for airport staff
6	3.53	Perception of being safe and secure
7	3.52	Availability of luggage trolleys (airside & landside)
7	3.52	Flight information screens - clarity / information
7	3.52	Courtesy and helpfulness of airport staff
10	3.47	Terminal direction signage

Bottom 10

Rank	Point	
1	2.56	Children's play area / facilities
2	2.78	Choice of shopping
3	2.79	Prices charged in retail outlets
4	2.80	Quiet areas / Day rooms / Rest areas
5	2.81	Choice of bars / cafes & restaurants
6	2.82	Prices charged in bars / cafes & restaurants
7	2.89	Terminal comfort, ambience & crowds
8	2.94	Seating facilities throughout terminal areas
9	2.95	Parking prices
10	3.00	Business centre facilities

Table 28 Top 10 and Bottom 10 of passenger importance level

Top 10

Rank	Point	
1	391	Check-In - queuing times
2	257	Terminal comfort, ambience & crowds
3	147	Cleanliness and presentation of washroom
4	122	Flight information screens - clarity / information
5	116	Perception of being safe and secure
6	114	Seating facilities throughout terminal areas
7	103	Terminal cleanliness
8	87	Courtesy & helpfulness of check-in staff
9	74	Parking availability
9	74	Baggage delivery times (arrivals)

Bottom 10

Rank	Point	
1	5	Bureau de change facilities
1	5	Business centre facilities
3	7	Telephone / fax locations
4	8	Standards of disabled persons access / facilities
5	10	Children's play area / facilities
6	14	TV / Entertainment facilities
7	18	Quiet areas / Day rooms / Rest areas
8	19	ATM facilities: location / card acceptance
9	22	Language skills for airport staff
10	23	Ease of transit between LCCT and main terminal