

## STUDY OF AIRASIA; WORLD'S BEST LOW-COST AIRLINE

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### ABSTRACT

*With the tag-line "now everyone can fly", AirAsia already won the Skytrax World's best low-cost airline award in 2009, 2010 and 2011. It has the world's lowest operating costs at \$0.035/seat-kilometer in 2010. It is also the first airline in the region to implement fully ticketless air travel system. This study is trying to find out how AirAsia becomes the best in the world. The writer will analyze strategies implemented by this Malaysian airline company to be the best in low cost category. The method used to obtain and analyze data as well as the findings are well documented in this study. The study applies from data collection and latter writer makes analysis and conclusion of factors contributed in making AirAsia winning the Skytrax award and becoming the best airline in the world. The reason for the success of AirAsia is quite simple; maintain the highest quality product, embracing technology to reduce cost and enhance service excellence levels to get customer satisfaction while still maintain keeping the cost low consistently. The concept of LCC is based on the idea that people would fly a lot more often if it were more affordable. LCC airline's main mission like AirAsia is to make air travel the most simple, convenient and inexpensive. Therefore, efficiency is the key factor to achieve this mission, just like what AirAsia already performed.*

**Keywords:** customer satisfaction, service excellence, efficiency.