

PASSENGERS' AWARENESS AND PERCEPTIONS ON SAFETY AND
SECURITY MEASURES AND PROCEDURES IN AIRPORT TERMINAL
BUILDING

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ABSTRACT

This is a quantitative study looking at the passengers' awareness and perception on airport safety and security measures and procedures (ASMP) related to demographic factors. This current study is also looking at the difference between passengers with Malaysian nationality and passengers with non-Malaysian nationality in term of the awareness of ASMP in general, ASMP after 9/11, readiness of airport security service in handling unlawful acts, and consistency of ASMP among airports. A total of 100 passengers with international destination (22 Malaysian nationality and 78 non-Malaysians) at sterile area of the satellite building of Kuala Lumpur International Airport were selected via simple random sampling method to participate in this study. The scale for passengers' perception and awareness on ASMP was self-developed by the researcher, and statistical methods like t-test, gamma test, Cramers' V and Phi were utilized to test the hypotheses. Internal consistency reliability scores (Cronbach's alpha) were found to be above .60. Results showed that passengers with Malaysian nationality are significantly more aware of ASMP, both in general ($p = .02$) or after 9/11 ($p = .00$) compared to passengers from other nationality. It was also found that compared to passengers from other nationality, Malaysians passengers are significantly more aware on the readiness of airport security service in KLIA to confront any unlawful acts (.00) and they were also more aware on the consistency of ASMP among airports (.00). Out of several demographic factors studied in this research in term of their relationship with perception on ASMP, it was found that gender was the one with no significant relationship with the perception of ASMP ($p = .883$). Age group is strongly and significantly related to the perception of ASMP (gamma = .849; $p = .00$), while marital status is also significantly related to the perception of ASMP ($p = .00$). Meanwhile, educational level and perception of ASMP have very weak and insignificant relationship (gamma = .129; $p = .414$). Perception of ASMP and ethnicity have significant relationship (Phi = .665; Cramer's V = .470; $p = .00$). While being Malaysians and Non-Malaysians have no significant difference in term of the perception of ASMP ($p = .809$), frequency of air-travels was strongly and significantly related to the passenger perception of ASMP (gamma = .616; $p = .00$), as well as income level (gamma = .784; $p = .00$).

ABSTRAK

Kajian kuantitatif ini adalah mengenai kesedaran dan persepsi penumpang keatas 'Ukuran Jaminan Keselamatan dan Prosedur Lapangan Terbang' / Airport Safety and Security Measures and Procedures (ASMP) yang berkaitan dengan faktor demografi. Kajian ini juga melihat kepada perbezaan antara penumpang warganegara Malaysia dan penumpang bukan warganegara Malaysia dalam konteks kesedaran ASMP secara am, ASMP selepas peristiwa 9/11, kesediaan perkhidmatan keselamatan lapangan terbang dalam menangani tindakan yang melanggar peraturan dan ketetapan ASMP antara lapangan terbang. Seramai 100 orang penumpang destinasi antarabangsa (22 warganegara Malaysia dan 78 bukan warganegara Malaysia) di pilih melalui kaedah sampel rawak mudah di kawasan steril di bangunan satelit Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA) untuk menyertai kajian ini. Skala untuk persepsi dan kesedaran penumpang ke atas ASMP telah dicipta sendiri oleh pengkaji dan kaedah statistikal seperti t-test, gamma test, Cramers' V dan Phi diguna untuk menguji hipotesis. Markah kebolehpercayaan konsisten dalaman (Cronbach's alpha) didapati berada atas .60. Keputusan menunjukkan penumpang warganegara Malaysia lebih prihatin ke atas ASMP, kedua-dua secara am nya ($p = .02$) atau selepas peristiwa 9/11 ($p = .00$) jika dibandingkan dengan penumpang warganegara lain. Kajian juga mendapati penumpang warganegara Malaysia lebih prihatin kepada kesediaan perkhidmatan keselamatan lapangan terbang di KLIA untuk menangani tindakan yang menyalahi undang-undang jika dibandingkan dengan penumpang warganegara lain dan mereka juga lebih prihatin kepada ketetapan ASMP di antara lapangan terbang. Selain dari faktor demografi yang dikaji dalam kajian ini, iaitu dalam konteks perhubungan dengan ASMP, kajian mendapati bahawa jantina seseorang tidak mempunyai hubungan dengan persepsi ASMP ($p = .883$). Faktor usia mempunyai kaitan yang kuat dengan persepsi ASMP (gamma = .849; $p = .00$), manakala status perkahwinan juga mempunyai kaitan dengan persepsi ASMP ($p = .00$). Sementara itu, tahap pendidikan dan persepsi ASMP mempunyai kaitan yang lemah (gamma = .129; $p = .414$). Persepsi ASMP dan kumpulan etnik mempunyai kaitan yang penting (Phi = .665; Cramer's V = .470; $p = .00$). Manakala antara warganegara Malaysia dan bukan warganegara Malaysia tidak mempunyai perbezaan yang penting dalam konteks persepsi ASMP ($p = .900$), keberapakan perhubungan udara adalah amat berkait dengan persepsi penumpang ke atas ASMP (gamma = .616; $p = .00$), dan juga tahap pendapatan (gamma = .784; $p = .00$).