

**THE INFLUENCE OF SERVICE FACTORS TOWARDS THE
SATISFACTION OF EXPRESS BUS PASSENGERS IN KUALA LUMPUR**

BY

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ABSTRAK

Majlis Amanah Rakyat (MARA) di awal penubuhannya telah menjadi satu dari agensi-agensi kerajaan, yang memainkan peranan utama dalam meningkatkan status sosio-ekonomi Bu,iputera. Beberapa program telah dirancang dan disediakan yang mana satu antaranya adalah perkhidmatan Kenderaan Bas MARA (KBM). Walaupun hampir 100% dari projek KBM adalah projek yang beroperasi di laluan yang boleh, dianggap sebagai bukan komersial atau menguntungkan namun mereka komited dalam menyediakan perkhidmatan yang terbaik kepada pelanggan dan konsisten dalam memenuhi misi dan tanggungjawab sosial mereka. Mesyuarat Pengurusan Bahagian Kenderaan MARA sebelum ini telah membuat keputusan untuk memberi tumpuan kepada laluan ekspres, dalam perkataan lain adalah bermotifkan keuntungan manakala bas operasi kekal untuk tanggungjawab sosial Tujuan kajian ini adalah untuk mengetahui faktor yang khusus kepada perkhidmatan yang disediakan yang boleh mempengaruhi penumpang untuk membuat pilihan melanggan perkhidmatan bas ekspres apabila mereka merancang untuk melancong ke destinasi seterusnya. Kajian ini dijalankan dengan menggunakan kaedah temubual, soal selidik dan perisian statistik untuk mendapatkan gambaran yang lebih baik. Adalah menjadi harapan saya agar dapatan dari kajian ini dapat membantu pihak pengurusan KBM untuk membangunkan langkah-langkah pemasaran terbaik dalam menarik dan mengekalkan penumpang dan pada masa yang sama dapat menjana pendapatan yang lebih baik.

Kata kunci: pembekal perkidmatan bas; tanggungjawab sosial; kepuasan penumpang

ABSTRACT

Majlis Amanah Rakyat 'MARA' (The Council of Trust for Indigenous People), being one of the main government agencies, in early formation has played major roles in increasing the socio-economic status of Bumiputra's. Several programs has been planned and provided which one of it are MARA Bus Transportation (MBT) services. Even though almost 100% of MBT's project is operating in a route, which can be, considered as non-commercial or profitable but MBT is committed in providing the best services to its customers, as it is consistent in meeting their social responsibility mission. Previous management meeting of MARA vehicle department has made a decision to focus on express route, which in other word to go for profit motive while the stage bus operation for social responsibility. The purpose of this research is to find out which factors specifically on services provided that can influence the passengers to choose bus service provider when they plan to travel to other places. This research is conducted using interviews, questionnaires and statistical software in order to get a better picture. It is hope that with the outcomes that derive from this research will assists the MBT's management team to develop the best marketing measures in both attracting and retaining the passengers and thus, generating a good income at the same time.

Keywords: bus service provider; social responsibility; passenger's satisfaction

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Increasing travel demand and preferences in using private vehicle is causing rapid motorization in many countries around the world. Most people now are highly dependent on private motorize travel (Ellaway*et. al.*, 2003). Automobile use is clearly associated with a spread of benefits like on demand quality, comfort, status, speed, similarly as convenience. These blessings collectively illustrate why automobile possession continues to grow worldwide, particularly in urban areas (Rodrigue*et. al.*,2009).

In response to the rapid motorization, it will then lead to further traffic congestion at peak traffic hours on major thoroughfares, in business districts and often throughout the metropolitan area (Rodrigue*et. al.*,2009). In fact, automobile dependency increase issues like traffic congestion, road and parking facility costs, crashes and pollution (Todd Litman,2010).

Therefore, in order to prevent problems caused by rapid motorization it is essential to provide an attractive public transport service as a preferable transport mode to move all groups of people travelling. Public transport should become part of a solution for sustainable transport in the future.

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