



**BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA  
MELAKA CITY CAMPUS**

**Title of Research**

**Customer Satisfaction towards Service Quality of Public Bus  
Transport:  
A Case Study at Melaka Central (MC)**

**NAME OF STUDENTS:**

**RAHIL BINTI ABU BAKAR (2010233832)**

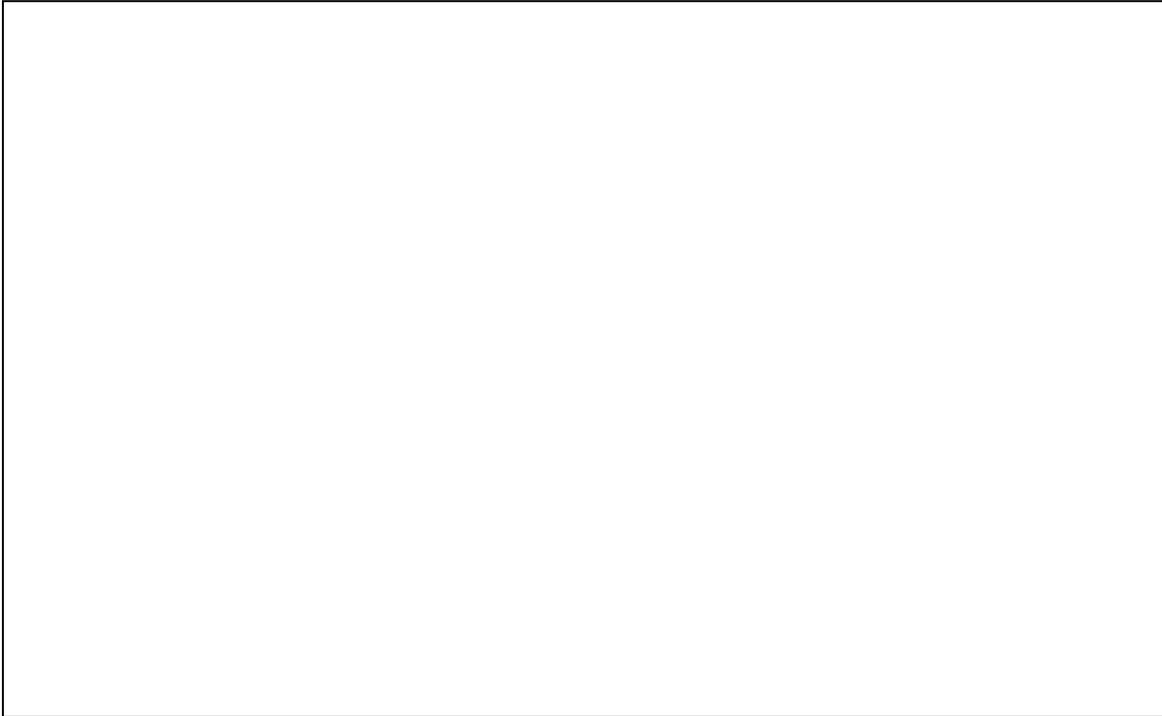
**NORFARAHIN BINTI DZULKIFLI (2010854934)**

**NAME OF SUPERVISOR:**

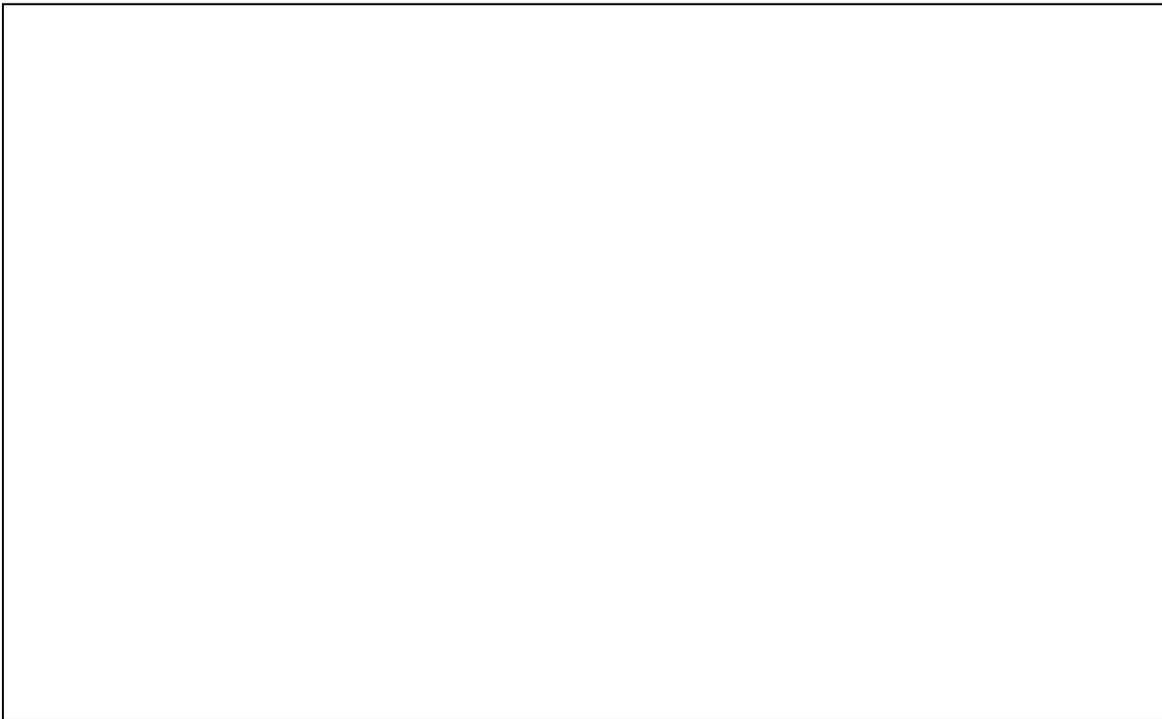
**MDM. NOORLIANA BINTI SAFIAN**

**MARCH 2013 – JULY 2013**

**Supervisor's Comments**

A large, empty rectangular box with a thin black border, intended for the supervisor's comments. It occupies the upper half of the page.

**Moderator's Comments**

A large, empty rectangular box with a thin black border, intended for the moderator's comments. It occupies the lower half of the page.

# **CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR**

Mdm. Noorliana Binti Safian

Mdm. Yuhanza Binti Othman

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

---

(MADAM NOORLIANA BINTI SAFIAN)

Date:

---

(MADAM YUHANZA BINTI OTHMAN)

Date:

## **ACKNOWLEDGEMENT**

We would like to express the deepest appreciation to our first supervisor, Mdm. Noorliana Binti Safian, and our second supervisor, Mdm. Yuhanza Binti Othman, who has the attitude and the substances of genius: they continually and convincingly conveyed a spirit of adventure in regard to research and excitement in regard to teaching. They were insistent on the meetings and dateline which we did not quite appreciate then, but looking back, their toughness made us work harder and for that we will always be grateful. Here, we would like to thank the lecturer who taught us many things about research. We learn a valuable lesson about research in action.

Special thanks also to our respondent because spent their time to answer the questionnaire given. Besides, special mention also for our friends especially to our classmates AM2286B, thanks for your support and commitment. Hope this project paper will be useful to all students, especially to those who are interested in this study.

We would like thank God Almighty without whose blessing we will not have successfully completed this study

Rahil Binti Abu Bakar

Norfarahin Binti Dzulkifli

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

University Teknologi Mara, Melaka City Campus

## **Abstract**

This research is about customer satisfaction towards service quality of public bus transport in Melaka Central (MC), Melaka. The objective of this research is to determine the relationship between service quality dimension which are tangibility, reliability, responsiveness, assurance and empathy that influence customer satisfaction. About 200 respondents were selected as sample size of this research. Convenience sampling technique was used when selected the 200 respondents at Melaka Central. The respondents were required to answer questionnaire that consist of 32 questions. The researcher use Descriptive Statistic, Cronbach's Alpha and Spearman Rank Order Correlation to analyze the data gathered by using Statistical Package for Social Science (SPSS) version 20.0. The result indicates that there are positive correlations between service quality dimension and customer satisfaction.