



**FACTORS INFLUENCING CUSTOMER SATISFACTION OF LIGHT RAIL
TRANSIT (LRT) IN KUALA LUMPUR**

**NUR AKMALYANA BINTI NOOR KAMARUZAMAN
2014460742**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2017

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful. All praise to Allah for the good health and wellbeing that were necessary in completing this task.

Much gratitude to Industrial Training Project Paper lecturer/advisor in UiTM Kampus Bandar Melaka, Associate Professor Dr. Roaimah Binti Omar for her admiration, guidance and advice in completing this project paper entitled " Factor Influencing Customer Satisfaction of Light Rail Transit (Lrt) In Kuala Lumpur " from the drafting of title of the research, constructing questionnaire and until the final presentation on the conducted survey. Also, to our second examiner Madam Nurul Azlinda Binti Chek Talib and all the lecturers.

On top of that, our appreciation also goes to everyone who helped us to complete this research paper. Thank you.

TABLE OF CONTENT

| | Page |
|---|-------------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENT | v |
| LIST OF FIGURES | viii |
| LIST OF TABLES | viii |
| ABSTRACT | ix |
| | |
| CHAPTER 1 INTRODUCTION | |
| 1.1 Background of the Study | 2 |
| 1.2 Statement of Research Problem | 4 |
| 1.3 Research Question | 6 |
| 1.4 Research Objectives | 6 |
| 1.5 Scope of Study | 6 |
| 1.6 Significant of Study | 6 |
| 1.6.1 To the Kuala Lumpur Light Rail Transit (LRT) key players | 7 |
| 1.6.2 To the researcher | 7 |
| 1.7 Limitation of Study | 8 |
| 1.7.1 Respondents' Participation | 8 |
| 1.7.2 Time Constraint | 9 |
| 1.7.3 Lack of Previous Study | 9 |

ABSTRACT

This research paper involves the investigation on factors influencing customers' satisfaction of Light Rail Transit (LRT) in Kuala Lumpur. This research systematically analysed some relevant literature regarding the underlying factors that influence customers' satisfaction. Several factors are identified that may give some effect such as affordable price & sale-points, quality of transport service and relations to environment.

Keywords: Customer Satisfaction, Affordable Price & Sale-Points, Quality of Transport Service, Relation to Environment.

CHAPTER 1

INTRODUCTION

Malaysia experienced increasing car ownership. Kuala Lumpur sees the registration of 1,000 new vehicles every day, and only 20 per cents of all journeys in the city are made by public transport. Factor encourage compact development include increase in energy cost, which makes long commutes very expensive, the increasing value of time in modern competitive life, urban planning tools that constrain the development of efficient and affordable public transformation systems.

Most of people are now highly dependent on their own transportation (Andrew Morris Kundi, 2013). This phenomenon was caused by the attractiveness of car and it's convenient. Increase in private vehicle has result an increase of traffic congestion. (Rohana Kamarudin, Ismah Osman & Che Anizaliana Che Pei, 2012)

In addition to congestion, private vehicle is also giving high impact to safety of vulnerable road users (International Association of Public Transport, 2012), high consumption of non-renewable resources can cause a serious threat to the quality of human environment. Public transport is the best means of transport to use in order to maintain the environment. However, in order to encourage more people to use public transport they have to serve with a very convenient, high service quality to satisfy and fulfil wide range of different customer's needs. Public transport promotes the better environment, cheaper and a quicker route.