

**COMMUTERS' SATISFACTION TOWARDS PUTRA
LRT EXISTING TICKETING PACKAGES**

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ABSTRACT

The purpose of this study is to ascertain and expose the satisfaction of commuters in using the existing ticketing packages provided by Kuala Lumpur Light Rail Transit (LRT) System 2 that is **PUTRA LRT** and also to suggest the possible solutions that may be can be used to overcome certain problems.

To get insight into this study, the researcher not just completed the practical and experienced a real working environment but also conducting a research studies under supervision of **PUTRA LRT's** Marketing Senior Executives that is Puan Syarifah Aliza Syed Azauddin. The information that researcher received from her, along with input / data that collected in the Internet and other sources assisted the researcher to develop questionnaires. Questionnaires are used as the data-gathering tool. Given with time and cost constraint, questionnaires prove to be the most effective method.

In this study, convenience sampling is used. The sample size is 100 respondents and the data collection period is done within seven days at five most crowded stations that are KLCC Station, Ampang Park Station, Pasar Seni Station, Masjid Jamek Station, and Bangsar Station. The results of this study were tabulated using computer technique specifically, the Microsoft Excel. The package calculated analytical computations such as frequency table and also charts or diagrams which assisted in interpreting and analyzing the results of this study.

The conclusion of this study is outcome from finding and survey. Based on the finding, the researcher found that most of the respondents response positively to every question asked to them even though few of them rejecting to answer, which lead to unavoidable increment of data collection period.

There are several areas that **PUTRA LRT** needs to improve. First, regarding the fare charged. From the finding it shows majority of the respondents want the fare charged to be reduced as affordable as possible. Second, **PUTRA LRT** needs to improve service quality of its ticketing packages especially on the features of the packages, which comprises the convenience and the attractiveness features. Third, reduce the ticket vending machine (TVM) frequent damage. The main problem is the machine always broken at the wrong time especially when the station congested with people.

There are few recommendations that researcher want to suggest to **PUTRA LRT**. First, improve the service quality standard of the ticketing packages and try to reach the higher standard. Second, employ the ticket vending machine, which equipped with change machine, vandal proof structure, and other needed and high quality specifications. Lastly, continue the fare reduction program until other proper solutions in terms of fare issue found.