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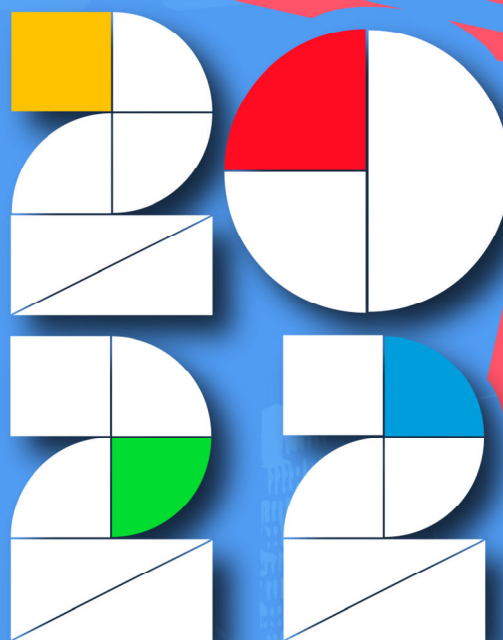
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Reengineering
Knowledge &
Creativity for
Global Excellence

30
June



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TECHNOLOGY, SCIENCE, SOCIAL SCIENCES AND
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TeSSH I 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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30 June 2022
UiTM Cawangan Kedah, Merbok
Kedah, Malaysia**

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

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Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

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Student Satisfaction of Public Transportation at UiTM Kedah

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ABSTRACT

To satisfy the student needs, most universities provide bus services in every campus. This also includes Universiti Teknologi Mara (UiTM), Kedah. This research paper is made in order to figure out UiTM Kedah's students' satisfaction towards the transport provided by the authorities. This research paper adopted quantitative method which involved 100 respondents in total. With the purpose of to find the students' satisfaction, respondents from different faculty, age, living area and year of studies are being surveyed by using Google form. Surveys given is in terms of service provided, time management and regarding the location of bus stop. Suggestions for improvement of the performance for public transport provided by UiTM Kedah is also has been asked to these respondents.

Keywords: Satisfaction, Bus, UiTM, Students, Service, Location, Time, Route

INTRODUCTION

Public bus operation plays a major part in providing transport for commuting passengers (Rohani, 2013). Public transport especially buses, are provided by the universities to make it easier for students to go to the class. Even though it was not a problem for students to bring their cars or motorcycle to the universities, according to (Jeevaniswaran et al., 2018). most students still rely heavily on buses. Referring to (S Norhisham et al., 2022), To convince people to use public transport instead of private vehicles, the system and services should be developed and improved.

As for Universiti Teknologi Mara (UiTM) in Kedah, the policy states that the first-year students are not allowed to bring their own vehicles, but they can either walk or only ride the transport provided by the university. Besides, some students are facing economic costs which also include in maintaining their vehicles. Most university transport services, which especially bus, face the common challenges as well as other variants (Díaz-Ramírez et al., 2022) which have been discussed in this research paper.

Factors included are schedules and services provided. Bus services that give low quality services as well as not following the expecting route schedules will affect student's time as students will miss classes and waste their time (Jeevaniswaran et al., 2018). Other than that, is in terms of

unnecessary locations, punctuality and the path used. Hence, this study was made whereby the objective of this study is to determine the students' satisfactions of transportation provided by Universiti Teknologi Mara (UiTM), Kedah.

Apart from that, this research paper is construct following the process. Chapter 2 presents theoretical review which supports the research, which also emphasis on the main factors that were explored to determine which variables can be used to determine students' satisfaction. Chapter 3 explained about methodology. In this chapter, issues are observed and how the selected variables may affect student's decision to take transport provided by the authorities or not were tested. Methods that have been used are presented in this section too. Other chapters explained the results and discussion as well as the acquired results based on that.

SATISFACTION

Satisfaction is a direct cognitive or emotive reaction to travel experiences (Sukhov, Lättman, Olsson, Friman, & Fujii, 2021). In prior study, a generic definition of satisfaction was a judgement that a product or service feature, or the product or service itself, supplied (or is giving) a satisfying degree of consumption-related fulfilment, including levels of under- and over fulfilment.

According to (De Vos, 2018), the findings of various research that examined the influence of transportation mode choice on travel satisfaction show that users of public transportation, particularly buses, are the least happy, whilst vehicle users are frequently shown to be the most satisfied.

However, (Tiikkaja, Liimatainen, & Pöllänen, 2020), discovered that active transportation modes (walking and cycling) had a greater beneficial influence on travel satisfaction than passive transportation modes.

Public transportation has been extensively researched to discover the essential qualities that influence how people view public transportation. Customer happiness can be quantified subjectively through traveller impressions or objectively through performance metrics.

FACTORS AFFECTING STUDENTS' SATISFACTION OF PUBLIC TRANSPORTATION AT UITM KEDAH

Service

Reliability services performance must be considered as well as the skills that the service can be deliver to the students in terms of focusing on their classes time which is not too early when it comes to going classes and not too late when going to pick them up at certain places (Kutty et al., 2021). When the quality services given is poor, this will affect students in many ways such as will miss classes also wasting their precious time and effort given which is a discomfort for some student (Jeevaniswaran et al., 2018). These issues make it hard to persuade those students to keep on using the bus provided even if it free of charge.

Other than that, issues happened that make students discomforts is unpleasant ride and in terms of their safety when they are in the bus (Jeevaniswaran et al., 2018). For example, bus drivers always drove the bus with an unexpected speed which not only make the students worried but also harm the students as well as their own safety. According to (Loong, 2013), current bus system also applying manual tracking on bus arrival time and the travel duration between bus stops which shows that the bus management is lack in management skills as they unable to schedule the accurate time schedule for the students. Uncertainties and unpredictable situations frequently happen in every bus stops. This affect the whole bus route timetable as it will be delay if it happened constantly (Loong, 2013).

Location

One of the important components in assessing customer satisfaction with transportation provided is location. According to (Díaz-Ramírez et al., 2022), a key aspect of bus services is reducing student walking distance by improving the positioning of bus stops near students' houses. Furthermore, the safety of passengers is certainly a top consideration for bus companies. The bus stop's location is sometimes linked to traffic conflicts involving buses, other road users, passengers, and pedestrians (Kutty, et al., 2021).

In addition, avoiding going through congested areas or delays that would make service timings unreliable, as well as avoiding placing stops in places that are not accessible by bus or that lack secure pedestrian access (Lakhotia et al., 2020). For example, students of UiTM Kedah who rent at Taman Lembah Bujang Fasa 4 need to cross heavy traffic to take the bus. This shows that the bus stop location is not suitable and endangers passengers to cross the road.

Time

Apart from other attributes, the greatest critical features determining consumer satisfaction appeared to be time, primarily awaiting time. Additional sources of consumer unhappiness include excessive wait times, inability to offer information about infrequent delays, as well as a poor awaiting space (Sukhov et al., 2021). In addition, incapable in fulfilling the various time requirements from travel necessities and do not take account the features of passengers (Wu et al., 2022). Moreover, because of uncertainty of travel timing, the arrival of the bus is unexpected as it can be late or earlier. The starting time and finishing time of classes are fixed. External factors such as unexpected accidents, terrible weather and high traffic are potentially impacting the arrival times at every checkpoint of locations. The location of awaiting students can be considered as bus stop (Duan et al., 2018).

Students would overlook classes, lose time along with efforts, and be discouraged from taking the public transport if the campus bus system is possessing poor efficiency. The bus did not start accordingly to the anticipated timetable. Besides of rush periods, an insufficient quantity of students may cause the driver to delay longer, requiring the driver to remain until the minimum acceptable quantity of students is reached before travelling to the location. As an outcome, this issue will have an impact upon that time departing that is related to the students' contentment with their outcomes. Simultaneously, the arrival time at the campus will be slightly later than expected (Jeevaniswaran et al., 2018).

Route

Apart from the area, the bus routes play an important role in saving time. A well-organized passenger pickup plan will have a significant impact. By examining many alternative routes that successfully provide service to reach the destination on time along the shortest possible path, a mixed-integer optimization model is utilised to find route-based service performance and therefore effectiveness. These alternate routes reduce traffic congestion and ensure that passengers arrive on time. Without any unforeseen delays at the destination reducing passenger wait times guarantees that the true priority is addressed.

Increase the number of shuttle bus users on campus, improving service dependability and passenger satisfaction (Kutty, et al., 2021) such as here are many alternate roads to pick up students in the Taman University, one of which has traffic lights, and the other does not. The driver's decision to take the most direct route during rush hour can speed up the travel even more.

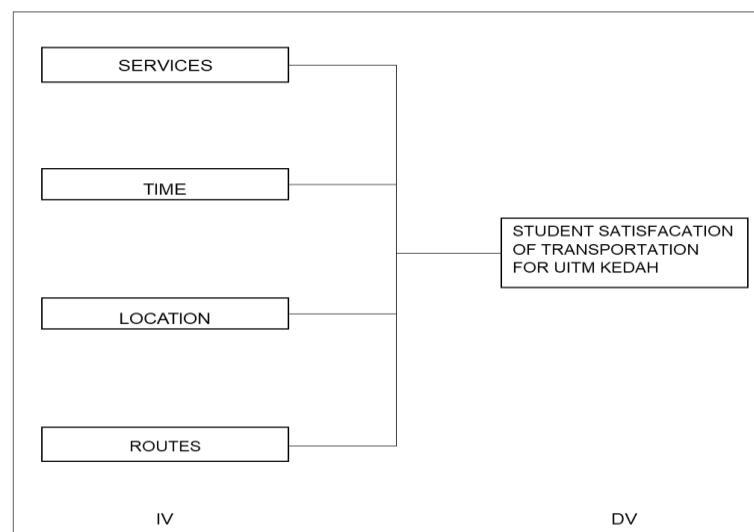


Figure 1: Theoretical Framework

METHODOLOGY

The data for this study was identified using SPSS statistical software version 12.0. This study used frequency analysis, descriptive statistics, reliability analysis, Multiple Regression analysis, and correlation analysis. This study's participants will be UiTM Kedah Branch students from all faculties who use UiTM Kedah transportation.

Quantitative research is preferred because it is more scientific, objective, quick, focused, and acceptable. Survey research employs interviews, questionnaires, and sampling polls to obtain a precise picture of behaviour. Researchers can judge behaviour and then accurately present their findings. Survey research might be focused on a single group or used to compare multiple groups. When doing survey research, it is critical that the researcher selects participants at random. This provides for more precise results from a larger number of responders. such as UiTM Kedah Branch faculty who use transportation for UiTM Kedah (Hardesty, Haselschwerdt, & Crossman, 2019). Researchers chose the sample based on who would be ideal for the study, which is UiTM Kedah Branch students who have prior expertise or who frequently utilise public transportation.

Survey research is one of the most cost-effective and time-efficient sampling methods available. Next, if only a small number of primary data sources are available to participate in the study, it may be the only viable option (Mitchell, 2018)

Specifically for this research paper, the method applied is online survey that functioning in obtaining the data from students that using public transportation provided by UiTM Kedah. In addition, google form is used as a channel in obtaining the information from the students. The questionnaire of Google Form is comprised with 3 sections of questions. First section is consisted of demographic questions such as personal data as instance age, gender, semester, study extent, faculty and living area (pick-up point and drop point). Moreover, within the same page, included questions of dependent variable that related with satisfaction of the students in term of public transport provided such as whether they use the services or not.

Besides, the second section is contained of 2 independent variables: services and location. This section is containing of ten questions that have higher probability in influencing the students' satisfaction of public transportation at UiTM Kedah. Moreover, the third section is embodying with next two independent variables which known as time and routes. This part is consisting of thirteen questions that directly related with in influencing independent variable. As a matter of fact, all of these questions are compulsory to be filled completely without missing any questions, thus, the setting already be altered where the students unable to move to next section if the previous section is incomplete. Additionally, this action is very crucial in preventing rejected survey as complete survey in critical to be used in analysing. Moreover, this questionnaire is dispersed among the students with no limitations of amount but must equal or surpass hundreds of respondents.

FINDINGS

Profile of respondents

This research gained 109 respondents. This questionnaire was distributed through online via Google Form. Moreover, the questionnaire only applicable for UiTM students only as to fill the questionnaire they need to log in with UiTM email. The first question for demographic is gender. Female has dominant value where 74.3% meanwhile male was 25.7%. in term of age, the majority age was 23-year-old (27.5%) meanwhile the minority was 19-year-old (7.3%). The second highest was 22-year-old (25.7%), follow by 21-year-old (18.3%), 20-year-old (12.8%) and 24 and above (8.3%). Next, in term of study level, the most respondents came from degree level (74.3%), then followed by diploma students (23.9%) and master (1.8%). Then, for semester level, the highest was from semester 5 (33.0%) meanwhile the lowest was 8 and above (0.9%). Next, the highest value came from Faculty of Business Management (47.7%) meanwhile the lowest was Faculty of Art & Design (7.3%). In term of living area, the dominant value was from Phase 4 (47.7%) and lowest was from Phase 2 (3.7%).

Reliability measures

Applying the Cronbach Alpha, the reliability analysis assessed the internal consistency of the items inside of factors generated by the early factor analysis. The reliability of items assessed; Services, Location, Time, Routes, and Student Satisfaction was examined using the Cronbach Alpha. This reliability measure coefficient illustrates how strongly components in a set are positively correlated with one another.

The results obtained as shown in Table 4.3 indicated the Cronbach Alpha values all the items. According to (Abu & Tahir, 2001, Nunnally, 1981; Nunnally, 1967; Hair et. al, 2006), all the Cronbach Alpha values are above 0.6 showing that the measure of all items is acceptable. Questions that are found useful and contributing to the computation are maintained. Furthermore, to increase the reliability of Alpha values of each variable, the inappropriate questions were deleted. The low levels recorded for these variables could mostly be due to the items being self-constructed and not adequate.

From the reliability analysis, On the other hand, all variables showed significantly acceptable readings (above 0.6), and therefore reflected that the items used in the study were reliable for the analysis to proceed as planned. Appendix placed the complete SPSS output's results.

Table 1: Results of Reliability Analysis

Variable	Total Items	Items Deleted	Cronbach's Alpha
Service	5	None	0.786
Location	4	1	0.738
Time	4	1	0.716
Route	5	None	0.847
Student Satisfaction	6	None	0.666

Multiple regression analysis

Multiple regression functions to figure out the significant correlation between students' satisfaction and single each independent variable. According to the result within the data the R^2 value is 51.4% referring to students' satisfaction. As a matter of fact, this research figures out that only one independent variable that has significant relationship with students' satisfaction

automatically make only hypotheses H^2 accepted. The result of standardized beta value that has higher reading is 0.414 referring to the most dominant element towards students' satisfaction.

Table 2: Regression analysis

Model	Standardized Coefficients Beta	Sig
Service	0.169	0.211
Location	0.414	0.001
Time	0.280	0.070
Route	-0.102	0.465
a. R^2 51.4%		
b. Significant 0.000 ^b		

The present study shows that all independent variables which is services, time and location have a significantly positive relationship with student satisfaction of transportation in UiTM Kedah. In conclusion, finding shows that Hypotheses 2, which is significant influence of location on students' satisfaction of transportation among student in UiTM Kedah was accepted.

CONCLUSION

Location is one of the key factors in determining how satisfied students are with the transportation services offered (Díaz-Ramírez, Leal-Garza, & Gómez-Acosta, 2022). It has been said that the nearby, secure position will make it simpler and more pleasant for UiTM student users to utilize the public transportation, making location a key aspect in pleasing these users. For illustration, students would save time and energy if the location of bus stop is close to their homes since they won't have to walk far.

The results of the current study, which are corroborated by previous research, suggest that there is a clear causal connection between the considerable effect of location on students' satisfaction with transportation among students at UiTM Kedah. The significant influence of location on students' satisfaction with transportation among students at UiTM Kedah is significantly correlated with positive relationships between various factors, revealing that location is an antecedent that will affect student satisfaction. This suggests that improving location should come before any effort to increase student satisfaction.

The research that has been undertaken for this study has highlighted several variables on which further research would be beneficial. To produce more substantial results, more comprehensive instrument should even be developed to effectively seek the right responses required.

First, related to the process of collecting data. Besides only spread the questionnaire which students must use the internet access to answer, direct interview asking about their problems and perception about services given would have figure out students' satisfaction of public transportation that they have been used. Thus, the process of data collection of students' satisfactions could be more accepted by all students and not just limited to students who can access the internet only.

Moreover, future study researcher could wider the scope by including UiTM staffs and not only focusing on the students. In this case, UiTM staffs especially bus drivers know more about the condition of buses provided by the university as they use and drove it almost every day. Better visibility of the result could be obtained through this and thus will lead to more significant outcomes for enhanced conclusions.

Therefore, in hoping for better safety for students, it would be great if the management can improve the location of pickup and drop point that safer which located in open area and less busy with vehicles.

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