

**THE EFFECTIVENESS OF KUCHING MATANG BUS TRANSPORT
COMPANY BERHAD AS A PUBLIC TRANSPORT PROVIDER IN
KUCHING.**

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LETTER OF SUBMISSION.

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Sir,

LETTER OF TRANSMISSION – RESEARCH FOR PAD 340

Our group would like to submit our research for PAD 340 titled “The Effectiveness of Kuching Matang Bus Transport Company Berhad as a Public Transport Provider in Kuching”.

2. This research contains information on the effectiveness of the public bus transportation, and other relevant information, which would be essential for present and future study on the problem.

3. We hereby submit this report and hope that you will find it satisfactory.

ABSTRACT

The study examines the problems and the satisfaction of the respondent towards the effectiveness of Kuching Matang Bus Transport Company Berhad as a public transport provider in Kuching. For this study, a sample of 100 respondent of the study area, which is Matang area and Petra Jaya area has selected to fill in the questionnaire that we distribute. Our focus in this study were based on the services provided by bus company and also focus on the problem faced by the people whom the passengers of the Matang Bus.

Majority of the respondent are age between 19 to 25 years old and mostly comes from Malay race. The popular passengers of this transport are from the students because they only earn not more than RM 500 income per month. Other than that, it also had found that buses in this area do not provide enough bus to the public and the time of bus departure took about more than 1 hour and the services that been provided are not satisfied the respondent. Besides that, the respondent also do not satisfied with the fare which been provided by Kuching Matang Bus Transport Company Berhad. It also is found that most of respondent prefer to use automatic machine rather than by using conductor bus because it is easier and it was an appropriate way to collect fare and reduce the human error. Also been analyze was the way to improve the services in the bus which is the bus must be installed with the air conditioned to give more comfort and satisfaction for the passengers.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

According to Bowersox D. J, et. al, explain that transportation is defined as the movement of freight and passengers from one location to another. One of the many dictionary definitions for transportation calls “a means of conveyance or travel from one place to another”. The important element in any definition of transportation is *movement*: changing the physical location of freight or passengers¹.

Then the definition of bus is transit mode comprised of rubber-tired passengers vehicles operating on fixed routes and schedule over roadways. Vehicles are powered by diesel, gasoline, battery or alternative fuel engines contain within the vehicles. Passengers transportation include private transportation such as automobile or airplanes and various forms of public transportation. Typical means of public transportation are buses, trains, airplanes, streetcars and such waterway vessels as ferry boat, oceans liners and cruise ships. Each from of private and public transportation has it own application and significance for passengers travel.

At the present time, a great deal attention is being given to the problem of passengers mass transit in urban areas for a variety of social and energy conservation reasons. A steadily increasing population brings with it a desire for more and more private

¹ Bowersox D. J, Calabro Pat J., & Wagenheim, Geoge D. (1982). *Introduction To Transportation*: McGraw Hill