

**BUS SERVICE IN DAMANSARA
AND ITS SURROUNDING AREAS
(SRI JAYA NO. 244)**

**A GRADUATION EXERCISE
SUBMITTED AS A PARTIAL FULFILMENT
OF THE
ADV. DIP. IN BUSS. ADMIN.
(TRANSPORT)**

BY

**ROZAINOR BIN MOHD. YUNUS
(90274016)**

**SCHOOL OF BUSINESS
INSTITUT TEKNOLOGI MARA
SHAH ALAM , SELANGOR DARUL EHSAN**

MAY 1994

TABLE OF CONTENT :

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
LIST OF TABLES	iii
LIST OF APPENDICES	iv

CHAPTER 1

1. INTRODUCTION	1 - 2
1.1 Problem Statement	3 - 6
1.2 Importance of the Study	7
1.3 Objectives of the Study	8 - 9
1.4 Literature Review	10 - 14
1.5 Benefit of the Research	15
1.6 Research Design	16 - 18
1.7 Data Analysis	18

CHAPTER 2

2. EXISTING SERVICE	19
2.1 Route	19 - 20
2.2 Stops	20
2.3 Service Interval	21 - 24
2.4 Travelling Time	24 - 29
2.5 Distance / Mileage	30
2.6 Problems	31

CHAPTER 3

3.	VIEWS ON EXISTING SERVICE (SURVEY RESULT)	
3.1	Passengers	33 - 37
3.2	Residents	38 - 43
3.3	Operator	44 - 45
3.4	Workers	46

CHAPTER 4

4.	ROUTE	
4.1	Passengers' View	47
4.2	Residents' View	48
4.3	Operator's View	49
4.4	Residents' View	50

CHAPTER 5

5.	SCHEDULE	
5.1	Operator's View	51 - 52
5.2	Passengers' View	52
5.3	Residents' View	53
5.4	Workers' View	53

CHAPTER 6

6.	LEVEL OF SERVICE	
6.1	Passengers' View	54 - 55
6.2	Residents' View	56 - 57
6.3	Operator's View	57
6.4	Workers' View	58

CHAPTER 7

7.	CONCLUSION	59
----	------------	----

CHAPTER 8

8.	RECOMMENDATIONS	
8.1	Route	60 - 62
8.2	Schedule	63 - 64
8.3	Service Level	64 - 66

	APPENDICES	67 - 86
--	------------	---------

	BIBLIOGRAPHY	87 - 88
--	--------------	---------

ABSTRACT

The objective of the research is to identify problems faced by the S.J Kenderaan Sdn. Bhd. and to suggest recommendations for improvement in the service level , including routes and scheduling .

A survey is made using structured questionnaires to seek the views of the passengers , residents , operator and the employees of the company .

At the conclusion of the research , it is found that the bus service is poor ; running out of schedule thus causing the bus service (service no. 244) losing its passengers .

To increase the number of passengers using the service , a number of improvements must be implemented and this will be further described at the conclusion of this research .