



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**SERVICE QUALITY INFLUENCE ON CUSTOMER
SATISFACTION: A STUDY OF SARAWAK RIVER TAXI
SERVICES AT WATERFRONT, KUCHING**

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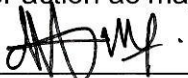
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ABSTRACT

The primary objective of this study is to determine the service quality influence on customer satisfaction towards the Sarawak River Taxi services at Waterfront, Kuching. The specific objectives are to assess the customers' satisfaction on the facilities of the terminal, to analyze level of satisfaction among passengers on the service quality of Sarawak River Taxi in Waterfront Kuching, and to propose recommendations toward improvement of the service in order to meet the needs of the growing city and the people. The study covered the passengers including tourist that use the Sarawak River Taxi at three stations from Waterfront, Borneo Convention Center Kuching (BCKK) and Medan Niaga Satok in Kubah Ria.

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CHAPTER 1

BACKGROUND

1.0 Introduction

Nowadays, public transport is the basic and become need for all level of society. People use public transport every time they want to move from one place to another. For example Sarawak River Taxi at Waterfront Kuching, can avoid the traffic congestion and reduce air pollution. Furthermore, the river taxi attracts tourists to visit Sarawak. Therefore, it is not only an asset of tourism but also encourage more people to make water transportation as their main transport in everyday life. On top of that, the river taxi services may increase the socio-economic aspect of the community. This is because the river taxi drivers make the activity of carrying passengers as their source of income in order to sustain their life.

The main intention of governments and private individuals providing public transportation services for its citizenry is to fulfill the needs of the common public with regards to providing them with accessible and affordable transport opportunities (Tran and Kleiner, 2005). An overview of the Sarawak transport market clearly indicates that land transportation (dominates and) is structured with interplays of various forms like taxis, commercial mini bus services and other publicly owned transport facilities. This paper focuses on minicab taxi service operations and it examines the relationship and effect of service quality on customer (commuters') satisfaction by applying the RECSA model with some modification (Tran and Kleiner, 2005).

Mazulla and Eboli (2006) were of the view that the dwindling nature of the services being provided is as a result of public transport operators given too much importance to financial gains at the expense of ensuring service quality delivery in their operations. Bertini and El-Geneidy (2003) opined that this in providing good quality service to their passengers,