

**A STUDY ON CUSTOMERS SATISFACTION OF STAGE BUS
FARES AND SERVICES IN KUCHING, SARAWAK**

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Dear Associate Professor,

**FINAL RESEARCH REPORT "A STUDY ON CUSTOMERS SATISFACTION OF STAGE BUS
FARES AND SERVICES IN KUCHING, SARAWAK"**

With reference to the above, enclosed is a copy of the Final Research Report
entitled "A Study on Customers Satisfaction on Stage Bus fares and Services In
Kuching, Sarawak" done by a group of researchers from UiTM Sarawak Branch.

Thank you.

Yours sincerely



JAAFAR PYEMAN
Leader
Research Project

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ABSTRACT

The purpose of this paper was to investigate the customers' perception with regards to the public stage bus transportation service in Kuching, Sarawak. The customers' perception towards the quality of the services was transformed into specific customer satisfaction index. There were two main aspects explored in this study in providing data for customer satisfaction index computation namely the customers' satisfaction level based on twelve (12) criteria and the importance level of the satisfaction criteria based on the different priority given by the customers. Questionnaires were distributed to the respondents who were the users of the public stage bus service in Kuching, Sarawak. Some of the major findings from this study were:

1. There were significant differences in terms of satisfaction level (based on customer satisfaction index on each bus operator) among the customers towards the quality of the services provided by the public stage bus operators in Kuching, Sarawak.
2. The overall satisfaction (based on overall customer satisfaction index) of the customers in Kuching Division on the stage bus services was still below the average level (dissatisfied level)
3. Most of the customers had the same perception in prioritizing the satisfaction criteria
4. The demographical factor (current employment) of the customers had contributed to the significant differences in their perception towards the satisfaction level
5. The current employment status of the customers had influenced their perception in prioritizing the importance level of the satisfaction criteria

CHAPTER ONE

INTRODUCTION

1.1 AN OVERVIEW OF PUBLIC STAGE BUS SERVICES IN KUCHING, SARAWAK

Our society has evolved around the concept of freedom to live and work where we wish, restricted only by self-imposed limitations. But one element of our environment that often determines our success as individuals and as a society is transportation. In today's urbanized lifestyle, the failure to reliably move people and goods in a timely manner can have a devastating effect on society's productivity and the individual's quality of life.

Transportation is one of the more critical threads binding the tapestry of our society whether it is a complex, competitive urban lifestyle or a peacefully diversified rural environment. An efficient urban society can neither afford nor tolerate poor public transportation. Currently, our public policy has promoted the enhanced mobility of the people. A city like Kuching in Sarawak should seamlessly integrate diverse modes of transportation into an interconnected system of infrastructure, walkways, roads and transportation services.

As reported in the Sarawak Tribune on 1st May 2003 under the headline "Mixed Feelings Over Hike in Local Bus Fares" the public stage bus fares had been increased and it was approved by the Commercial Vehicle Licensing Board. The Chairman of the Sarawak Bus Transport Companies Association,