

**A STUDY ON THE CUSTOMER
BEHAVIOUR TOWARDS THE LEVEL
OF SERVICES GENERATED BY
PARK MAY BERHAD**

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ABSTRACT

The purpose of this Graduation Exercise is to identify the problems faced by Park May Berhad with special reference towards the Plusliner Express Department services.

At present, Express Department is underway to improve, develop and upgrade its operation towards efficiency of level of service. Therefore, a closer look into the current system is essential in improving the quality of the service.

The rationale of the study will covers/ the determinant of consumer behaviour towards the level of service that may facilitate the producer by making them easier to make a decision in producing the service. Thus, the Bukit Kayu Hitam to Kuala Lumpur route as a profitable route had being taken as a model to improve the other non profitable routes.

The problems identified are with specific aimed to know the relationship between level of service offered and fare charged, the consumers' willingness to pay in terms of fares charged, lack of information on overall service, the need to improve the marketing strategies and lack of information on the purpose of making the journey.

Throughout observations, interviews, questionnaires and statistical analysis by using special tools namely SPSS or known as Statistical Package for Social Sciences, the findings for the study being analyzed . From the result it is being found that, Express Division lack of effectiveness and efficiencies' sources to guide them in developing their department.

A recommendation and suggestion had being include~~d~~ in the thesis. It covers a suggestion to develop a marketing strategy, recommend to upgrade the bus design and maintenance and lastly suggest and recommend to issue a special ticket to the regular customers.

It is being hoped that the recommendations made by this thesis would provide some ideas for further improvement on overall services.

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