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Keretapi Tanah Melayu Berhad (KTMB)

COMPANY ANALYSIS

KERETAPI TANAH MELAYU BERHAD (KTMB)

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : AS203 4S1

PROJECT TITLE : KERETAPI TANAH MELAYU BERHAD (KTMB)
- STUDY ON EFFICIENCY OF TICKETING SYSTEM
OF KTM COMMUTER

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EXECUTIVE SUMMARY

This write up specifically discuss about one component of the Malaysian transportation system ,which is the railway Keretapi Tanah Melayu Berhad (KTMB). Being a student we had been traveling with KTM to various locations. We use KTM in our daily life. During this time we have witnessed the progress of ticketing system of KTMB. This paper explains the ticketing system of KTM Komuter. As consumers become more sophisticated, they demand the right services at the right time, right price and at the right place. Today, the major challenge that KTMB faces are loss in revenue. This can be overcome if KTM is willing to make improvement in their ticketing system.

1.0 INTRODUCTION

1.1 Background Of The Study

KTM Komuter is a commuter rail service brand in Malaysia operated by Keretapi Tanah Melayu (KTM). It has been introduced in Malaysia since 1995, and it has long been known to be one of the main mode of transport for many Kuala Lumpur and Klang Valley residents. The service operates on a daily basis with two lines for the Central Sector which are namely as, the Seremban - Batu Caves Line, and the Tanjung Malim - Pelabuhan Klang Line. Even though most Malaysian use KTM as their main transport, there are still problems that need to be address.

1.2 Problem Statement

To commute the commuter, people need to purchase the token at the counter or the vending machine. In addition, people can also use their identification card and touch 'n' go card as a substitute for the KTM ticket. Even though there are various ways to purchase the ticket, unfortunately users still seems to have problems regarding to the ticketing system of KTM. It has been assumed that the problems come from different reasons. First of all, the main problem is the utilisation of ticket vending machines during peaks hours. The ticket vending machines are often out of service and it becomes more concerning this day as the number of people who are using KTM as their main transport is increasing. Next, the purchasing process seems to have problems due to the long queue regarding to inadequate ticketing counters. Finally, the number of peoples travelling without the ticket is increasing.

1.3 Purpose of The Study

This case study is done to analyse the ticketing system of KTM Komuter that operated by Keretapi Tanah Melayu Berhad (KTMB).

2.0 COMPANY INFORMATION

2.1 Background

Malaysia Railway is formerly known as the Malayan Railway Administration, it came to be known as Keretapi Tanah Melayu Berhad (KTMB) after the government led corporatisation in 1992. As the only railway operator in Malaysia, the railway remained wholly owned by the federal government. In addition, KTMB together with its subsidiaries provides integrated rail transportation services for people and goods in Kuala Lumpur, Malaysia. It handles passenger transportation, as well as undertakes the business of rail freight transport and related businesses in the rail cargo sector.

2.3 Services

Keretapi Tanah Melayu Berhad (KTMB) provides a few services for the passengers. However, we will focus on the services provided based on our case study which is focusing on the ticketing system of KTM Komuter. The ticket machine were provided by Keretapi Tanah Melayu Berhad (KTMB) at each station as an initiative for the passengers to their tickets. Also, the ticket counters only provides the purchase of concession ticket, the purchase of Komuter Link Card (Adult) and the reload of Komuter Link Card.

2.4 Business, marketing, and operational strategy

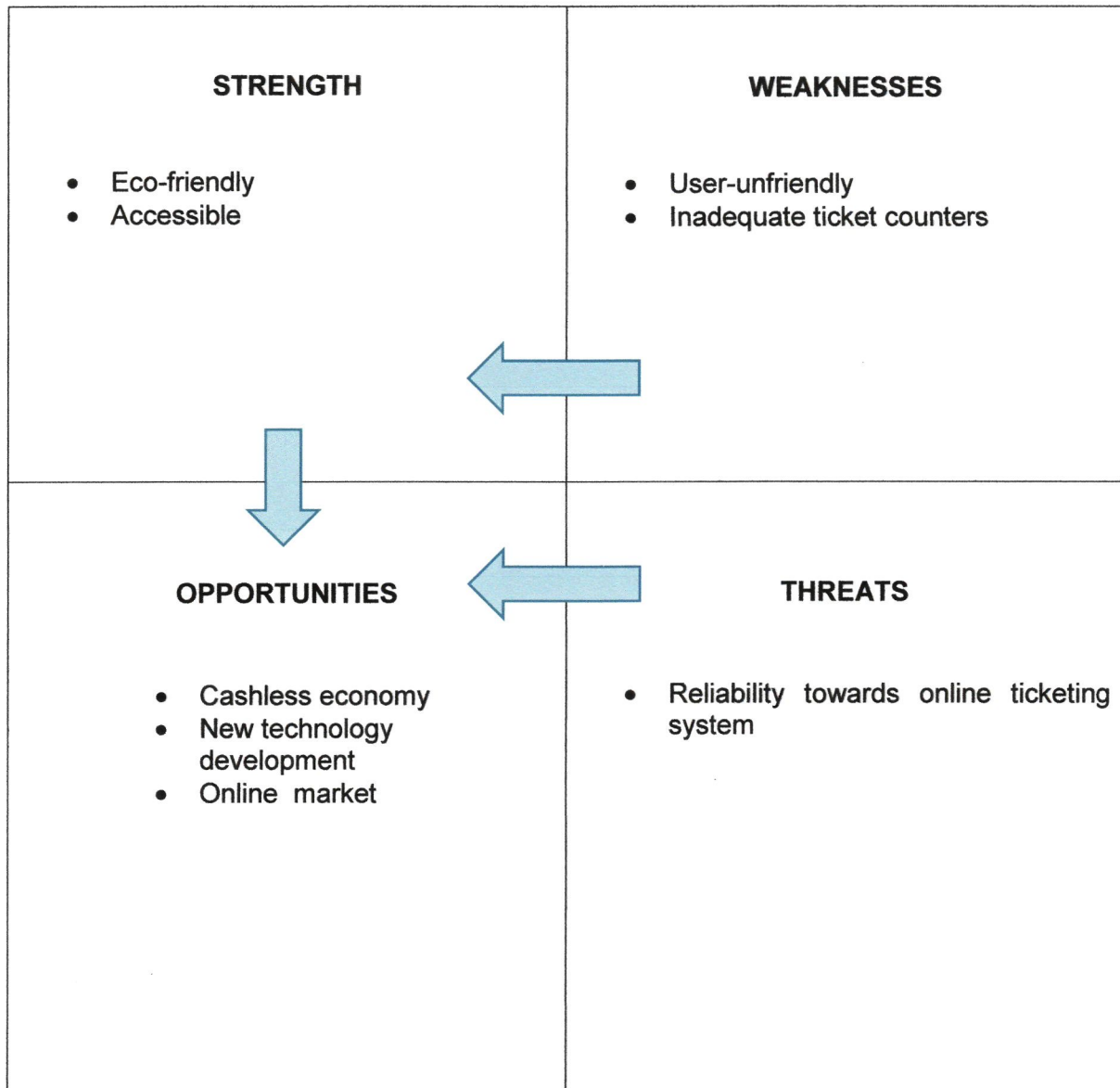
KTM Komuter is one of the main public transport in Malaysia. Its train network covers more than 280km length of railway network that accommodates 59 stations. Besides, it is known as a popular mode of transport to commute to Kuala Lumpur. Furthermore, there is a growing demand for foreign tourists taking the commuter, especially once the Ministry of Tourism has developed some new packages such as home stays and other new tourist attractions. The price of the ticket is also affordable and that's what makes KTM as one of the main public transport in Malaysia.

2.5 Financial achievements

As Keretapi Tanah Melayu Berhad (KTMB) is a big company, the financial achievements of the company has been kept secret. On Dec 31, 2017, Keretapi Tanah Melayu Berhad (KTMB) recorded an unaudited profit before tax of RM4.6 million for the financial year ended compared to RM8.9 million posted in the previous year. Unfortunately, the company still suffered an accumulated loss of RM2.9 billion for 2017, KTMB said in a statement here today. In 2017, operational revenue was among the factors which contributed to the positive performance compared in year 2016. The revenue was generated by the ETS Padang Besar-Gemas service, the Tebrau shuttle run and KTM Komuter Northern Sector service.

3.0 COMPANY ANALYSIS

3.1 SWOT ANALYSIS



4.0 FINDINGS AND DISCUSSION

Findings

Problems in ticketing system at Keretapi Tanah Melayu Berhad (KTMB)

Major Problems :

1. The vending machine at KTMB are often out of service especially during peak hour. When huge number of people use the machine at the same time without stop, the machine might stop working because of insufficient tickets inside it. The machine is an electronic token system that are stand ready at the KL Sentral station as part of KTMB's efforts to upgrade the ticketing system. Somehow, the problems seemed to effect KTM's user and decrease their satisfaction in using public transport. Certain users are willing to wait for the machine to be repair again but most of them are not since they were rushing to their work place or have to attend something urgent.
2. Due to inadequate in the numbers of ticket counter, the duration to purchase ticket for each users are increasing. Because of that, users have to wait in a long queue in order to get the ticket. As the number of KTM's users are increasing, it is a major problem faced by users. Most of their time are wasted during queueing. If there are many counters available, the queue will become short and less time required to wait for the turn.

5.0 CONCLUSION

In all, KTMB has provided transport facilities to the people in transportation industry. The main objectives of KTMB is to give fast travel route, cheap fee and comfortable to all. KTMB has a large railway area that make people easy to use the services anywhere and everywhere. However there are a few circumstances that might prevent KTMB to work efficiently. One of the main problems is the ticketing system itself. Although the system has been introduced a quiet long time ago, but the system seems to have a few lacks that bother the users. This could decrease the passenger's satisfaction since this is the daily technology used nowadays. The ticket machine as shown in Figure 4 in reference oftenly out of service especially during peak hour. This might sound a small problem, but its actually effect the passengers's time. Besides, the number of counter is actually insufficient with huge number of passengers were using the service. Therefore, in order to increase the efficiency of KTMB in ticketing system , the company should create an application booking system where the system is more way easy and fast than purchasing the ticket at the ticket machine.

6.0 RECOMMENDATION AND IMPROVEMENT

i. Apps booking system

Keretapi Tanah Melayu Berhad (KTMB) should create an apps booking system for the KTM Komuter so that the passengers does not have problems with buying the tickets manually at the ticket machine. This can also save their journey time as they does not have to wait in a line to buy their ticket as only a few ticket machine are functioning.

ii. Onboard ticket sanner

To create a good ticketing system, onboard ticket scanner should be implemented by Keretapi Tanah Melayu Berhad (KTMB) on the train so that the passengers does not have to queue to scan their ticket at the entrance gate. This can help passengers to board on the train faster if they have to catch up the train that has arrived rather than waiting for 45 minutes to catch up another train.

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Figure 1 : A few counters closed even at peak hour.



Figure 2 : A few machines provided to buy ticket.

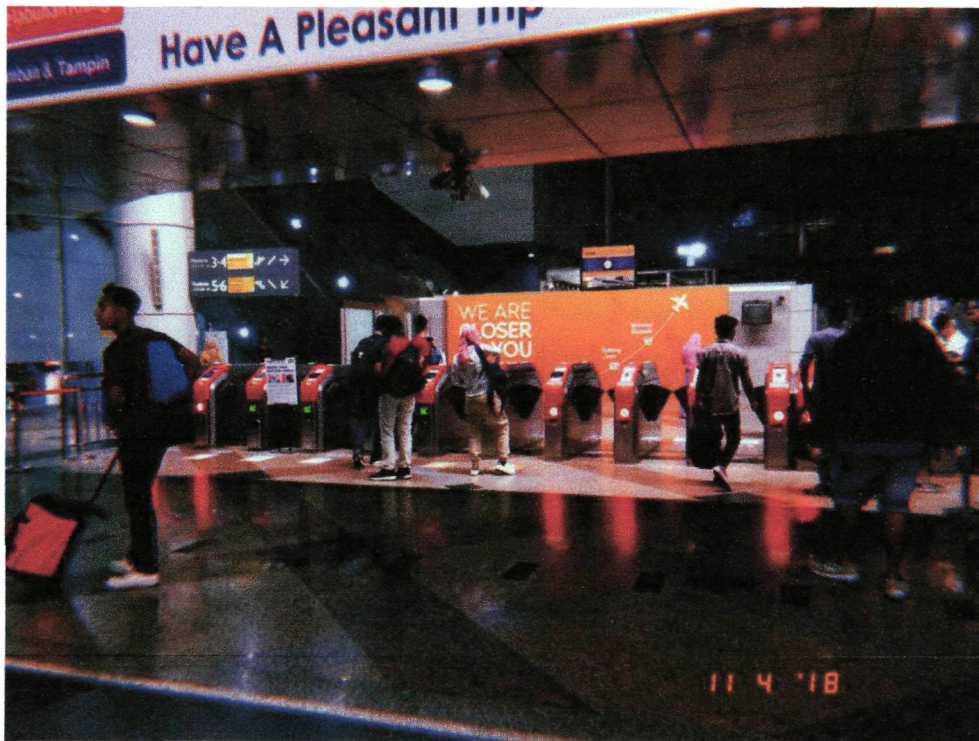


Figure 3 : Passenger exit out of the Touch 'n' Go lane of the KTM Komuter gates.



Figure 4 : The ticketing machine often out of service.

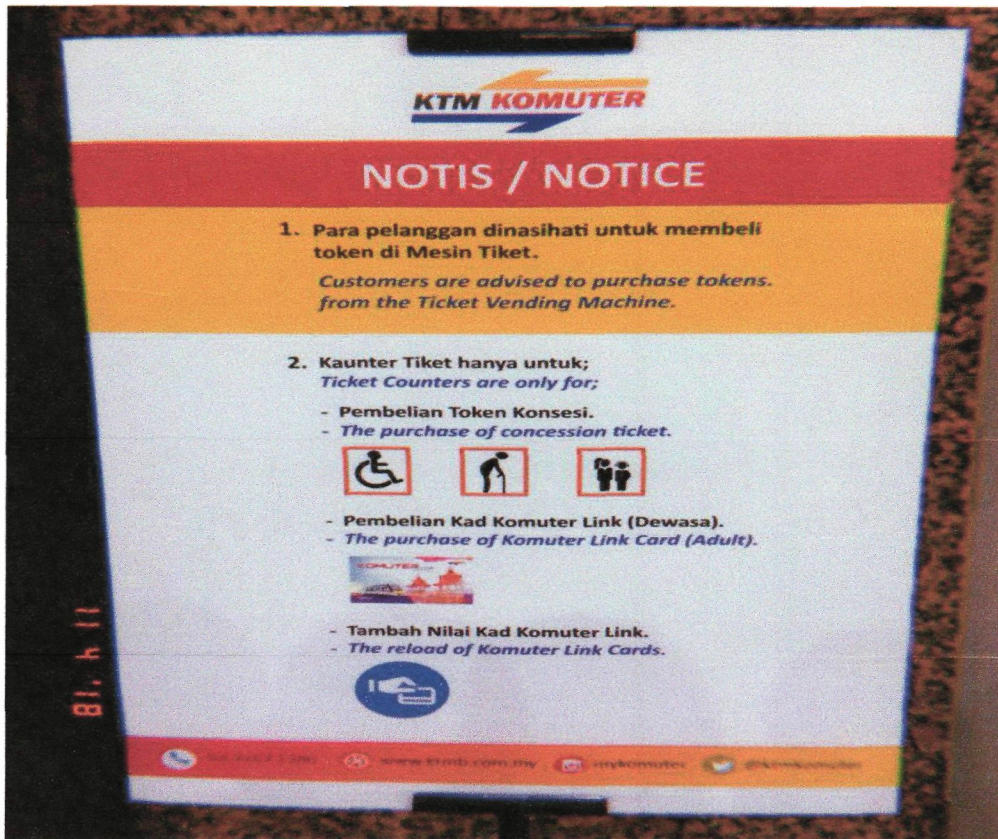


Figure 5 : A notice regarding tokens purchasing only can be make at counter.

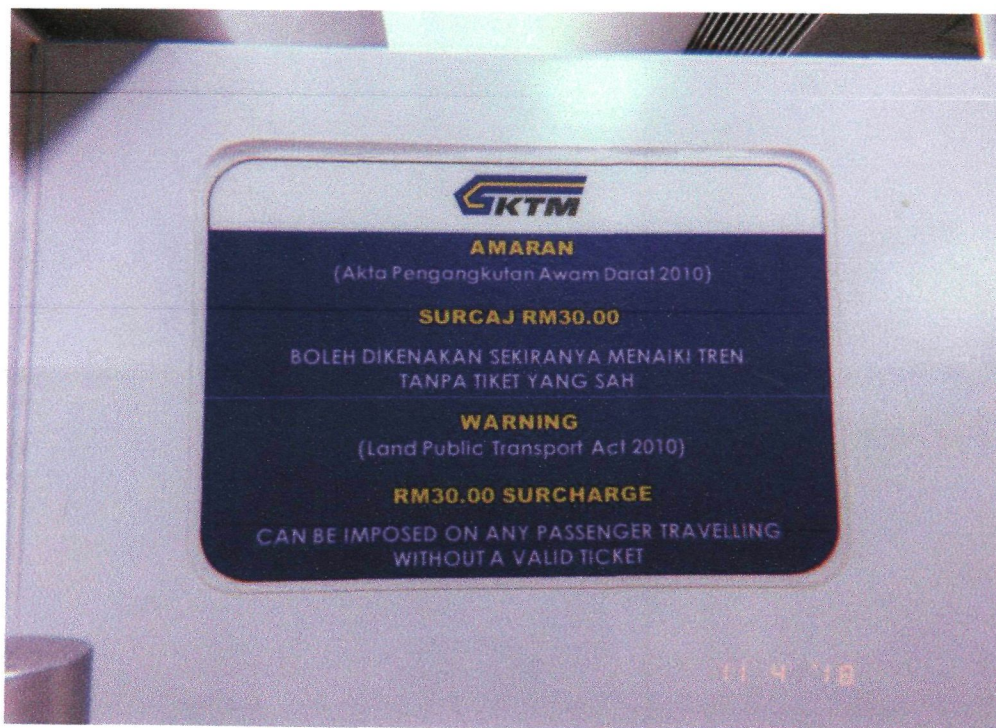


Figure 6 : A reminder to KTM's passenger regarding surcharge for those who travelling without ticket.

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Kuala Lumpur City Hall (DBKL) is targeting 60 per cent of city folks to use public transportation by year 2020. — Picture by Yusof Mat Isa

KUALA LUMPUR, May 5 — Though the use of public transportation among city dwellers is encouraging based on the volume of passengers, both local and foreign, seen daily at KTM Komuter, light rail transport (LRT), monorail and bus stations, the number of such commuters in Kuala Lumpur pales in comparison to those in cities like Tokyo and Singapore.

While 75 per cent of the Tokyo and Singapore populations rely on public transportation, only 20 per cent of our urban population uses public transportation.

This marked difference was acknowledged by Federal Territories Deputy Minister, Datuk Dr J. Loga Bala Mohan who said this was one of the factors contributing to traffic congestion in the capital city.

To this end, the Federal Territories, through Kuala Lumpur City Hall (DBKL) is targeting 60 per cent of city folks to use public transportation by year 2020.

A Bernama survey at the Kuala Lumpur Sentral Station — the main transit point for all public transportation including buses and taxis — found public transport commuters optimistic on the 60 per cent target set by the government.

Most felt that to meet the target, transit services should be improved for more efficiency and systematisation.

A civil servant, Lee Mei Li, 31, who takes the monorail daily to work said something should be done about trains taking passengers beyond their capacity limit and the way passengers queued up for this transport system.

"To achieve the desired target, the rail services must be improved by increasing the number of carriages as the current number is insufficient," she said, adding that it was now pointless to drive to work due to traffic congestion.

Another commuter, Syamimi Azman, 35 who takes the LRT to her work place at a shopping centre in Jalan Imbi said additional carriages were necessary to ensure comfortable rides.

"Passengers do not queue but are always forcing their way in, at times pushing aside women carrying babies or the elderly, in the train.

"The carriages are often packed to the brim and some passengers have to wait for two or three trains to pass before they can get into one," she said.

On the other hand, M. Shamine, 24, an intern at a government agency felt that rail service timetables should be updated so that commuters could estimate their time of arrival for work or other destinations.

"Sometimes, the train arrival time is not as displayed on the information screen and passengers get stranded at the stations and are late for work and appointments," she said.

Housewife Rahmah Musa, 40, laments that ticket vending machines are often out of service and should be maintained regularly.

"If there are only two or three machines functioning during peak works, there will be a long line of impatient passengers. so add more vending machines. as commuters are increasing anyway."

In addition, many raised that bus network and services too, must be improved in line with rail transit development as passengers relied on buses to take them to transfer points within the city.

A RapidKL bus commuter, Zakuan Abdul Razak, 26, said though there had been improvement in the frequency of bus services, the bus numbers and timetables were often misleading and forever changing, causing much inconvenience to commuters.

"I hope the management will rectify this and give passengers accurate information as the confusion is really frustrating and causes a lot of problems for passengers to get to their destination, said Zakuan who relies on the bus to travel from Kelana Jaya LRT to Bandar Utama daily.

Meanwhile, in line with the government's aim in encouraging more people to use public transportation in the city, Kereta Api Tanah Melayu Berhad (KTMB) introduced a KTMB-MobTicket smart application last month to attract more people to use KTM Electronic Train Service.

KTM Intercity Marketing general manager, YM Hamdan Husori said the move was an option for passengers to buy tickets without having to queue.

"This is one of the initiatives taken for the convenience of our loyal customers travelling on all 34 inter-city trains.

"Passengers just need to purchase their tickets online to enjoy a comfortable ride," he said, adding that the KTMB-MobTicket application could only be downloaded on Android mobile phones.

A frequent KTM Intercity commuter, M. Dinesh Kumar, 26, said he was aware of the application but had not downloaded it yet.

"I often travel between Kuala Lumpur and Alor Star by train as it is time-saving and more convenient," he said. — Bernama

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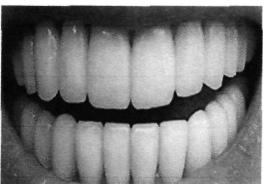


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