



اَوْنِيُوْرَسِيْتِيْ بِاْتِيَكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

rapidKL

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PROJECT TITTLE: CASE STUDY OF RAPID KL BUS

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1.0 INTRODUCTION

1.1 Background of the Study

As we all know, that transportation is a vital thing in this modern era to enable us to travel and go to various places and continue our life routine perfectly. There are various types of transportations that have already invented for our convenience and one of the most popular transportation is bus. Rangkaian Pengangkutan Integrasi Deras Sdn Bhd or also known as RapidKL is one of the biggest public transportation services in Malaysia providing good service and low price fare. Rapid KL consists of two types of operators which are Rapid Rail Sdn Bhd and Rapid Bus Sdn Berhad, providing a different types of transportation; Light Rail Transit (LRT), Mass Rapid Transit (MRT), monorail, Bus Rapid Transit (BRT) and bus.

1.2 Problem Statement

In this case study, we will be focusing on bus service that are provided by Rapid Sdn Bhd. Rapid KL bus is known for its low price fare and it has more reliable journey times. However, there is a few problems that is faced by Rapid KL bus that needed to be look at so that they can improve their bus service. The problems faced by Rapid KL bus are time management, the cleanliness of the interior of the bus, the payment of bus fare, the number of passengers exceeds the number of passengers that are allowed on one bus and Is not friendly use for people with disabilities (OKU).

1.3 Purpose of Study

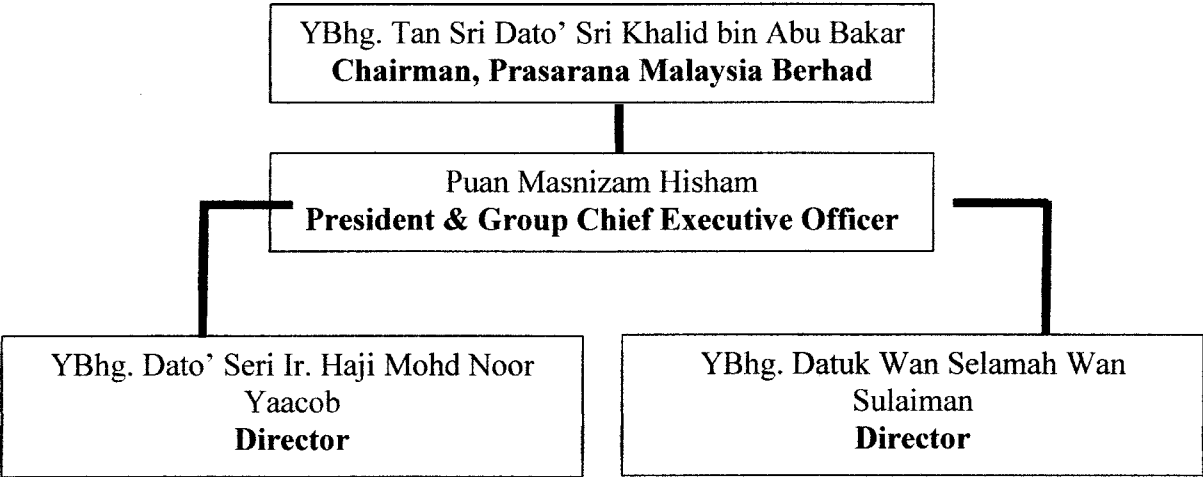
The service provided by Rapid Sdn Bhd is analyzed by focusing on the problems faced by them and their customers. In this case study, a few recommendations and alternatives are suggested for them to apply for their service in order for them to provide excellent transportation service and meet's with customers' expectation.

2.0 COMPANY INFORMATION

2.1 Background

Rangkaian Pengangkutan Integrasi Deras Sdn Bhd (Rapid KL) is one of company in Prasarana Malaysia Berhad that is also a Malaysia’s leading public transportation company. It became the largest public transportation and fully used by Malaysians. Apart from that, Rapid KL is a 100% government-owned company under the Ministry of Finance. In this case study, we are focusing on Rapid KL Bus in Selangor as it is the most popular public transportation in the city. Rapid KL Bus usually transports over 140,000 passengers daily and approximately 4 million customers in a week.

2.2 Organizational Structure



2.3 Product or Services

Rapid KL bus in Selangor usually transports over 140,000 passengers daily and approximately 4 million passengers in a week. Other than that, Rapid KL bus services have across 165 bus routes which consist of 10 city Bus routes, 85 Local Bus routes, 63 Trunk Bus routes and 3 Express Bus routes. Currently, it has 908 buses in operation daily.

Previous Route No	New Route No	Departure	Arrival
U12	200	UIA Gombak	Lebuh Ampang
U201	201	Batu 12 Gombak	Chow Kit -Titiwangsa
U23	220	Taman Melawati	Lebuh Ampang
T307	221	LRT Dato' Keramat Station	Ampang Point
U20	222	Taman Melawati	Chow Kit
U24	250	LRT Wangsa Maju	Lebuh Ampang
U25	251	Aeon Big Wangsa Maju	Ampang Point
U33	254	Ayer Panas	Titiwangsa-Chow Kit
E11A	BET16	Warta Baru	Putrajaya
E11B	BET17	Pinggiran Batu Caves	Putrajaya
T231	T200	LRT Gombak	UIA Gombak
T203	T201	LRT Gombak	Hab Wira Damai
T226	T202	LRT Taman Melati	Taman Melewar
T205	T203	LRT Taman Melati	Danau Kota
T304	T221	LRT Sri Rampai	Taman Melawati
T305	T222	LRT Sri Rampai	UKAY Perdana
T309	T223	LRT Setiawangsa	AU3, Jentayu, Keramat
T330	T224	LRT Dato' Keramat	Desa Pandan
T312	T250	LRT Wangsa Maju	Jalan Genting Klang PV15
T302	T251	LRT Sri Rampai	Sek 10, Wangsa Maju
T204	T204	Kg. Nakhoda	Taman Greenwood

Table 1: Routes of Rapid KL Bus

2.4 Technology

Rapid KL launched the Rapid KL Travel Planner mobile application that can help the passengers plan their journey more properly. It also provides bus routes online at the official Rapid KL website to guide the customers that can ease them. This planner is more easier to use because it is available for IOS and Android devices. The users can get updates of the Rapid KL bus services faster, more specific and instantly. This application also helps to provide some information on service frequency, operating hours, travel instructions and it includes the fare calculator that can be used by the passengers.

2.5 Business, marketing, operational strategy

Rapid KL Bus provides more than one bus during the operation. It also stops at all bus stops by routes provided. Therefore, it is easier to access the bus for the customers. The operation hours for weekdays is from 6.30 a.m. to 10.00 p.m. and 6.30 a.m. to 11.00 p.m. on weekends. People do not need to be worry about the their transportation as the services are still available till almost midnight. Other than that, Rapid KL Bus used the technology such as MyRapid Touch 'n' Go Card which is a cashless fares for the ride.

2.6 Financial achievements

Due to the private of financial for this company, there is no recorded finance data. But through the information given, we can assume that the financial achievements for the Rapid KL bus in Selangor. Based on the website provided, we can get the information about the fare of the trip using the Rapid KL bus. Every trip need to pay RM1.00 for an adult if the destination is around 0-15km distance and RM2.00 if the trip is exceeding 16km. Other than that, RM0.50 for the children below 6years old (0-15km) and also RM1.00 for 16km and above.

3.0 COMPANY ANALYSIS

Strengths

SWOT has been exist globally since Rapid Bus is the largest bus operator in Malaysia operating mainly in suburban-urban areas. Prasarana Malaysia Berhad or Prasarana for short, has become Malaysia's largest and leading public transportation provider. Rapid KL is proven to have low price fare compare to other public transportations. Thus, people who are planning on saving money are suggested to ride Rapid KL bus. Rapid KL bus is a public transportation system that provides faster, more efficient service than other ordinary bus line. It is also a high-quality bus based transit system that delivers fast, comfortable and cost effective urban mobility. Moreover, by riding Rapid KL bus they can also save the environment. Communities don't wish to have the densities associated, thus Rapid KL have a limit number of passenger for a bus. A part of that, Rapid KL always provide training to enhancing the soft skills and capacity of its staff.

Rapid KL also achieved a few awards, the excellence in providing public transport services Social Media Excellence Awards, Logistics and Transportation, Global Leadership Awards, Leadership Excellence in Public Transportation Award and others.

Weaknesses

One of Rapid KL bus weaknesses is passengers have to pay exactly RM1, and the bus drivers does not provide any change of ringgit notes. Furthermore, their ticketing system are quite slow making the passengers have to queue first. Buses are dirty especially at evening as they did not clean up the bus until they are back to their respective stations. As we all know, Malaysia are frequently visited by people from foreign countries and most of them preferred to use public transport rather than renting a car. Thus, we have to make sure bus or other public transportations are always in a good condition. Moreover, most of the bus drivers are not aware about the number of passengers that are on board. This problem causes the passengers that are riding the bus become very uncomfortable and may also lead to accident inside the bus. Even though, Rapid KL provides discount card and seats for people with disabilities (OKU), but it is quite hard for them to get on the bus especially for those who has difficulties on walking.

Opportunities

Rapid KL is likely to open more joint ventures, expanding its service into newly developed parts of the world in regards to being more socially responsible in the environment. Prasarana Malaysia have also introduced many public transports with their growing awareness. Creation of more, plays a pivotal role for station bus Rapid KL, so it is much more easier to take a ride.

Rapid KL bus provides with the ultimate convenience for their passengers because they provide package that suits with their passengers' travel needs. The information that is contain in the card can be read and written using specified radio frequency and smartcard software, which is a lot easier compare paying using money. Next, we also can check Rapid KL bus schedules through their website.

Threats

There are some complaints that is about system failure. Every Rapid KL bus has a system, where people touch on their card to make payment but when the system is failed, there is no choice than to pay by cash. As mention before, no changes of ringgit notes are provided when paying the bus fares. So it is difficult for passengers if that situation happened.

CONSUMER

TREND CANVAS

TREND: Rapid KL Bus

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

- a) Organizing
- b) Facilities
- c) Connection with the world wide
- d) Planning

Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes Triggers: Recent, short-term changes or technologies

- a) Communication
- b) More facilities
- c) Clean all the time
- d) Buses in a good condition

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

- a) Social value
- b) Bigger interface
- c) Efficient

Inspiration

How are other businesses applying this trend?

- a) Air Asia
- b) Grab
- c) Applications

Innovation Potential

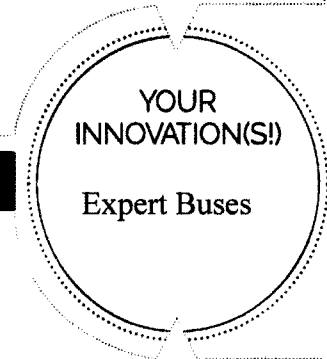
How and where could you apply this trend to your business?

- a) Providing internet or wifi
- b) Safety Aid Health Care Facilities
- c) Educating the masses

Who

Which (new) customer groups could you apply this trend to? What would you have to change?

- a) Students
- b) Tourists
- c) Employees
- d) Governments



4.0 DISCUSSIONS AND FINDINGS

DISCUSSIONS

	Problem	Alternative solution	Advantages	Disadvantages
1.	Bad time management	The bus driver should report important information such as traffic flow in certain area or occurrence of accidents, so that the staff can inform people the arrival of bus. Provide more bus at certain area.	People can be informed why is the bus late and can manage time to go to certain destination.	Cost a lot of money to increase the number of buses and drivers.
2.	It is found that Rapid KL bus is sometimes dirty.	Provide mini trash can so that the passengers throw their rubbish properly and not leaving it on the bus. It is suggested that the bus should be clean during lunch break. Hire a few cleaners at few places so during lunch hour the bus drivers will go there to clean the bus.	Provides comfort to the passengers and the bus driver while on the bus and also the cleanliness of the bus is increased.	Cost a lot of money and time in order to clean the interior of the bus and provide mini trash can.
3.	Have to pay exactly RM 1 whenever we want to ride it	The bus driver should provide a lot of changes so that the costumers won't be worrying about to change money in order to get exactly RM1.	Lessens the costumer worrying to get RM1.	Bus driver have to be aware on how much money to pay back and have to identify which costumer has already pay and which one does not pay yet.

4.	The number of passengers exceeds the number of passengers that are allowed on one bus.	The bus drivers are suggested to count the number of passengers that are going on board before they pay their fare.	Provide comfort for the passengers while riding the bus and also provide comfort to the bus driver himself.	The bus drivers need to be aware while counting the number of passengers.
5.	Is not friendly use for people with disabilities (OKU).	Provide slide and stair that consist handrail so that it will make it easier for them who is special and uses wheelchair to get on board.	Gains people attraction on riding bus especially people with disabilities.	Requires money in order to put slides on every bus.

FINDINGS

Problems that is faced by Rapid KL bus.

Major problems:








1. The major problem is bad time management. Most of the complaints received is that the bus does not arrived at the bus stop at the given schedule. Unlike rail service, bus service does not get any refund if the bus is 15 minutes late. It is found that the cause for this problem is due to traffic flow in suburban-urban area like Kuala Lumpur and Shah Alam that cannot be avoided. The staffs did not update the estimated time for the bus to arrive correctly making the people have to wait longer and have to change their pelan for the day.
2. The condition of the interior of the bus is dirty after going through half of the day and leads to unsatisfied costumers. The passengers are not comfortable while riding the bus due to its poor cleanliness, thus, making them choose bus as their last option. The bas also does not provide any mini trash can to enable them to throw their rubbish properly and some of irresponsible passengers would throw their rubbish in the bus and making the bus dirty.
3. Rapid KL bus is well-known for its low fare which is RM1 and also provide few promotion that are suitable for specific person so that they can travel by bus at a price lower than RM1. However, not all of the people uses the bus frequently. For those who are new with Rapid KL bus they have to pay RM1 and not all of them have exactly RM1, thus, making them prefer to ride Grab or Taxi because the drivers provide change.
4. The number of passengers exceeds the number of passengers that are allowed on one bus. This problem made the passengers feel very uncomfortable to ride the bus and may also lead accident in the bus. Some of the bus driver does not obey the rule and some of them did not notice the number of passengers that got on board.
5. Rapid KL bus may have seats and package card for people with disabilities (OKU) but it is not friendly for them especially for them who use wheelchairs to move.

Minor problems:








1. The bus drivers are sometimes being rude to the passengers. It is quite hard to change a person's attitude.
2. Low number of bus drivers making it hard for the bus drivers to obey the schedules given.
3. Pickpocketing frequently occurred in the bus. Even though the Rapid KL bus consists of surveillance camera (CCTV), the passengers' valuable things are their own responsible.
4. Slow ticketing system causing long queue before getting on board.



Which Rapid KL package suits my travel needs?

SMART Packages		MyRapid Touch N Go	MyRapid Bus Pass	Concession Cards		
MyRapid Smart 7 Weekly	MyRapid Smart 30 Monthly	MyRapid Touch N Go	MyRapid Bus 30 Days	MyRapid Senior Citizen	MyRapid OKU (People with Disabilities)	MyRapid Student
						
Applicable for Rail and BRT Sunway Line		Applicable for Rail, Bus and BRT Sunway Line	Applicable for Bus, Excluding BRT Sunway Line & MRT Feeder Bus	Applicable for Rail, Bus and BRT Sunway Line		Applicable for Rail, Bus and BRT Sunway Line
<ul style="list-style-type: none"> Valid for 7 days from date of activation Activation subscription fee: RM2.50/week Minimum reload value: RM10.00 Entitled to weekly cashless fare rates Balance of purse value can be carried forward To reactivate after subscription expires (7 days) 	<ul style="list-style-type: none"> Valid for 30 days from date of activation Activation subscription fee: RM10.00/month Minimum reload value: RM10.00 Entitled to monthly cashless fare rates Balance of purse value can be carried forward To reactivate after subscription expires (30 days) 	<ul style="list-style-type: none"> Card price of RM15.00 with purse value of RM9.50 Entitled to cashless fare rates Minimum reload value: RM10.00 	<ul style="list-style-type: none"> Valid for 30 days from date of activation Purchase of monthly pass for RM100.00 Entitled to unlimited trips monthly 	<ul style="list-style-type: none"> For Malaysian senior citizens aged 60 years and above Card price of RM15.00 with purse value of RM9.50 Entitled to 50% discount on cash fare rates on every trip Minimum reload value: RM10.00 	<ul style="list-style-type: none"> For Malaysians with disability and registered with the Social Welfare Department (JKM) Card price of RM15.00 with purse value of RM9.50 Entitled to 50% discount on cash fare rates for every trip Minimum reload value: RM10.00 	<ul style="list-style-type: none"> For students in all categories (Primary, Secondary, College and University) Card price of RM15.00 with purse value of RM9.50 Entitled to 50% discount on cash fare rates for every trip College and University concession card needs to be renewed annually Minimum reload value: RM10.00

What kind of traveller am I?

What kind of traveller am I?	SMART Packages	MyRapid Touch N' Go	MyRapid Bus Pass	Concession Cards			
<div style="display: flex; align-items: center;"> <div style="width: 10px; height: 10px; background-color: #008000; border-radius: 50%; margin-right: 5px;"></div> Recommended </div> <div style="display: flex; align-items: center; margin-top: 5px;"> <div style="width: 10px; height: 10px; background-color: #0000FF; border-radius: 50%; margin-right: 5px;"></div> Optional Package Choice </div> <p style="font-size: small; margin-top: 5px;"> Frequent traveller (Travel more than 15 days in a month) Moderate traveller (Travel less than 15 days in a month) </p>	<div style="font-size: x-small; text-align: center;">MyRapid Smart 7 Weekly</div> 	<div style="font-size: x-small; text-align: center;">MyRapid Smart 30 Monthly</div> 	<div style="font-size: x-small; text-align: center;">MyRapid Touch N' Go</div> 	<div style="font-size: x-small; text-align: center;">MyRapid Bus 30 Days</div> 	<div style="font-size: x-small; text-align: center;">MyRapid Senior Citizen</div> 	<div style="font-size: x-small; text-align: center;">MyRapid OKU (People with Disabilities)</div> 	<div style="font-size: x-small; text-align: center;">MyRapid Student</div> 
I travel frequently on Rail and Bus		●		●			
I travel frequently on Rail only		●					
I travel frequently on Bus only				●			
I travel frequently on Rail, Bus and BRT		●	●	●			
I travel frequently on Rail, Bus but moderately on BRT		●	●	●			
I travel moderately on Rail and Bus	●		●				
I travel moderately on Rail only	●		●				
I travel moderately on Rail, Bus and BRT	●		●		●		
I'm a tourist, travelling by Rail for less than a week	●		●				
I'm a tourist, travelling on Rail, Bus and BRT for less than a week	●		●				
I'm a Malaysian school student (aged 7 to 17) travelling on Rail, Bus and BRT							●
I'm a Malaysian college/university travelling on Rail, Bus and BRT							●
I'm an international student, travelling on Rail, Bus and BRT							●
I'm a Malaysian (aged 60 and above) travelling on Rail, Bus and BRT					●		
I'm a Malaysian with disability, registered with the Social Welfare Department (JKM) and travelling on Rail, Bus and BRT						●	
I'm a Touch 'n Go card holder. What travel packages are suitable for me?		●					
I use the Rapid KL Park 'n Ride facility		●					

Retrieved from: <https://www.myrapid.com.my/fares-and-payments/myrapid-package-recommender>

RapidKL urged to improve services

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A RapidKL bus picking up passengers outside KL Sentral in Kuala Lumpur. (FILE PIC)

By **ACTIONLINE** - December 17, 2017 @ 12:34pm

CITY folk want Rapid Bus Sdn Bhd to improve its service, particularly in terms of journey time, punctuality, frequency of buses and drivers' manners.

Commuters complained that some RapidKL buses repeatedly fail to follow the schedule, which inconveniences the public, especially those who depend on public transport to get to work.

Nur Izwanie, a RapidKL commuter who voiced her disappointment through Facebook, urged the bus company to act on her complaints about RapidKL feeder bus service 802, which connects Kelana Jaya LRT Station to Kota Damansara.

"Please monitor the schedule of the 802 bus. It has always missed its schedule.

"I have filed many complaints on the matter. Its reply was that action would be taken, yet up until now, the bus service is still problematic," she said.

Nur said she and other commuters had to wait for about an hour for the 802 bus to arrive, even though it was scheduled to depart from the Kelana Jaya LRT Station between 6.20pm and 6.30pm.

She said the bus missed its schedule at least once or twice a week during the evening peak hour.

Janice Juedy complained that a RapidKL bus driver was unprofessional and rude when she did not have the exact change to pay for her ticket.

She claimed that the driver raised his voice even though she got the correct amount from other passengers to pay for the ticket.

"He was angry with me because I did not leave the bus to get the change.

"This is ridiculous," she said, adding that this took place on the 506 bus from the Putrajaya Sentral Bus Terminal to Kelana Jaya.

ACTIONLINE:

Rapid Bus Sdn Bhd has apologised in response to complaints posted on its Facebook website.

A spokesman said he would forward the complaints to the operations team for action to be taken.

Commenting on the punctuality of RapidKL feeder bus, 802, he said the frequency was every 30 to 45 minutes, depending on the traffic.

1,405 reads

RECOMMENDED

Gunmen kidnap Afghan election staff, burn voter documents

Barbara Bush funeral planned for Saturday at Houston church

21 dead as truck en route to Indian wedding crashes: police

Fisherman, marine police officer, APM personnel save woman who jumped off Penang Second Bridge

173 students in Selangor qualified to take their B2 licence under RTD Cadet Mylesen programme

Beer lovers can toast Prince Harry and Meghan's wedding with new brew

Proposed BRT still the best option at present to ease congestion: Abdul Rahman

3 women nabbed for removing BN flags in Taman Tun Dr Ismail

PM pays surprise visit to the Kuala Lumpur Hospital [NSTTV]

Problems with Johor PPBM's list of candidates?

5.0 CONCLUSION

In conclusion, the bus services of Rapid KL bus has been observed in this case study. Rapid KL bus is famous among Malaysians because of the low fare and many buses provided each time. But, there are some problems need to be look at in order to improve the transportation service and fulfill the customers' expectation. The major problem encountered by Rapid KL bus including time management of the bus is too bad. This could decrease the amount of passengers taking the Rapid KL bus as there are other transportations that can be more punctual in time. The interior of the bus is also dirty especially after the bus operates almost half of the day. This problem made the passengers feel uncomfortable. Other than that, the trash or dustbin is not provided in the bus, thus, the bus is easily to get dirty as some irresponsible passengers throw their rubbish in the bus. Besides, some of the bus drivers do not provide the change of money for the passengers that cannot pay the exactly RM1 per trip as they do not have small amount of money. This could lead them to use another alternative of public transportations that provide change such as Taxi or Grab. Next, the number of passengers exceed the exact number that are allowed on one bus. This is because of the bus drivers does not obey the bus rule or he did not count the total of passengers got on board. Last but not least, Rapid KL bus is not friendly use for disable people (OKU) especially for the wheelchair users. Therefore, Rapid KL has to improve the bus services in order to become the main transportation by the people in Malaysia including the time management, cleanliness of interior of the bus, the payment of bus fare, the number of passengers on one bus and friendly use for people with disabilities (OKU).

6.0 RECOMMENDATION AND IMPROVEMENT

In order for Rapid KL bus remain continual, they should increase the level of customer's satisfaction. Efficient public bus transport will be able to attract new customers. Punctuality, price, frequency and travel time are the important factors responsible in bringing higher level of satisfaction.

Thus, for each type of satisfaction there may be a specific set of different dimensions of quality. The need of advanced technology in servicing the operations of the Rapid KL bus is also important as it will increase user's accessibility. Efficient ticket vendor machines will minimize the waiting time in queuing when buying the tickets from the operators.

Some of the possibilities are to increase the number of security personnel, to ensure all exit or entrance doors are closed during operating time and to install an up to date surveillance tools. In a nutshell, safe and comfortable bus service is a basic rights of the commuters. In this instance, the Rapid KL buses should be in good condition and clean at all times. This will definitely increase the customers' satisfaction and Rapid KL will be able to successfully maintain the current customers as well as attract the new ones.

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8.0 APPENDICES



Rapid KL bus at Pasar Seni, Kuala Lumpur



Rapid KL bus at Subang Jaya