



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

CUSTOMER LOYALTY TOWARDS THE USAGE OF
PUBLIC TRANSPORTATION AMONG NON-RESIDENTIAL STUDENTS
OF UiTM KEDAH IN LEMBAH BUJANG

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I hereby reviewed the final end complete this report and approved the submission of this report for evaluation.



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THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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Abstract

Public transportation refers to the transport that is provided to the public whereby it includes the services that using shared vehicles in providing mobility to the public. The study to examine the relationship between comfort, reliability, facility and safety with the customer loyalty towards the usage of public transportation among non-residential students of UiTM Kedah in Lembah Bujang. A sample 278 of non-residential students of UiTM Kedah were selected for this study. In this study, stratified random sampling technique were used. The result indicates there are positive correlations between comfort, reliability, facility and safety with the customer loyalty towards the usage of public transportation. The most significant factor that related with customer loyalty towards the usage of public transportation was reliability.

Keywords: Public transportation, customer loyalty, comfort, reliability, facility, safety.