



**A STUDY ON SERVICES QUALITY OF MASS RAPID  
TRANSIT IN SUNGAI BULOH-KAJANG LINE  
TOWARDS CUSTOMERS' SATISFACTION**

**NORZAKIAH BINTI HAJI MOHAMAD YUNOS**

**2014485134**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (OPERATION MANAGEMENT)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**PULAU PINANG**

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**DECLARATION OF ORIGINAL WORK**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**WITH HONOURS (OPERATION MANAGEMENT)**




**FACULTY OF BUSINESS MANAGEMENT**  
**UMVERSITI TEKNOLOGI MARA**

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Date: 11<sup>th</sup> July 2017

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## **ABSTRACT**

### **A STUDY ON SERVICES QUALITY OF MASS RAPID TRANSIT IN SUNGAI BULOH-KAJANG LINE TOWARDS CUSTOMERS' SATISFACTION**

**BY**

**NORZAKIAH MOHAMAD YUNOS**

This study examines services quality of Mass Rapid Transit in Sungai Buloh-Kajang Line towards customers' satisfaction. Four dimensions in SERVQUAL were applied as the indicators to influence customer satisfaction. In this study determines that most significant elements that contribute to Service Quality Excellency. Total of 150 questionnaire were distributed to the respondents and the response rate is around 70% in this research. Data collected use for this research study is Frequency analysis statistic. Descriptive analysis statistic. Reliability analysis statistic, Pearson Correlation and Multiple Linear Regressions analysis. In this research, Pearson Correlation had shown that the four SERVQUAL dimensions having the positive relationship with the customer satisfaction. However, the researcher decided in using the multiple linear regression to predict the impact of the four SERVQUAL dimensions which are Tangibility, Reliability, Responsiveness and Assurance towards customer's satisfaction. In other words, it is to find out which one of the four dimensions in SERVQUAL is the best predictors and influential to the customer satisfaction. In conclusion, Tangibility is most significant and more dominant in this research.