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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES



USER SATISFACTION TOWARDS RAIL PUBLIC
TRANSPORT SERVICES IN SABAH BY SABAH STATE
RAILWAY

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THE ABSTRACT

Abstract

This study entitled User Satisfaction Towards Rail Public Transport Services in Sabah By Sabah State Railway. The aim of this research study to investigate user satisfaction towards train services that been provided that stretch from the first station at Station Sembulan to the last station at Station Tenom. This study should be able to obtain deep analysis and understanding about user satisfaction towards train services. This study contains information on the brief history of the company and route map. This research is based o a survey using a set of questionnaire of 23 questions. In this study, descriptive research been used in order to answered and described various characteristic in a situation. The convenience sampling technique was used in this research whereby 100 respondent are randomly selected whether the respondent in the train and at the train station. Secondary data was used in this research where most of the information come from books, journal, internet and the company itself. Information was collected through questionnaires. The data was analyzed and been measured using SPSS or specific using Kruskal Wallis, Mann-Whitney and cross tabulation in order to answer the objectives of this research.

CHAPTER 1

INTRODUCTION

1.1 Background of the study.

Public transportation is a mode of transportation that been provided by the state to the public. It includes several mode of transportation such as buses, subways, taxis, rails and ferry boats (Tran and Kleiner, 2005). The services that been provided by the government ease the public's movement whether they live in urban or rural area. According to Dridi (2005) and Behwal (2010), public transport services, must follow regular schedules, be safe and rapid, guarantee high service quality, utilize resources efficiently and meet users' need. Public transportation services need to operate more effective and efficient in order to attract more people to use public transportation as well as overcome the issue of traffic congestion. The issues of public transports in Malaysia, in general, are becoming more widespread, and services are below required levels, which could not satisfy the consumer needs and expectations (Zaherawati et al., 2010).

1.1.1 Sabah train services

Sabah train services was establish in 1896 and the only rail system that existing in the east states of Malaysia. The operator, Jabatan Keretapi Negeri Sabah (JKNS) also known as Sabah State Railway (SSR) own under Ministry of Infrastructure Development, State Government of Sabah. Sabah train services also one of public transportation that exist in the state and consist of single 134km line from first station(Station Sembulan) located in district of Kota Kinabalu and passing through other district like Penampang, Papar, Beaufort and last station(Station Tenom) in Tenom.. The services provided are passenger train services and cargo services.