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**STUDIES**  
**BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)**

**SERVICE QUALITY AND CUSTOMER SATISFACTION**  
**TOWARDS PUBLIC TRANSPORTATION IN KOTA**  
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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Chapter Review**

The study is focus on the service quality and customer satisfaction towards public transportation in Kota Samarahan. The research will focus on two perspective which are service quality and customer satisfaction. In this chapter will highlight few section. First section 1.2 will highlight about the background of the study, 1.3 will focus on the research objectives, and 1.4 will focus on the research problem. The other section from 1.5 will focusing on significant of study, 1.6 highlight on the scope of study, 1.7 and 1.8 will mentioned about research questions and research hypotheses. Section 1.9 will discussed on definition of terms and section 1.10 will cover chapter summary.

#### **1.2 Background of Study**

The main issue that have took attention from any countries is the arising of private transport in the highway. What we can identified from this statement would shows the decreasing of the public transport use. The public transportation that provided by the government is focus on the rural area and urban area. The issues that happen in Malaysia actually the key of decrease usage of public transport due to the bad service quality (Yao,L et.al, 2014).

The numbers of car owners in Malaysia are increasing year by year. The record stated shown about 18 million cars users in Malaysia. In Sarawak only have shown

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Chapter Review**

This chapter provides a review of the literature on service quality and customer satisfaction toward public transportation. Section 2.2 explains on the public transportation. Section 2.3 discusses on the definition of customer satisfaction toward public transportation. Section 2.4 explains on the past theories towards the influence of customer satisfaction towards public transportation. Section 2.5 underpinning theories that used in this study which is Parasuraman theory. Section 2.5.1 is about the tangibility theory of service quality. Section 2.5.2 discussing on responsiveness theory and section 2.5.3 is about reliability theory. Section 2.5.4 discussing about empathy theory and on the other hand section 2.5.5 is about assurance theory in service quality. Section 2.6 proved the conceptual framework. Section 2.7 is about the past research that has been done in Malaysia. Finally section 2.8 identifies the summary of this chapter.

#### **2.2 Public Transportation**

Public transportation have played big role in commuting the passengers. Thus it also reduce the traffic congestion from time to time. In Malaysia, the colonial government or British have introduced the public transportation in 1935. The first company established in Malaya is General Transportation Company (Kamaruddin et.al,2012). Based on past research, public transportation is not the main transport

sample size of the research. In this study, the researchers only focus on service quality and customer satisfaction toward public transportation in Kota Samarahan. Therefore, a researcher or a group of researchers who are conducted the study of service quality and customer satisfaction toward public transportation in the future, should gather data from respondents across Sarawak or Malaysia respectively. This is to ensure the research findings are more credible enough to represent the actual result of the study.

### **5.5.2 Offer Rewards to The Respondents**

Poor cooperation from the respondents is one of the reasons that can impacts the progress of the research. This is happens due to the lack of interest and time. While conducting this study, the researchers had been experienced a difficulty in getting 144 respondents to cooperate in answering the questionnaires. One of the strategies that can be considered by future researchers to induce the respondents for their cooperation is by offering them a reward, either in financial or non-financial. It is can help to induce the respondents to give cooperation in answering questionnaires.

## **5.6 Chapter Summary**

In this final chapter of research report, Section 5.2 explains a briefing on what this study concerns about along with its findings. Besides, Section 5.3 discussing the recommendations with regards to ways to attract more satisfied people using the public transportation. This chapter also contains the discussion of the several limitations of the research in Section 5.4. Lastly, Section 5.5 is about the suggestions for future researchers.