



CUSTOMER SATISFACTION TOWARDS
PANORAMA MELAKA

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ABSTRACT

Transportation is one of core sector in tourism industry after lodging, food and beverage, attraction and entertainment. It became necessary for people that have to move from one destinations to another. Transport became a links in various destinations to carry people, goods and services. It also as a vital ingredients in tourism system that link by air, sea and land. Realize the importance of transportation in a tourism industry, the management have to delivered proper services in order to achieved maximum customer satisfaction. In Malaysia, public bus once of important modes and be the preferred choice by customers to move to another destination. Among of the states, Melaka was operate the public bus under Panorama Melaka Cultural & Tourism Sdn. Bhd. Limited (PMCT) to manage the service in order maintain and improve the quality of services. This study investigates the satisfaction level of Panorama Melaka Bus users towards the service quality offered by the management. SERVQUAL has been chosen as the parameter to investigate the level of satisfaction. The sample population was randomly selected among users of Panorama Melaka Bus at Melaka Sentral. The information gathered through self-administered questionnaire and further been analysed through descriptive analysis. Results revealed that the service quality of Panorama Melaka service was at a satisfactory level with several matters should be taken into consideration. In sum, the remarkable findings showed that transportation in Melaka became a concerned by the users both local and international. The respective bodies and management should consider positive approach to ensure the level of satisfaction of users become a priority and to provide a total maximum experience in tourism industry.

Keywords: Customer satisfaction, Panorama Melaka, service quality, transportation

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