



UNIVERSITI TEKNOLOGI MARA (UiTM)

A STUDY ON SERVICE PERFORMANCE AND RELIABILITY OF
PORT CONTAINER TERMINAL OPERATION:

CASE OF PELABUHAN TANJUNG PELEPAS SDN BHD

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ABSTRACT

Seaports have played a very integral and prominent role in the socio-economic development of a country. Sea transport is the most preferable mode to move large volume of cargoes from one country to another. Seaport is a major facility in sea transport industry for the loading, unloading and movement of cargo to and from ship or vessel. Port of Tanjung Pelepas has become a solution for the problem and this newest port in Malaysia is specialized in handling containers for import-export and also transshipment. PTP being the new player in the highly competitive industry has to strive for excellence from Day 1 in providing its services with the zero defect mentality driven into the work culture across the board.

This research will provide the insight on the importance of leveraging the company service performance and reliability in terms of port information, navigational aids, pilotage and overall loading and unloading operation. Through this research PTP is able to measure the level of customer satisfaction towards its products and services. The research result will ultimately be assisting the company in evaluating the efficiencies and productivity of the company's operation in particular on the container terminal operation besides improving current business process to be more innovative and creative in meeting both stakeholders and shareholders. On top of that, it could also assist in formulating or improving the current strategies and marketing program.

CHAPTER 1

INTRODUCTION

1.1 Introductory Remarks

Customer satisfaction is a central concept in modern marketing. Realization of its importance has led to a proliferation of research on the subject over the past few decades. Customer satisfaction is generally defined as the customer's response to the evaluation of the perceived discrepancy between some comparison standards (i.e. expectations) and the perceived performance of the product. Many attempts have been made to conceptualize the key constructs and integrate their interrelationships into comprehensive models.

A basic and effective baseline customer satisfaction should focus on measuring customer perceptions of how well the company delivers on the critical success factors and dimensions of the business as expected by the customers. The study is exclusively designed for the Port of Tanjung Pelepas (PTP), a new container port located in Tanjung Pelepas in the state of Johor, at the Southern tip of Peninsular Malaysia. PTP is destined to become South-east Asia's leading transshipment hub because of its strategic location at the confluence of major international shipping routes. It will also be a haven for port-related industries as PTP will be a free zone with abundant land for distri-parks and other warehousing requirements. Since beginning operations, PTP has surged ahead in attracting regular main line services.