



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**KOTA SAMARAHAN**

---

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**

---

**ADS 554**

**APPLIED RESEARCH PROJECT**

**CUSTOMER SATISFACTION ON SERVICE QUALITY OF BUS TRANSPORTATION**

**IN KUCHING, SARAWAK**

**PREPARED FOR:**

**DR. KULDIP SINGH**

**PREPARED BY:**

**NURUL HIDAYAH BINTI ABDUL RAZAK 2007274976**

**SITI MASDEWI BINTI LIAKBAR 2007274972**

**MAY 2009**

## **TABLE OF CONTENTS**

<b>ACKNOWLEDGEMENT</b>	i
<b>ABSTRACT</b>	ii
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Introduction	1-2
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Scope of the study	5
1.5 Significance of the study	5
1.6 Definition of Terms/Concepts	
1.6.1 Customer Satisfaction	6
1.6.2 Service Quality	7
<b>CHAPTER 2: LITERATURE REVIEW &amp; CONCEPTUAL FRAMEWORK</b>	
2.1 Introduction	8
2.2 Customer Satisfaction	9-14
2.3 Quality of Service	15-19
2.4 Customer Satisfaction Measurement	19-20
2.5 Conceptual Framework	21
2.5.1 Courtesy	22
2.5.2 Communication	22-23
2.5.3 Reliability	24
2.5.4 Tangibles	25
2.5.5 Access	25

## **ABSTRACT**

This research is intended to find out the customers' satisfaction on service quality provided by bus transport companies in Kuching, Sarawak. All the 100 participants were selected among the public who uses the bus services in the local and regional areas in Kuching, Sarawak by using the Simple Random Sampling procedure. The data was collected through questionnaires. Besides responding to the statements in the questionnaires, the respondents involved are required, if any, to state their problems with regards to their satisfaction on service quality provide by the Bus Transport Companies. They may even allow giving their suggestions on how to overcome the problems. All the information gathered were then analysed and discuss quantitatively.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

Bus companies have evolved as a leader in the transportation industry over the past 40 years among the people in Kuching, Sarawak. Each company serves the different routes which allowed the bus transportation to cover nearly all parts of the city. Specifically, it becomes a popular choice as most of the people prefer to use the bus services to their destinations.

In Kuching, the local bus transportations are run by 5 major companies using particular colourful assortment with some signage or numbers that indicate their route. First, the Sarawak Transport Company (STC) that serves the Kuching's area and regional areas. Secondly is Chin Lian Long Company with blue and white buses which serve the city and its suburbs. Meanwhile, the area of Bako, Damai and Santubong are serving by the Petra Jaya Transport Company that symbolized by their yellow with black and red stripes buses. Next, Matang Transport Company's with their yellow and orange buses provide their services to the Matang's peoples. Lastly, Regas Transport's beige buses share the responsibilities with the other bus companies in serving the Kuching's city and its suburbs transportation needs.

## CHAPTER 2

### LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### 2.1 Introduction

Transportation can be defined as the choice of transport that people use to go to their destinations. It enables people to access with another people or things and places of their needs. All the society which includes the adult and children needs transportation in their daily life. So, the good transportation system effects the changes of the city which will transformed into their people life. Although, nowadays the bus transportation much better than the long ago, but the service and quality still very low. As a result, the percentage of the city folks who opt for the bus transport is still small.

Besides that, people living in many cities around the world depend more on an efficient bus transport rather than using their own cars to get around but, not so in Malaysia. This is because there are many complaints about the bus transport and they only used car for their necessity. So that, Malaysia ranked lowest in terms of public transport usage compared with Seoul (60%), Singapore (56%), Manila (54%), Tokyo (49%) and Bangkok (30%) (<http://thestar.com.my/news/story> accessed on 24<sup>th</sup> Feb.2007). It happens because the quality of the country's public transportation is still far from convenient. Nowadays the issue of dissatisfaction with service quality of bus transportation is further indicated by the high number of complaints.