



**FACTORS INFLUENCING CUSTOMER SATISFACTION OF LIGHT RAIL
TRANSIT (LRT) IN KUALA LUMPUR**

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JULY 2017

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful. All praise to Allah for the good health and wellbeing that were necessary in completing this task.

Much gratitude to Industrial Training Project Paper lecturer/advisor in UiTM Kampus Bandar Melaka, Associate Professor Dr. Roaimah Binti Omar for her admiration, guidance and advice in completing this project paper entitled " Factor Influencing Customer Satisfaction of Light Rail Transit (Lrt) In Kuala Lumpur " from the drafting of title of the research, constructing questionnaire and until the final presentation on the conducted survey. Also, to our second examiner Madam Nurul Azlinda Binti Chek Talib and all the lecturers.

On top of that, our appreciation also goes to everyone who helped us to complete this research paper. Thank you.

ABSTRACT

This research paper involves the investigation on factors influencing customers' satisfaction of Light Rail Transit (LRT) in Kuala Lumpur. This research systematically analysed some relevant literature regarding the underlying factors that influence customers' satisfaction. Several factors are identified that may give some effect such as affordable price & sale-points, quality of transport service and relations to environment.

Keywords: Customer Satisfaction, Affordable Price & Sale-Points, Quality of Transport Service, Relation to Environment.

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