

'SERVICE LEVEL PERFORMANCE OF EKSPRES NASIONAL BERHAD'

BY

NOORHAZREEN BTE ABD. GHANI

ADVC. DIP. IN BUSS. ADMINS. (TPT)

MARA INSTITUTE OF TECHNOLOGY

SHAH ALAM, SELANGOR.

MAY 1995

ACKNOWLEDGEMENT

I would like to express my utmost thanks and gratitude to Encik Zamri Mahmud, General Manager of Ekspres Nasional Berhad (ENB) for giving me the opportunity to do my practical training. I would also wish to extend my thanks to Encik Aziz Zait, Public Relation Officer, Encik Shuib and Encik Mohammad Kassim of the Administration Department, Encik Aziz Hassan of Marketing Department, Encik Abdul Aziz Idris, Encik Kamaruddin Atan and Encik Karim Saad of Operations Department, Encik Rosidin and all the staff of Management Information System, Tuan Haji Johari of Accounts Department, Major Ghazali, Encik Azizi and Encik Roslan of Engineering Department and all ENB staff for their time and cooperation. Not forgetting Encik Yazid Ismail of Commercial Vehicle Licensing Board for his convenience time.

I would also like to thank my advisor Mr. Appa Rao Maradiah for his time, advice and guidance in assisting me in completing my thesis.

Special thanks to _____ and not forgetting both my parents in giving their full support in completing this thesis.

Not forgetting to all my friends especially _____ who had given their fully cooperation.

TABLE OF CONTENTS

CHAPTER ONE		Page:
1.1	An Overview of Ekspres Nasional Berhad	1
1.2	Problem Statement	7
1.3	Objectives of Study	8
1.4	Scope of Study	9
1.5	Methodology	11
	1.5.1 Secondary Data	12
	1.5.2 Primary Data	13
1.6	Literature Review	14
	1.6.1 Customer Satisfaction	14
	1.6.2 Quality Service	16
	1.6.3 Ticket Counter	19
	1.6.4 Profits In Service	20
	1.6.5 Computerization	20
	1.6.6 Efficient Service	22

CHAPTER TWO

Page

2.1	ENB Present Service Level	25
	2.1.1 Licensing and Obligation	28
	2.1.2 Illegal Expres Bus Service	29
	2.1.3 ENB Present Performance	30

CHAPTER THREE

3.1	Findings	38
3.2	Summary of findings.	63

CHAPTER FOUR

4.1	ENB Maintenance Aspects	66
	4.1.1 Operational/Traffic Department	67
	4.1.2 Engineering Department	69
	4.1.3 Servcing	72

ABSTRACT

The objectives of this study are to find out the major problem faced by Ekspres Nasional Berhad (ENB) and its present service level. A survey was made by using structured questionnaires among the users, drivers and the officers of the company. The data were analysed using tables of forms. The problems faced by ENB were due to delay in arrival and departure time, facilities in the buses not fully utilised by commuters, unstrategic refreshment points and others.

It is recommended that ENB must overcome these problems in order to compete successfully with their competitors, efficient and highly quality of service to survive and gain customer trust by providing a good condition of bus with good facilities and serve punctuality of departure and arrival time.