



LEVEL OF STUDENT'S SATISFACTION TOWARDS
UITM BUS SERVICE PROVIDED BY
UITM KOTA KINABALU

CHEESEY MARRIE	2012474448
ROSHASLINE TAUSIN	2012874792
ROZAIMA BINTI YAIN	2012237016
SALINAH BINTI YAIN	2012614246
SHEMA BINTI MUHAMAD	2012473964

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH BRANCH

JUNE 2014



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)

**LEVEL OF STUDENTS' SATISFACTION TOWARDS UiTM BUS SERVICE
PROVIDED BY UiTM KOTA KINABALU**

DECLARATION OF ORIGINAL WORK

We, Cheesey Marrie (2012474448), Roshasline Tausin (2012874792), Rozaima Binti Hamzah (2012237016), Salinah Binti Yain (2012614246) and Shema Binti Muhamad (2012473964)

CHEESEY MARRIE 2012474448

ROSHASLINE TAUSIN 2012874792

ROZAIMA BINTI HAMZAH 2012237016

SALINAH BINTI YAIN 2012614246

SHEMA BINTI MUHAMAD 2012473964

Hereby, declare

- This work is not previously been used in substance for any degree, any locally or overseas university or any institution or any other university or any degrees.
- This project is my own work and is not a copy of any other work, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

A Graduation Exercise Submitted to the

Faculty of Business Management

Universiti Teknologi Mara, Sabah Branch

As a Partial Fullfilment of the Requirement

For Bachelor of Business Administration

with Honour (Marketing)

JUNE 2014

Date: 5 July 2014

ACKNOWLEDGEMENTS

First of all we want to acknowledgement to Mr. Franklin Hazley Lai for entrusting us to do this research and also give us advice to ensure our research done successfully. We were also wanted to thank to him as he guided us from the beginning until the end of our research.

Our gratitude was also to Ms. Bernadette Jacyntha Henry for her advice to help us in preparing our research. We also want to thank her as she also guiding us in the beginning in order to make us clear what is our research about.

We also want to thank the library's staff for a good cooperation as they allowed us to use the facilities for us to meet and discuss our research. We also appreciated as we can use the reference room to read our senior proposal in order to get information regarding to the proposal.

Last but not least, thank you to our wonderful teammates Cheesey Marrie, Roshasline Tausin, Rozaima binti Hamzah, Salinah binti Yain and Shema binti Muhamad for a good cooperation to finish our research proposal.

Without all of the contribution, our proposal would not have reached the successful completion that it has. Thank you.

CHAPTER 2: LITERATURE REVIEW TABLE OF CONTENT

CONTENT	9
2.1 Definition of service quality	9
2.2 Servqual	10
2.3 Tangibility	10
2.4 Reliability	11
Declaration of original work	ii
Letter of submission	iii
2.4 Hypothesis	13
Acknowledgements	iv
List of tables	v
3.1 Research Design	14
List of figures	vi
3.2 Population	14
List of Abriviasion	vii
3.3 Sampling size	15
List of definition of terms	viii
3.3 Sampling technique	15
Abstract	ix
3.4 Instruments	

CHAPTER 4: RESEARCH ANALYSIS AND ENTREPRETATION

CHAPTER 1 Introduction	
1.1 Backround of study	1
1.2 Scope of study	2
1.3 Problem statement	3
1.4 Research objectives	4
1.5 Research questions	4
1.6 Definition of terms	5-7
1.7 Limitation of study	8
4.5 Coefficients analysis	25
4.6 Cross tabulation analysis	26
4.6.1 The relationship between service and satisfaction	27-28
4.6.2 Level of satisfaction of students on vtm bus services	29-31

CHAPTER 2: LITERATURE REVIEW

2.1 Definition of service quality	9
2.2 Servqual	10
2.3 Tangibility	10
2.4 Reliability	11
2.5 Empathy	11-12
2.6 Hypothesis	13

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research design	14
3.2 Population	14
3.3 Sampling frame	14
3.4 Sampling size	15
3.5 Sampling technique	15
3.6 Instruments	16

CHAPTER 4: RESEARCH ANALYSIS AND ENTREPRETATION

4.1 Questionnaire distributed, return and completed	17
4.2 Reliability analysis	18
4.3 Data analysis	19
4.3.1 Gender analysis	19
4.3.2 Age analysis	20
4.3.3 Program analysis	21-22
4.3.4 Location analysis	23
4.4 Multiple linear regrassion analysis	24
4.5 Coefficients analysis	25
4.6 Cross tabulation analysis	26
4.6.1 The realltionship between service and satisfaction	27-28
4.6.2 Level of satisfaction of studennt on uitm bus services	29-31

ABSTRACT

INTRODUCTION

1.1 People are using transportation in order to move from one point to another point. As students, they also need a good transportation to move in and out from the campus. However, different expectation of students will effect different of level satisfaction towards bus services provided by the campus. The purpose of this research is to study the relevant factors of level satisfaction on Universiti Teknologi Mara Sabah branch bus service and recommendations for this research. The research carried out to focus on the population of NR of UiTM Sabah with different section or place where we only done the research with 150 students by using questionnaires. The findings reveal that only tangibility can explain the level of satisfaction students towards the bus services. In thus, the recommendation the bus service priority is safety and the time promise to increase the students' level of satisfaction.

It is very closely related to the services provided by the transportation system. Therefore, in order to provide a better service, the transportation system must be done with an effective timetabling and also with efficient route management.

However, the question is, are the services provided by the transportation system is good enough to meet the customer's satisfaction or vice versa? And how important is the customer's perception and satisfaction in order to determine whether the services provided are good or not? Therefore, this shows that a transportation service is very crucial.

Thus, in this research, our study will focus on the transportation services which refer to University Technology Mara's buses. By referring to this matter, we will study more about level of satisfaction of UiTM's student towards the busses services provided by University Technology Mara, Campus Kota Kinabalu Sabah. At the meantime, research also study more on all the relevant factors of dissatisfaction among the non-resident students of UiTM SABAH.