



**THE INFLUENCE OF SERVICE QUALITY (SERVQUAL) DIMENSION
TOWARD BEHAVIORAL INTENTIONS OF PUBLIC TRANSPORTATION
SERVICE AT KUALA LUMPUR CENTRAL**

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TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	ix
LIST OF FIGURES	x
LIST OF TABLES	xi
ABSTRACT	xii

CHAPTER 1: INTRODUCTION

1.1 Introduction	1
1.2 Background of Study	1-3
1.3 Problem Statement	3-6
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Research Hypothesis	7-8
1.7 Significant of Study	8-9
1.8 Scope of Study	9
1.9 Limitation of the Study	9-10
2.0 Definition of Terms	10-12
2.2 Summary	12

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction	13
2.1 Service Quality	
2.1 SERVQUAL	13-14
2.2 Behavioral Intention	15
2.2.1 Theory Planned Behavioral	16
2.3 Tangibles	16
2.4 Reliability	18-19
2.5 Assurance	20
2.6 Empathy	21
2.7 Responsiveness	22-23
2.8 Conceptual Framework	24
2.9 Summary	

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction	26
3.2 Research Design	26
3.3 Population	27
3.4 Sampling	27
3.4.1 Target Population	27
3.4.2 Sampling Frame	28
3.4.3 Sampling Technique	28
3.4.4 Unit Of Analysis	29
3.4.5 Sample Size	29
3.5 Data Collection Method	29

ABSTRACT

The main objective of the study was to determine the influence of service quality (SERVQUAL Dimension) on service behavioral intention in Kuala Lumpur Central services which operates between at middle of the city Kuala Lumpur. The service quality gap was established using SERVQUAL model by comparing expectations with actual intention of services. Correlation analysis was used to establish the relationship between service quality and behavioral intention while regression analysis was used to determine the most important service quality dimensions in public transportation service. A sample size of 150 passengers was used in the study. The findings revealed a high figure of service quality gap in responsiveness and tangibles while low figure of service quality gap was revealed in assurance, empathy and reliability. Correlation analysis revealed that behavioral intention is positively related to all quality dimensions (Tangible, Responsiveness, Reliability, Empathy and Assurance) and the results are significant. Regression analysis indicated that tangibles and responsiveness proved to have significant effect on behavioral intention to use services while assurance, empathy and reliability did not have significant effect on behavioral intention.

Key words – SERVQUAL, Service quality and Behavioral Intention