

FACULTY OF ADMINISTRATIVE SCIENCE  
& POLICY STUDIES

A STUDY ON STUDENTS' SATISFACTION TOWARDS  
BUS SERVICES BY UITM SABAH BRANCH.

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## Abstract

This research study on *Students' Satisfaction Towards Bus Services provided By UiTM Sabah Branch*". In this paper, we examine level of satisfaction towards bus services provided by UiTM Sabah Branch. 120 of respondents involve and categories into residents and non – residents. Stratified sampling was used as 60 of respondent taken from resident and other 60 respondents from non – resident. In order to obtain information from respondents' questionnaires an interview was conducted. The questionnaires cover three types of scales which is nominal scale, ordinal scale and interval scale. From the analysis most of the respondents are in moderate level from. This shows bus services provided by UiTM Sabah still not enough to meet students' satisfaction.

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