



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

Title of Research Project

**A STUDY ON THE EFFECTS OF SERVICE QUALITY ON CUSTOMER
SATISFACTION TOWARDS BUS TRANSIT IN MALACCA CENTRAL**

Name of Students:

SITI AISYAH BINTI ISHAK	2010556603
NURUL HIDAYAH BT MOKTARROJI	2010167529

Name of Lecturer:

MISS JAMHIRAH BINTI ABDULLAH

SEPTEMBER 2012 – JANUARY 2013

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL
BY THE SUPERVISOR**

Miss Jamhirah Binti Abdullah

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

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Name:

Date:

LETTER OF TRANSMITTAL

Siti Aisyah Binti Ishak
Bachelor of Administrative Science (Hons)
Faculty of Administrative Science and Policy Studies
UITM Melaka City Campus

Nurul Hidayah Binti Moktarroji
Bachelor of Administrative Science (Hons)
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Miss Jamhirah Binti Abdullah
Advisor Lecture of Applied Research Project
Faculty of Administrative Science and Policy Studies
UITM Melaka City Campus

Dear Miss,
Submission of Research Report

Regarding to above subject matter, we hereby submit out research report title “A Study on the Effects of Service Quality on Customer Satisfaction towards Bus Transit in Malacca Central” as requirement for the completion of Applied Research Project (ADS55) subject for kind perusal and retention.

Thank you,

Yours Sincerely,

.....

Siti Aisyah Binti Ishak

2010556603

.....

Nurul Hidayah Binti Moktarroji

2010167529

DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Name:

Name:

ABSTRACT

Our research project paper title is 'A Study on the Effects of Service Quality on Customer Satisfaction towards Bus Transit in Melaka Central'. We want to study about the customer satisfaction toward bus transit because the issue raising which the customers is not satisfied with the services that bus transit organization deliver to them. Our research objective is to determine the service quality attributes that affects public satisfaction toward bus transit in Malacca city, to investigate which attribute is the most significant that lead to customer satisfaction toward bus transit in Malacca city, to investigate which attribute is the less significant to customer satisfaction toward bus transit, and to make some recommendation on how the bus transit system in Malacca can be improved.

Our research method is from the Melaka Central; a convenience sampling of 200 respondents will be selected and surveyed to determine any relationship between the services quality attributes with the level of satisfaction of customers. The questionnaire will be distributed to the respondent to get information about their level of satisfaction towards the bus transit. Other than that in this research, an opinion will be requested from the respondent in order to get some information and recommendation. Data will be analyzed using the statistical correlations between measured variables.