



**KERETAPI TANAH MELAYU (KTM) COMMUTER : RAILWAY TRANSPORTATION
SERVICE SATISFACTION TOWARDS CUSTOMERS' LOYALTY**

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Date: 13th JULY 2017

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ABSTRACT

This research paper involves the investigation on customers' loyalty of Keretapi Tanah Melayu (KTM) commuter railway transportation service satisfaction. This research systematically analyzes some relevant literature regarding the underlying factors of service satisfaction on customers' loyalty with the service offered by KTM commuter in Malaysia. Several factors are identified that may give some impacts such as the costs or price offered, convenience, reliability of time, safety and station premises of KTM service. Railway transportation customers or passengers are more likely to be loyal as if the services provided are satisfying.