

A STUDY ON FACTORS THAT AFFECT THE
CUSTOMER USAGE OF KTM BERHAD INTERCITY
TRAIN SERVICES

KHAIRUNNISA BT HALID
2004243687

Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2006

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

I, **KHAIRUNNISA BT HALID**,

(I/ C Number, **831217-14-5188**)

Hereby, declare that:

- 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 degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:.....

Date:.....5/12/2006.....

LETTER OF TRANSMITTAL

29th November 2006

Dr Nooraini Mohammad Sheriff
Program Coordinator BBA (Marketing)
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

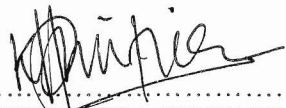
Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "**A STUDY ON FACTORS THAT AFFECTS THE CUSTOMER USAGE OF KTM BERHAD INTERCITY TRAIN SERVICES**" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



.....
KHAIRUNNISA BT HALID
(2004243687)

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

TABLES OF CONTENTS

ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
DEFINITION OF TERMS	ix
ABSTRACT	x
CHAPTERS	
1. INTRODUCTION	
1.1 Background of Study	2
1.2 Background of Company	2
1.3 KTM Berhad's Mission	4
1.4 Problem Statement	4
1.5 Research Questions	6
1.6 Research Objectives	7
1.7 Significance of the Study	7
1.8 Limitations of the Study	8
2. LITERATURE REVIEW	
2.1 Competition	11
2.2 Promotion	14
2.3 Theoretical Framework	25

ABSTRACT

From year 1992 until 2003 the number of passengers KTM Berhad intercity train services decreased year to year. The purpose of study is to identify the factors that affect the customer usage of KTM Berhad intercity train services. The factors can be measure on the weaknesses of KTM Berhad intercity train services.

This paper consists of five chapters, which explain the subject matter in stages. Chapter 1 explains the introduction. Chapter 2 explains the literature review, which relates to the subject studied and theoretical framework, which act as a guide to the research flow and process. For chapter 3, research methodology is explained, which consist of methods and sampling techniques be used. Data findings and discussions is explained in chapter 4, derived from the information obtain from respondents. And finally, chapter 5 contain summary of results and findings, which explain conclusions and recommendations