

THE EVALUATIONS ON SCHEDULING AND ROUTING
OF MAJU STAGE BUS SERVICES IN DATO'ONN AREA
TOWARDS JOHOR BAHRU CITY STATUS.

BY:

NORHAYATI BTE ABD. RAHMAN

ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION

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SCHOOL OF BUSINESS AND MANAGEMENT

MARA INSTITUTE OF TECHNOLOGY

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Operation Officer (MBJB)
2. En.Zaidun B. Samat
Corporate Manager (SPMB)
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Operation Manager (SPMB)

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ABSTRACT

The proper planning on scheduling and routing is the most important aspect of giving a good service quality in running the transport business. It plays a vital role in attracting the demand of the passengers.

SPMB as one of the transport operators, who run the passengers transport business do not deny the importance of a proper scheduling and routing arrangements. SPMB also is not the only bus operator in Dato'Onn area. There are another two other bus companies operating, so that there are some routes where SPMB has to share the services with these two companies. They act as a competitors to SPMB. So, the failure in providing enough services will result in the passengers shifting to their competitors.

Questionnaires were distributed in order to find out the passengers' perception on the Maju stage bus services in Dato'Onn area. The questionnaires revealed the users' opinions on the Maju stage bus services. These opinions vary, however on the whole the quality of service is fairly good.

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