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**Title**

**The Cleanliness and Comfort as Well as Safety and Reliability Aspects of Level of Satisfaction (LOS) For Facilities at Medan Kidd Bus Station, Ipoh, Perak.**

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## **ABSTRACT**

The level of satisfaction (LOS) is one of the important measures to be taken to increase and maintain the quality of the subject. It has been a concerning issue and has not been enlightened to the public, which is the LOS of facilities, especially at public places such as bus station. The effects of lack of caring the LOS of facilities not only could affect the town image, but also the fluctuation economy. Therefore, this study aims is to improve the cleanliness and comfort as well as safety and reliability aspects of level of satisfaction for the facilities provided at the bus station by examining the demand and needs at the bus station in Medan Kidd Perak. Medan Kidd Bus Station is chosen to set as an example of concerning facilities at the bus station. This project also promotes public awareness of the importance of safety and cleanliness aspects for the facilities at the bus station to improve the quality of the service provided at the station. This research is based on observations and questionnaire survey using web or internet survey. Both quantitative and qualitative techniques were used in this study to get the maximum results. This method is chosen to emphasise on the research topic, which is the Level of Service (LOS) of cleanliness and safety aspects for the facilities provided at Medan Kidd Bus Station. The data was analysed to identify the factors that could influence the public, as well as the recommendations based on customers' point of view. To ensure it meets the needs and preference for cleanliness and comfort as well as safety and reliability aspects of LOS for facilities at the bus station. The outcome of the study also suggested a recommendation that aligns with the issues involve a contribution from both party of private company or organisation and government office. It hoped that this study could bring an excellent contribution to improving the quality service of facilities provided at a bus station.

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