

**ENHANCED THE QUALITIES OF PUBLIC TRANSPORT SERVICING (INTER  
CITY PUBLIC BUS) AT BENTONG TOWN CENTRE, PAHANG.**

By

**NORDALINA BINTI DASON**

**DEPARTMENT OF TOWN AND REGIONAL PLANNING  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
UNIVERSITY TEKNOLOGI MARA, PERAK BRANCH  
SERI ISKANDAR CAMPUS**

**JULY 2020**

**DEPARTMENT OF TOWN AND REGIONAL PLANNING  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
UNIVERSITY TEKNOLOGI MARA (UiTM)  
PERAK BRANCH, SERI ISKANDAR CAMPUS**

**JULY 2020**

This Planning Project Paper is prepared

by

**NORDALINA BINTI DASON**

Title

**Enhanced the Qualities of Public Transport (Inter City Public Bus) at Bentong  
Town Centre, Pahang**

**Accepted in partial fulfilment of the requirement for a  
Diploma in Town and Regional Planning**

**Supervisor** : \_\_\_\_\_ **Mr. Hasnizam Ab Dulhamid**  
**TPS352 Coordinator** : \_\_\_\_\_ **Dr. Nor Eeda Hj. Ali**  
**Programme Coordinator** : \_\_\_\_\_ **Dr. Norainah Abdul Rahman**

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

Immeasurable appreciation and deepest gratitude for the help and support are extended to the following person who in one way or another have contributed in making this study possible. My gratitude and thanks go to my supervisor, Mr. Hasnizam Ab Dulhamid for giving me the opportunity to do the research and invaluable guidance throughout this research. I would also like to thank my subject coordinator, Dr. Nor Eeda Hj. Ali and programme coordinator, Dr. Norainah Abdul Rahman.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing for my future. Also, I express my thanks to my precious fellow friends for the support and knowledge shared together while completing this research.

## **ABSTRACT**

This research is a general review about the qualities of public transport which is intercity bus. The service quality of public bus is not improving even though it is one of the choice transportation mode of the user at Bentong Town Center. This research is about studying the services qualities and the user satisfaction. Besides, this research is to identify the problems and issues that needs to be solved. The aim of this study is to study the quality and upgrading the public transport service. Thus, the implementation of strategic plan in managing the services needs to be carried out by doing interview to public bus user and observation analysis at research study site. This research is based on the data obtained from the interview of public bus user which total forty (40) respondents regarding the user satisfaction on the service qualities provided. The data collected was analysed and evaluate to determine the level of services qualities. The research recommended relevant suggestions on solving and improvising the qualities of services of the public bus in Bentong Town Center. It is hope that this study can contribute the improvement the public transportation qualities of service in Bentong Town Center.

<b>CONTENTS</b>	<b>PAGE</b>
Acknowledgement	i
Abstract	ii
Table of Contents	iii
List of Table	v
List of Figures	vi
List of Abbreviation	vii
<b>CHAPTER 1 BACKGROUND STUDY</b>	
1.1 Introduction	1
1.2 Issues and Problems	2
1.3 Goal and Objectives	4
1.3.1 Goal	
1.3.2 Objectives	
1.4 Scope of Study	4
1.5 Study Area	5
1.6 Summary	9
<b>CHAPTER 2 LITERATURE STUDY</b>	
2.1 Introduction	10
2.2 Key Terms/ Definition	10
2.2.1 Definition of Public Transport	
2.2.2 Definition of Customers Satisfaction	
2.3 Key Variables	12
2.3.1 Types of Operation Bus Services	
2.3.2 Quality in Services	
2.3.3 Services Quality in Bus Services	
2.4 Summary	15
<b>CHAPTER 3 DATA COLLECTION &amp; ANALYSIS</b>	
3.1 Introduction	16
3.2 Data Collection Method	17
3.2.1 Primary Data	
3.2.2 Secondary Data	
3.3 Results of Interview with the Publics	20
3.3.1 Part A: Respondents Analysis (Questionnaire)	
3.3.2 Part B: Observation Analysis	
3.3.3 Findings	
3.4 Summary	40