

**FACTORS THAT INFLUENCED CUSTOMERS'
SATISFACTION TOWARD TRAIN SERVICES AT KTM
SUNGAI PETANI**

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JULY 2018

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Table of Contents	Page No.
Chapter 1: Introduction	
1.1 Introduction	6
1.2 Background of Study	6 – 8
1.3 Problem Statement	8 – 10
1.4 Research Questions	10 – 11
1.5 Research Objectives	11 – 12
1.6 Scope of the Study	12 – 13
1.7 Significance of the Study	13 – 14
1.8 Definition of Terms/Concepts	14 – 17
1.9 Conclusion	17
Chapter 2: Literature Review and Conceptual Framework	
2.1 Introduction	18
2.2 Dependent Variable	18 – 20
2.3 Underlying Theory	20
2.4 Factors that Lead to Dependent Variable	21 – 24
2.5 Variables Related to This Study	25 – 34
2.6 Conceptual Framework	35 – 37
2.7 Relationship between independent variables and dependent variable	37 – 40
2.8 Conclusion	41
Chapter 3: Research Method	
3.1 Introduction	42
3.2 Research Design	42 – 43
3.3 Unit of Analysis	43
3.4 Sample Size	43 – 44
3.5 Sampling Technique	45 – 46
3.6 Measurement/ Instrument	46 – 52
3.7 Data collection	52
3.8 Data Analysis	53 – 54
3.9 Pilot Study	55 – 56

3.10 Conclusion	56
Chapter 4: Research Findings	
4.1 Introduction	57
4.2 Demographic Background	57 – 59
4.3 Category of Mean for Descriptive Analysis in This Study	59 – 60
4.4 Findings	60 – 64
4.5 Regression Analysis	64 – 65
4.6 Conclusion	66
Chapter 5: Discussion and Conclusion	
5.1 Introduction	66
5.2 Discussions and Findings	66 – 72
5.3 Research Implication	72 – 73
5.4 Research Limitation	73 – 74
5.5 Recommendation	74 – 75
5.6 Conclusion	75 – 76
References	
Appendix A	

ABSTRACT

The Keretapi Tanah Melayu Berhad (KTMB) is one of the organizations which provide public transportation services in Malaysia. Nowadays, the number of passengers are keep on increasing from time to time. So, it is important to KTMB to ensure the customers are satisfied with the service provided by them. Customer satisfaction is the situation where the organization able to provide the service exceed the customers' expectation. In order to know the level of customer satisfaction, there are several indicators been used to measure it. The study is to examines the factors that influenced the customers' satisfaction towards train services at KTM Sungai Petani. The case study had been applied and used in this study to survey among the passengers of KTM Sungai Petani. The number of 450 questionnaires were distribute, however only 384 questionnaires were completed and been used for this study. The data obtained were analysed and these following finding were found out. There were relationship between customers' satisfaction and dimension of SERVQUAL such as tangible, reliability, empathy and responsiveness. The levels of customers' satisfaction towards train services were increase but there were some issues which may gave bad impact to the organization.

Keywords: Customer Satisfaction, tangible, reliability, empathy, responsiveness, KTMB.