

THE CONCESSIONARY FARES
AS A MARKETING TOOL OF MALAYAN RAILWAY
(KERETAPI TANAH MELAYU)

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ABSTRACT

Malayan Railway is a sole rail carrier in Malaysia. During the early years of rail transport launched, there is no competent competitor to rail transport. This is because other carrier such as road and air still under developed. Therefore, it gave advantages to rail transport. However, road transportation, which have become increasingly popular, become a serious competitor to the railway as an alternative transport agency for the carriage of freights and passengers. This competition arose because the configuration of the country dictated almost parallel development of road and railway systems, particularly in the western half of the peninsula.

In order to maintain and make rail transport attractive to public, MR introduced several types of concession fares to achieve a set of objectives. It covers passenger and freight. As a government agency, this is parallel to government policy which is more on public obligations rather than profit making organisation.

In order to acknowledge public regarding the services offered, MR had designed several types of promotional campaign such as pamphlets, signboards and advertisement through electronic media. Therefore, the research is to extract the effectiveness of the marketing tools and is the concession fares are fully utilised by the eligible passengers.

The research was done on four separated survey. Those include two on express trains and two more on mail trains. It discovered that different type of services give different characteristic of passengers. In general, more express trains respondent stress on level of services, particularly on comfortness whereas more mail trains respondent said that due to quite cheap of fare level is their criterion in choosing rail transport.

It also discovered that only small number of respondents are concessionary holders even there is still other respondents who are eligible too. Due to their personal reasons, those particular respondents travel without concession fares. Here comes the task of every staff of MR towards communicate effectively to public. Roughly, in conclusion, it can be said that direct communication which is for example face to face is better than other alternatives such as printed ones.

Therefore, it is up to MR to act effectively by changing the style which might result in increase in revenue or just to maintain the existing passengers. Every staff is an asset to MR, therefore it should be fully utilised as long as productivity still at higher level.

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