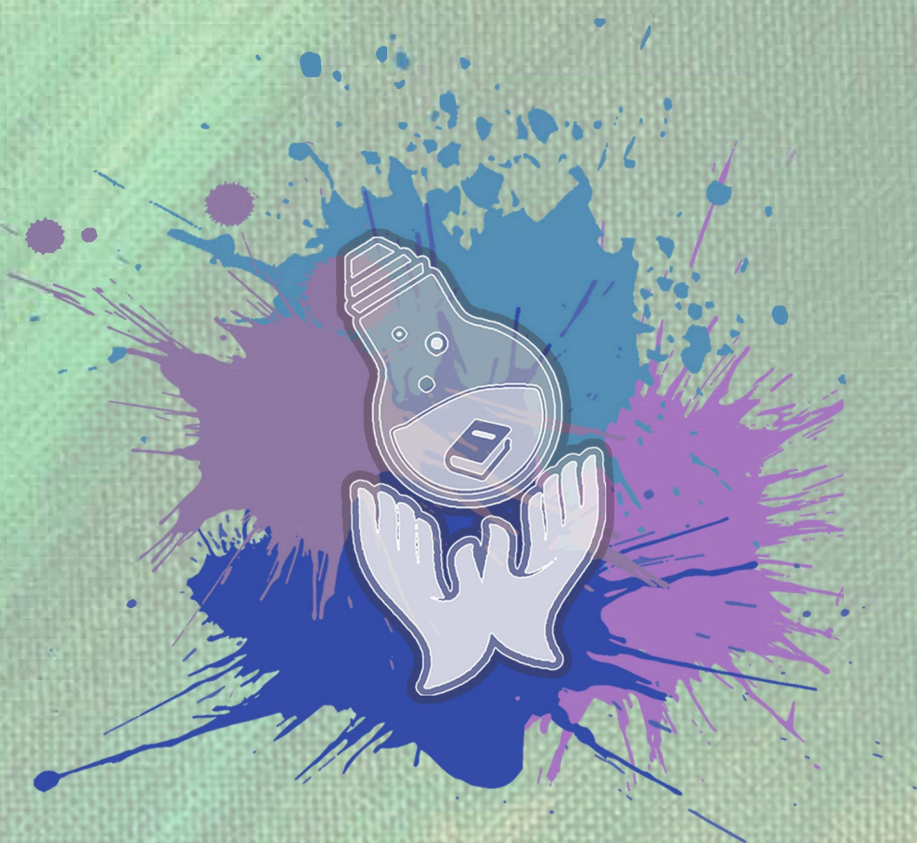




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SERI ISKANDAR CAMPUS

STUDY ON PASSENGERS SATISFACTION ON FACILITIES MANAGEMENT SERVICES IN KUALA LUMPUR SENTRAL RAILWAY STATION

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Abstract:

Facilities Management services is one of the important aspect in order to determine and ensure the passenger satisfaction to any product or services provides including transportation system. Nowadays, transportation system become a quite vital system that contribute to the growing of economic development especially the contribution of railway station. This paper examined the basic facilities at the railway station and determine the level of passengers' satisfaction with facilities management services in railway station. This study employed both qualitative and quantitative method to achieve the objectives. Interview was conducted with the facilities manager to identify the basic facilities at the railway station. On the other hand, questionnaires have been distributed to the passenger in Kuala Lumpur Sentral Railway Station. The results from questionnaires revealed that the top highest of level passenger satisfaction is information system factor in the station. While, lowest mean score among the level of passenger satisfaction is emergency factor compared to other factors namely service, safety, information system, ventilation, and comfort. Therefore, the facilities management department in Kuala Lumpur Sentral Railway Station need to take proactive actions to overcome this problem to ensure the high level on passenger satisfaction in term of facilities management in the station.

Keywords:

Passengers; Railway; Satisfaction; Facilities Management Services

1.0 INTRODUCTION

Nowadays, the accessibility of railway stations is one of the factors that contribute to the progress of our country in the various aspects. Facilities Management (FM) can be defined as management of premises and services that needed to support the core business activities of client in order to add value for stakeholder (Mudrak, et al., 2004) in (Lepkoza, N. & Jefimoviene, G. Z, 2012). However, this study is more focusing on the Facilities Management (FM) services at Kuala Lumpur Sentral Railway Station in order to determine the satisfaction level among the passengers. Due to the lack of facilities services provided in the railway station, passenger satisfaction play an important role in order to measure the organisational achievement especially in the railway services. Passenger or customer can be defined as a person or people who demand and asked for any product or services. Meanwhile, satisfaction can be defined as person feeling's satisfaction or dissatisfaction after comparing between the outcome of the product and their expectation (Kotler and Killer, 2014) in (Chandrakumara and Pathmini, 2015).

2.0 LITERATURE REVIEW

2.1 Facilities management

Facilities management can be defined in different meanings within different context. According to Mudrak, et al., (2004) in Lepkoza and Jefimoviene (2012), facilities management is integrated management to increase the performance of organisation. This definition can be applied in the facilities management in the railway station which also requires the measurement performance of organisation. Facilities management is very important because it can minimise the cost and time in managing the building. This statement can be support by Marco and Mangano (2012) the facilities management function play an important role to create the cost saving and efficiency of workplace. Lepkoza, N & Jefimoviene, G. Z. (2012) and Marco and Mangano (2012) also state that facilities management consist

of three main activities which is office administration, property operation and maintenance and also property management.

2.2 Railway station facilities

Parasuraman, et al., (1985) in Belayet and Sirajul (2013) elaborate the service quality of railway can be measure in five dimension such as reliability, tangible, empathy, assurance and responsiveness. They also summarized the five dimension of service quality. First is reliability, in terms of the ability to perform the promised service within the right time. Next, tangibility in terms of physical facilities, personnel's appearance and equipment. Then for empathy, in terms of attention of the firm in giving the service for the customers and caring. Besides, assurance is the knowledge and courtesy and the ability of employees to give the trust and confident for their customer. Lastly, responsiveness in terms of willingness to help the customer or passenger and punctually in provide services.

In addition, most of the passengers also said that railway services can be considered as safe if the facilities provided are adequate and easy to access. According to Zhou, C. et al., (2015) facilities such as security, information and lighting and heating and escalator are important. Rajeswari and Kumari (2014) also stated that the facilities such as cleanliness, comfort, safety and information system are necessary. This research incorporate all previous researcher elements determine the level of passengers' satisfaction with facilities management in Kuala Lumpur Sentral Railway Station based on six elements namely safety, services, emergency, information, ventilation system and comfort.

3.0 METHODOLOGY

This research used two methods to achieve the objectives which are qualitative method to identify the basic facilities at the railway station using face-to-face interview with building manager and senior executive of KL Sentral Railway Station. While, quantitative method was employed to determine the level of passenger satisfaction with facilities management services in railway station by distributing 100 questionnaires to the public in Kuala Lumpur Sentral Railway Station. Besides that, pilot survey has been carried out and the result showed that 0.715 the survey achieved the reliability of the questions which can be considered good.

4.0 ANALYSIS AND FINDINGS

The basic facilities provided at Kuala Lumpur Sentral Railway Station are prayer room, toilets, information counters, customer service counters, police offices, lockers, public phones, waiting rooms, signboards, taxi service counters, elevators, air conditioning, escalators, cafes, food courts and other food stores. Not only that, there are also a variety of bank counters like Bank Islam Berhad, Maybank and CIMB banks with ATM machines for the user. In addition, the station has a printing service plus a money changer store because the railway station is not only to cater the need by the local, but also foreign visitors. The station are also OKU friendly (facilities for disabled persons). From the interview conducted with the facilities manager, two main issues have become common problem. First is the condition of the toilet when user misuse the toilet facilities for other purpose such as vandalism or taking the bath in the toilet. Second issue commonly received by the management is the heat or inconducive in the station mainly because of the glass roof type.

Means scores are used for questionnaire distribution to determine the level of passengers satisfaction with facilities management in KL Sentral Railway Station with the top highest among the level of passengers' satisfaction is information system which are about 3.42 compare to others (see Table 1). This shows, most of the passengers are satisfied with the information system with the station such as in term of the tangible of information system in the station; the information in changes in time table of train journey; the station consist enough signboard and signage; and the complaints regarding train transportation are well-handled in the station. However, the lowest mean score is emergency elements which are 3.09. This is mainly due to dissatisfaction with the facilities management of emergency in the station. For example, some of passenger are not satisfied with the location of fire detector are well known as it is not strategically located.

Table 1: The level of passenger satisfaction with facilities management services in KL Sentral Railway Station.

Elements of Passenger satisfaction	Mean	Rank
Information system	3.42	1
Ventilation	3.36	2
Services	3.33	3
Safety	3.29	4
Comfort	3.20	5
Emergency	3.09	6

5.0 CONCLUSION

The study identified the basic facilities in railway station and determined the level of passengers' satisfaction with facilities management services in KL Sentral Railway Station. Based on data analysis from the interview, the facilities management department in the station should seriously improve on certain dissatisfaction among their passengers solving the complaint about facilities in the station. On the other hand, the results from questionnaires, revealed that the top highest of level passenger satisfaction is information system factor in the station. While, lowest mean score among the level of passenger satisfaction is emergency factor compared to other factors namely service, safety, information system, ventilation, and comfort. Interview also revealed comfort as the main problem when the management received complaints about toilet and heats problems which lead to dissatisfied among the passengers. This is supported by the findings from the questionnaire when comfort was second lowest mean score, indicating dissatisfaction among users. So, the facilities management department in KL Sentral Railway Station need to take proactive actions to overcome this problem to ensure the high level of passenger satisfaction in term of facilities management in the station and also to attract more passengers use KL Sentral Railway Station.

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