

UNIVERSITI TEKNOLOGI MARA

**THE USER'S PERCEPTION ON THE SERVICE
QUALITY OF THE PENANG BUS RAPID IN KOMTAR,
PENANG.**

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DIPLOMA IN TOWN & REGIONAL PLANNING
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AUTHOR'S DECLARATION

I declare that the work in this Planning Project Paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This project paper has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

In public transportation system, bus transit are the common transportation modes that use nowadays. Public transport such Rapid Penang bus are one of the bus operators in Malaysia. As a matter of fact, the perception regarding its service quality is quite common since there already measurement indicator to measure the service quality of the public transportation have been established. A study has been conducted on the user's perception concerning the Rapid Penang bus service quality. The study was focused to a few issues and problems related to factors that contribute the public transportation service quality for instance the tangibility, reliability, responsiveness, assurance, and empathy. To achieve the aim of this study, some objectives were provided that include to explore the theoretical public transportation and ridership perception especially concerning the public transportation which are bus transit or shuffle bus, to study the elements of service quality concerning service quality, and to recommend the approaches that might help to increase the satisfactory level among the ridership as well as to encourage the public bus usage. There are three (2) methods used that include questionnaire and observation. Based on the 35 respondents that randomly selected, the finding shows that there were five (5) factors that contribute to the service quality of KOMTAR, Penang that include a tangibility, reliability, responsiveness, assurance, and empathy. The elements provided in Rapid Penang bus in KOMTAR, Penang should be upgraded as to improve the user's perception concerning the service quality toward the Rapid Penang bus. In the end of this research, some recommendations were recommended that include providing an online platform through mobile to make it convenience for those are not the regular passengers, in addition, reducing the bus stop provision to ensure the bus does not make any unnecessary stop as well as adjusted the timetable with the provision of two buses that arrived occasionally in the same route to ensure the punctuality and the comfort of the Rapid Penang bus are well taken care of. As a result, this will bring a positive user's perception as well as encourage the usage of Rapid Penang bus KOMTAR, Penang.

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