

UNIVERSITI TEKNOLOGI MARA

**PERCEPTION ON TRANSIT BUS NECESSITY
TOWARD
SOCIETY AT BANDAR SEREMBAN JAYA.**

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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 this modern age, the need for public transport is very important. The Transit Bus services equipped with various facilities will attract the public to use public transport. Informing an effective and efficient transit bus, it is necessary to go through various challenges to achieve passenger satisfaction in terms of transit bus service quality. Transit Bus service still received complaints from users such as schedule management, security, no monitoring, and lack of technical management. This study aims to examine consumer perceptions on Transit Bus necessity toward society at Bandar Seremban Jaya. The analysis was done by distributing a questionnaire and interview users. The results show that the three areas that are their main concern are Safety, Comfort, and Hygiene as well as Management Services. Furthermore, this paper highlights the Transit Bus services at Bandar Seremban Jaya that need to be improved, such as a time schedule, safety equipment, and consumer equipment.

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