

**PUBLIC PERCEPTION TOWARDS  
EXPRESS BOAT TRANSPORTATION SERVICES  
PLYING KAPIT-SIBU-KAPIT**

**BY**

**ROBIN AK. EMERSON EMPURAI  
STUDENT NO: 98515730**

**This project paper is submitted in partial requirement of  
Bachelor of Business Administration (Hons) Marketing of  
Faculty of Business Management of University Technology  
MARA**

**UNIVERSITY TECHNOLOGY MARA  
SARAWAK BRANCH**



**SEPTEMBER 2002**

## TABLE OF CONTENTS

CONTENTS	PAGE
Letter of Transmittal	i
Acknowledgement	ii
Table of Contents	iii
List of Tables	vi
List of Figures	vii
List of Charts	viii
List of Appendices	ix
Abstract	x
<b>CHAPTER 1 INTRODUCTION</b>	
1.1 Background of the study	1
1.2 Problem Statement	4
1.3 Objective of the Study	5
1.4 Scope of the Study	5
1.5 Hypothesis	6
1.6 Significant of the Study	6
1.7 Limitations of the Study	7
1.8 Definition of terms	9



## ABSTRACT

In recent years there have been a tremendous increase in the contribution and improvement of the services sectors in Malaysia. As such since water transportation is the only mode of transport available to travel between Kapit and Sibü and also to other places within Kapit Division, thus this study is trying to find out about how the public look toward such services.

This study has tried to find out about the public perception in term of their satisfaction toward the transportation services provided by the express boat operators operating between Kapit and Sibü. Several recommendation are put forward based on the findings so as to improve the level of their services in line with the public perception in term of the satisfaction level.

Prior to writing this project paper, a survey was conducted through questionnaires, observations and personal interviews. Research were also carried by going through relevant books, reports, seminar papers, newspaper cuttings and web surfing.

The finding of this project clearly show that majority of the respondents are satisfied with the overall services provided by the express boat operators. However, for some of the operators much improvement have to be made in term of safety and in providing baggage spaces or compartment. But overall Husqvarna group of expresses have shown a good quality of services which satisfied and preferred most by the public. Thus other operators should follow in providing a high standard of quality services and be competitive enough so as not to lose out in today era of technology and globalization.

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Study

Transportation is the movement of people and goods from place to place in which through this it has been essential in bringing about the integration of regions and nations into a single world community. Transportation movement are combined into various systems and networks which are by way of land, water, and air and by such means as automobile, airplane, railroad, ship and pipeline.

Today much development have been taken place as for transport vehicle, ship, airplane, train and etc, in term of it mobility, reliability, speed, safety and cost feature. But recently much of these development have been overshadowed by the September 11, 2001 terrorists attacked using two passengers airline on The World Trade Center in New York, United States. As such the airline industry in United States were much affected where people distant themselves in using air passenger transportation. Many airlines companies suffered heavy losses and hundred of thousand of people have been retrenched in United States and around the world and other sector such as tourism which are related to airline industry. But such airline disaster have boasted other mode of transport where people will prefer to use bus, train and cruise ship as an alternative.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1. Early History of Transportation

Throughout most of human history, people's movements on land were restricted to those speeds and distances that could be attained by walking. The use of sledges, animals, and then draft animals pulling wheeled vehicles increased the distance that early man could traverse and the amount of goods that they could transport.

Long-distance transportation was mainly by water – on rivers and lakes, along seacoasts and from island to island, usually insight of land. Early vessels, propelled by currents and by paddles or poles, and later used sails, which harnessed the wind. Extensive water commerce was carried on by the civilizations in ancient Phoenicia, around the Aegean Sea, and along the valleys of the Nile River in Egypt, the Tigris and Euphrates rivers in Mesopotamia, the Indus River in Pakistan and the Yellow River in China.

During the Middle Ages, improved sailing vessels and the magnetic compass made open-sea voyages out of sight of land much safer. Voyages of discovery in the 15 th and 16 th centuries greatly enlarged the world known to Europeans. An extensive sea trade developed, with merchant vessels carrying gold and silver from Latin America, tea and spices from the Orient, and slaves from Africa. By