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**THE STUDY ON THE SATISFACTION OF
THE EXPRESS BOAT OPERATOR TOWARD THE
SARAWAK RIVERS BOARD**



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ABSTRACT

Providing a high level of operator satisfaction toward the service and knowledge about the function of Sarawak Rivers Board (SRB) is considered as one of the prime ways to make the operator abide to the rule and regulation under the Sarawak Rivers Ordinance.

This study is to determine the operator's satisfaction level on the service with regard to facilities, services and locality provided by SRB Region II.

From the study, the finding show that most of the operations are very satisfied with the facilities and services that provided by SRB

But concerning about the knowledge of the operator toward the SRB its how that, very high percentage of the operator stated that they do not know about the function of the SRB.

Due to this matter they might ignore the instruction given to them and their innocence leads to their disobedience. Failure and hesitation to obey the rules and regulations by these operators will cause difficulty for enforcement officers in enforcing the Sarawak Rivers Ordinance efficiently.

CHAPTER 1

INTRODUCTION

1.1 Background

Rivers play a major role in economic activities of the State. They provide easy means of transportation for passengers and goods. In addition, river also provides fresh water for consumption, recreation and industrial uses.

Initial efforts on transport planning in Malaysia conducted in 1968 did not touch in riverine transportation at all.

The reason being, in West Malaysia, priority was given to the development of roads and railways due to the unnavigability of most rivers there.

In October 1985, the Sarawak State Government commissioned DHV Consultant to carry out feasibility study on Coastal and Riverine Transportation in Sarawak.

In October 1989, the master plan study was completed by DHV Consultants where it recommended that a separate administrative body be set up to deal solely with river transportation in Sarawak.

As a result, the Sarawak Rivers Ordinance, 1993 was passed by the State Legislation Assembly in May 1993 and came into effect in October 1993. By virtue of this Ordinance, the Sarawak Rivers Board was established in October 1993.

The Sarawak Rivers Board was formed on 1st October 1993 under Section 3 of the Sarawak Rivers Ordinance 1993. It is a State statutory body directly under the supervision of the Ministry of Infrastructure Development and Communication.

CHAPTER 2

LITERATURE REVIEW

According to Koiler et al (Siew Swee and Chin 1996). "A service is any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or maybe not be tied to a physical product."

For a service company that provides to its customers are divided into types that are the primary services and secondary services. The primary services form the products that the company offered to the customers. The secondary services are the back up services or customer service that the company provides.

According to Kotler (1996), customer satisfaction is difficult to measure. First, nobody has discovered how to measure the total satisfaction created by a particular product or marketing activity. Second, the satisfaction that some individual customer gets from the good of a product or service must be offset by the 'bads' such as pollution and environment damage. Third, the satisfaction that some people get from status goods depends on the fact that few other people have these goods. Thus evaluating the marketing system in term of how much satisfaction it delivers is difficult.

According to Lovelock (1996), many services are delivered in real times customer have to be physically present to receive from origination's such as airlines, hospitals, hair dresses and restaurant. There are limits as to how long customers are willing to be kept waiting, further, service must be delivered expeditiously so that customer do not spend excessive time receiving service. Even when service takes place in the back office. Customer have expectation about how long a particular task should take to complete whether it be repairing a machine, completing a research report, cleaning a shirt or preparing a legal document.