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ABSTRACT

Purpose – This paper is aims to measure the level of customer satisfaction towards the transportation service which focuses the coach services provided by Discovery Tours (Sabah) Sdn Bhd. It also helped to sets out the problems that customer encountered when using the coach services. The study also provides a recommendations or suggestion in improving the coach services performance provided by Discovery Tour.

Design / Methodology / Approach - This study used a quantitative research design whereby questionnaires were constructed based on the independent variables that contribute to the customer level of satisfaction toward the tour coach services. A descriptive study was use in order to get a better result of the relationship between the independent and dependent variables. The research was aimed to capture the transportation service performance of Discovery Tours (Sabah) Sdn Bhd. A survey was conducted in order to achieve the objectives of this study based on the questionnaire, and related documents from the company to gather information as much as possible.

Findings – The result of this study indicate that Discovery Tours has an excellent operation management whereby it has good ability and capability of tour guides and tour leader. Besides that, also indicated the coach has an efficient tour operation system whereas the coach has good punctuality over its arrivals and transfer. The study also indicates adequate facility and safety devices are provided on coach. Furthermore, the coach has also good condition of seat and cleanliness on board.

Originality / Value – This study maintain its originality by gather the related information by hand whether through primary data finding or secondary data finding.