

**KENDERAAN KLANG BANTING BERHAD : A STUDY ON
THE SERVICE LEVEL PERFORMANCE OF THE STAGE
BUSES OF BANTING-KLANG ROUTE**

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Abstract

The main purpose of this study are to identify the service level performance of KKBB stage bus on Klang- Banting route and also to find ways of improving the service level for this route.

Banting-Klang route is one of the most profitable routes for Kenderaan Klang Banting Berhad. KKBB is the only bus operator that has the permit to operate on this route.

The data and information for this study are gathered through interviews, observation and other secondary sources such as books and the company' annual reports. Tables graphs, pie charts are used to analyse the data.

The service level provided by the company is unsatisfactory. There is lot of room for improvement. The study makes a few recommendations to improve the service.

CHAPTER I

KKBB : A STUDY ON THE SERVICE LEVEL PERFORMANCE OF THE STAGE BUSES OF BANTING-KLANG ROUTE

A- INTRODUCTION

Background of the Company

Kenderaan Klang Banting Berhad was first known as Klang Coach Omnibus Company when it was established. Then its name was changed several times such as Kenderaan Mara Selangor and Kenderaan Madah Berhad after it was corporatised on 28th December 1965. The latest name - Kenderaan Klang Banting Berhad has been used since 29th December 1973.

At present this company operates 3 types of services :

- i - stage buses
- ii - express with limited stops
- iii - express buses