



THE EFFICIENCY OF PUBLIC BUS TRANSPORTATION
IN MALACCA CITY

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ABSTRACT

This study was carried out to investigate the Efficiency of Public Bus Transportation in Malacca City. A total of 317 students between Part 1 up until Part 8 students from Faculty of Business Management and Hotel Management and Tourism were selected to be the respondents of the study. A set of questionnaire was designed to gain feedback from the respondents about their experiences regarding the efficiency of the public bus transportation in Malacca City. The overall findings of the study indicated whether students were satisfied with the efficiency of the public bus due to its comfort, punctuality and availability of the busses. Therefore, from that it can be concluded whether the efficiency of public bus transportation that are being provided is working efficiently at the highest level in Malacca City.

This research is a quantitative research which had used a set of questionnaire as the instrument for the collection of data. The data was collected with a percentage of 100% out of the possible 317 respondents which was derived from the total population of 1,755 elements. Sample selection was based on convenience sampling method. The data collected was then evaluated by using Statistical Package for the Social Science (SPSS) Version 20 Software.

Using SPSS, numerous tests were converged such as reliability analysis, frequency distribution, descriptive analysis, Pearson's correlation analysis and multiple regression. The results indicated that availability, comfortability, and punctuality of public bus transportation are related to the efficiency of public bus transportation.

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