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BHD.)**

**CUSTOMERS' SATISFACTION TOWARDS  
KLIA EKSPRES SERVICE (ERL SDN. BHD.)**

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## **1.0 About Express Rail Link Sdn. Bhd.**

On 25 August 1997, Express Rail Link Sdn. Bhd. (ERL) has been permitted to finance, design, construct, operate and maintain KLIA Ekspres and KLIA Transit services and other extra task that are related to the railway service for 30 years. This rail service company provider were finance by four important shares holders which are YTL Corporation with 45%, Lemabaga Tabung Haji 36%, SIPP Rail Sdn Bhd 10% and Trisilco Equity Sdn Bhd 9%. ERL management is being maintain by the current CEO, Puan Noormah.

KLIA Ekspres is a service that offer non-stop journey with only 28 minutes to KLIA and KLIA 2 from KL sentral or vise versa. KLIA Ekspres started it operation on 14 April 2002. The frequency of the trip will be 4 times per hour during the peak hour and 3 times per hour during off-peak hour. As for KLIA Transit, it offers 3 stops during the journey. The three stops includes, Putrajaya & Cyberjaya Station, Salak Tinggi Station and Bandar Tasik Selatan Station. As this service offer few stops between the journey, the total time travel is a bit longer, which is 39 minutes. This service started to operates on 1 June 2002.

ERL has appointed their subsidiary, ERL Maintenance Support Sdn Bhd (E-MAS) in order to ensure the train operation and maintenance activities is well manage. E-MAS was established in 1999 and initially owned by Siemens and ERL with shareholding portion of 51% and 49% respectively. After three years in operation which in June 2005, ERL took over Siemens shareholding whilst E-MAS continue to operate and maintain the train system. The current CEO of E-MAS is Mr Thomas Baake.

In order to build their continuous journey as one of the main rail transportation, ERL has their own vision and mission to follow. The vision is, "To be the premier and preferred transportation mode providing international standards of service and recognised internationally as the top service provider in rail connection". While their mission is "To provide a seamless service experience that is fast, reliable, comfortable and convenient".

ERL has various product which are suitable for they target market. Some of the product are Back To Office with KLIA Transit TravelCard which offer free one weekly TravelCard for every purchase of 1Monthly TravelCard which valid for July and August, Touch 'n' Go e-wallet, and Bank Islam Visa 15% off. In ERL, they also offers their main product which also limited based on the promotional time. The product such as Family Package, Group Saver, KL TravelPass, and Discover KL. Family Package offer 25% of compare to the normal fares. This package offer are for a family with two adults and two children, the children age under six years will be free. As for the big family, they can add on the ticket which only cost 40MYR each trip. This package are available for single trip or return trip. As for Group Saver, this are suitable when you travel with your friends with minimum number of three person in a group. This ticket is only cost 40MYR for each person in single trip, you can save

15MYR for each trip. This package offer for single and return trip. This package are valid when the purchase are made in a single receipt. Next product is KL TravelPass. KL TravelPass offer you unlimited tickets of rail transportation service in one card for two days. But, in order to ride RapidKL service, the cash value balance in the card must be 5MYR. This charge for single trip is 75MYR and for return is 120MYR. Lastly is Discover KL. This is suitable for the visitors who are in transit less than 24 hours in Malaysia. They can have a view of the main attractions in Kuala Lumpur. The ticket will cost 140MYR for adult and for children age 6 – 15 years old will be charge for 65MYR. For more information on the promotions, we can visit <https://www.kliaekspres.com/deals/>.

ERL has received various awards at Global Air-Rail Awards (GARA). Some of the achievements are Best Customer Service Award for KLIA Ekspres VIP Service (2011), Personality of the Year for Noormah Mohd Noor, Chief Executive Officer of ERL (2011), AirRail Link of the Year (2012), Environmental Commitment (2013), AirRail Link of the Year (2014), AirRail Link of the Year (2015), Marketing Campaign of the Year for KLIA2 Service Launch (2015), AirRail Link of the Year (2016), Social Responsibility Award for Frog, Classroom Makeover Programme (2016), Project of the Year for ERL New Trains (2018) and Partnership of the Year for B2B sales channel expansion (2019). Apart from receiving awards from GARA, ERL also has won awards from Suruhanjaya Pengangkutan Awam Darat (SPAD). The awards are “Best Operator Award in the Intercity and Urban Rail category” in 2014, the “Best Operator (Railway)” in 2017 and “Best Safety Practices Award and Best Customer Service Award” in 2016. Another awards they received from Malaysia Canada Business Council is Outstanding Green Air-Rail Transport Award in 2017. We can see that ERL are moving forward based on their achievement in the previous years. In order to maintain their good image, recently ERL has bought six new trains sets from CRRC Changchun Railway Vehicles Company Limited (CRRC Changchun) to increase its capacity by fifty percent. All six trains are now in service to travel with the customers to their destinations.

## 2.0 Issue Identification

### 2.1 Problem Statement

**Problems Statement:** Customers' satisfaction towards KLIA Ekspres Service.

Public transportation is one of the important sector that contribute to our economy growth. But to encourage people to commute by using public transport is not an easy task to do. According to World Bank in 2015, it is reported that the percentage of Malaysian who use public transport is only 17%, lower than Singapore and Hong Kong 62% and 89% respectively. Based on the study (Sze Siong, 2018), found that factors such as physical facility, information system, safety and security, train and ticket and responsiveness was the main factor affecting the user's satisfaction in their journey when using the services. For example, in the survey 61.3% of the respondents are students. Therefore, the price can be a burden to them when commuting using the rail transport service, as we know the price rate is different according to journey destinations and the service providers. In another local study conducted by (Ismail, 2012), shows that factors such as frequency, comfortable travel experience, security on board and travel time, price, and punctuality can affect the customers satisfaction. Based on these factors, the most crucial factors are time and price. Customers can be easily frustrated if they pay for a higher price but the time management is not as good as they expected. This can lead to their dissatisfaction with the service quality. Another study conducted by (Khairul Baharein and Kamariah, 2013), shows the attitude of the customer service staff plays an important roles in influencing customers satisfaction. The customers prefer friendly and smiley staff to assist them. In the same study shows, the facilities provided also is the main concern for the customers. Things such as poor signage, lighting and toilets needs to be improve to ensure customers are satisfy with the service. Another study by (L. Eboli, 2018), shows that there is strong relationship between the service provided and the overall service quality expectation by the customers. A study conducted by (Ahmad Nazrul Hakimi Ibrahim, 2019), found that the reasons why customers feel dissatisfies with the service was due to the price of the ticket as most of the user are from low income category, the punctuality of the scheduled train, and the efficiency at the ticket counter. This factors can influence the customers' satisfaction towards the service. For example, when the train did not arrive on time as scheduled, this can affect the customers' scheduled and led to dissatisfaction. Another recent study conducted by (Ahmad Nazrul Hakimi Ibraihim, 2020), shows there are nine factors that influence the users' satisfaction towards the public transport service. The nine factors includes, availability of service (parking facilities, Frequency, network coverage, operating hours), accessibility of service (ease of transfer), ticket (ticket price, types of tickets), information availability (on board and at the stations), travel time (punctuality, access time, speed, waiting and transfer time), customer service (personnel behaviour and customer

service), comfort (cleanliness, comfort, seating capacity, noise, temperature of the cabin, quality of vehicle), safety (on board and platform) and lastly is image (eco-friendly and image in customers view). These nine factors are crucial for the service providers in order to achieve or go beyond customers' expectation. When the service providers able to surpass customers' expectation, indirectly the customers will feel satisfy towards the service. The problem is how the service providers can meet the customers' expectation in providing their needs as the satisfaction factors can be vary for each customers. For example, a customers does not want the temperature too cold and while the others want the temperature to be increase. This shows that the factors can be different in achieving customers' satisfaction towards the service.

As reported by (Datuk Dr fauziah Mohd Taib, 2020) in News Straits Times, the ratio between rail transports users should surpass the number of owned private car on the road in Putrajaya is 70:30. But in today's situation the number is far to achieve due to the factors such as inaccessibility to the government complex and the frequency of the transport travelling in and out of the area. On top of that, rail transport service that travel to Putrajaya is limited and costly. In addition, the customers need to use extra transport to arrive at the exact location. The rail service provider such as KLIA Transit will cost MYR14 each trip and need to rely on the availability of feeder bus which has caused trouble for the users where they complained for issues such as too many stops, punctuality and frequency of the bus. Another rail transport that can be used to get to Putrajaya is MRT Kajang Station which cost only MYR4, but to get to the station, the users had to use e-hailing service such as Grab. But, by using e-hailing service, it can raise the cost of travelling every day. Due to this inconvenience, many users are dissatisfy with the rail transport and choose to use private vehicles to commute every day.

Therefore, this research aim is to study the level of customers' satisfaction, the factors that affect the customers' satisfaction towards KLIA Ekspres service and to identify the significance difference between the nationalities towards the satisfaction of KLIA Ekspres service. Customers' satisfaction have been main priority for KLIA Ekspres to ensure the customers are happy to engage with them.

## 2.2 Research Objectives

The research objectives of this study are as follows:-

1. To identify the level of customers' satisfaction towards KLIA Ekspres service.
2. To identify the factors affecting customers' satisfaction towards KLIA Ekspres service.
3. To identify the significance difference between Malaysian residence, Non-Malaysian Residence, Visitors towards the satisfaction of KLIA Ekspres service.

## 2.3 Research Questions

This study emphasis the need to answer two main questions as follows:-

1. Is the level of customers' satisfaction on KLIA Ekspres is affected by the service?
2. What is the factors affecting the customers' satisfaction on KLIA Ekspres service?
3. What is the significance difference between Malaysian residence, Non-Malaysian residence and Visitors towards the satisfaction of KLIA Ekspres service?

## **3.0 Scope of the Study**

### **3.1 Purpose of the Study**

The purpose of this study is to determine the customers' satisfaction towards KLIA Ekspres service.

### **3.2 Geographical Location of the Study**

The study was carried out at KLIA Ekspres stations where the study is limited to the geographical area of the Kuala Lumpur city. The duration period of data is one year which data was collected in 2019.

### **3.3 Population**

The study is limited to the passengers of KLIA Ekspres which involved 4,006 respondents in 2019.

## **4.0 Literature Review**

### **4.1 Customers Satisfaction**

A study conducted by (Goel, 2016), found out that customer satisfaction can be related to the aspect of customer demand on a quick service and no delayed anticipated in the delivery process. For instance, time is a crucial factors to the customers. When they receive fast service, it can help them to boost their satisfaction towards the business. Another study by (Oliver, 1997), satisfaction can be defined as the fulfilment of the customers towards the product or services provided by the company. This can be seen when the product or service provides by the business meet their expectation, the customers will feel encourage to engage with the same business again as they feel please. Through a study conducted by (Raja Irfan Sabir, 2014), found out that customer satisfaction is highly related to the sense of pleasure and bliss after the customer made any purchase process. It also shows that level of customer satisfaction can be vary depend on the person. Some of the customer value little thing such as the quick response and the facilities provided. For example, when the staff assist the customer with a good attitude, the customers feel good to engage with the service again. Apart than that, facilities also can bring pleasure to them such as the cleanliness of the facilities and the facilities comprehensiveness. A study conducted by (Umami Aqilah Khalid, 2014), found that about 78% of the respondents' concern is on punctuality issue where the service is delayed and the need to wait longer. Punctuality is one of the crucial element in achieving customers' satisfaction in the business. When the train does not arrived on time, the customers need to wait longer. The more they wait, the more they feel frustrated. A research on Factors Affecting Satisfaction and Loyalty in Public Transport using Partial Least Squares Structural Equation Modeling by (Shiaw-Tong Ha, 2019), revealed that customers satisfaction can be affected by several factors such as safety and security, comfort and reliability. For example, proper station security measure, good facilities (toilet at the platform) and punctuality of the service can affect customers' satisfaction. Another research by (Sajjakaj Jomnonkwao, 2020), revealed that customers satisfaction can be affected by noise disturbances, train cleanliness and the condition of the train.

### **4.2 Facilities**

According to (Havlena, 2014), in the modern station facilities requirement, it is important to have proper ticket counter, waiting areas, refreshments and shops. The proper station facilities is important especially the waiting area. Most of the waiting area for public transport does not equip with toilet, which can affect the customers' satisfaction level. For example, for rail way station, some of the station locate their toilet outside the waiting area or far from the waiting area which can lead to the customers miss the train and need to wait for

another upcoming train. Based on study conducted by (Geetika, 2010), it shows that facilities such as seat availability at the platform, temperature and the lighting at the waiting areas play a role in influence the customers' comfort which can lead to customers' satisfaction towards the service. These factors can give huge impact to the customers as they value the surroundings of the facilities. For example, if the lighting at the waiting platform are dim, this can lead to customers feels anxious and the safety at the platform will be questioned. Other than, the availability of facilities for disable must be provided so that they are more user friendly. Therefore, facilities provided is important to the customers. In a past study conducted by (Fredrick Monsuur, 2017), revealed that facilities on board plays the role in affecting the customers comfort during the journey. The facilities on board such as toilet, seat condition, Wi-Fi, and facilities for the disable is important to ensure the passengers journey does not interrupted by such factors. A past research on passenger demand on rail transport service by (Luis Oliveira, 2019), through this study it shows that a small population of the passenger need the information of facilities provided at the stations. The information of facilities the passenger need such as shuttle bus service, and contact info of taxis. The facilities does not only narrowed to the train and platform but as well as the accessibility of extra service such as bus and taxis. A recent study by (Sajjakaj Jomnonkwao, 2020), revealed that one of the factor that influence the quality of the service is the facilities. In this study, it stated that facilities such as cleanliness of the toilet, availability of Wi-Fi connection, parking facilities and seats conditions can determine the quality service of the rail transportations. When the quality of the service is well maintained, the rail transport service provider can lead to customers' satisfaction and retain them to reuse the same service.

#### 4.3 Staff Behaviour

A study conducted by (Hew, Ui, & Ng), found that staff behaviours such friendly and knowledgeable play an influence to the customers. In instance, the staff able to help the customers with unlimited information and being friendly towards the customers will lead to high satisfaction. Most of the staff that are highly engage with the customers such as ticketing officer, porters, and crew. Through the same study conducted, it shows that knowledgeable staff, attitude and behaviour staff influence the customers' decision on using the same service. In instance, the porter and ticketing officer who engage closely with the customers should have adequate information especially on the business itself and they should have positive attitude where they are always ready to help and assists the customer in every situations. According to (Geetika, 2010), staff behaviour is one of the main factors that influence the customers. This can be supported by (Agrawal, 2008) and (Vanniarajan, 2008) factors such as the railway staff, porters and parking staff give an impact to customer's satisfaction as it

shows as the second most vital factor of customer satisfaction. For example, when the porter help the customers with their luggage during boarding, the customers will feel positive and satisfy with the service. In a recent study by (Sajjakaj Jomnonkwao, 2020), shows that the staff behaviour can determine the quality of the service based on the user's perception. When the staff reacts fast in every situations such as in assists the passengers to their designated seats, polite, and willingness to respond towards customers' demand, indirectly will increase the customers' satisfaction level. A study by (Feng Zhen J. C., 2018), shows that staff attitude contribute to the customers' satisfaction. Based on the survey conducted, it shows that most of the customers were satisfy with the staff behaviour and plead the staff to keep up with the good work. This shows staff attitude is important to sustain customers' satisfaction in the rail transport industry especially the service that offer for long journey. For example, the role of potter during boarding and on board of the train. The help of the potter to ensure the flow of the passenger going in and out from the train smooth is important and help the passengers do not left the things behind. When the passenger able to travel without much trouble, they feel more satisfy with the service provided. A study on Exploring correlates of passenger satisfaction and service improvement priorities of the Shanghai-Nanjing High Speed Rail by (Feng Zhen J. C., 2018) found that to ensure the customers is satisfy with the service, the service providers should check on the staff attitudes towards the customers. In another study by (G. V. Mageshwarii, 2020), shows that 22.85% of the passenger value when the staff kind, humble and diligent when serving to the passengers in the train.

## **5.0 Research Methodology**

### **5.1 Types of Data**

This study was conducted using secondary data as the main information sources. The data was collected by distributing the questionnaire to the public who commute using KLIA Ekspres service. To complete this study, other data was also included as the reference for the information which are journals, company's data, and internet.

### **5.2 Data Analysis**

To analyse the data, the method used is descriptive analysis which use to describe, examine and summarize the data.

### **5.3 Population and Sample**

The population taken was focusing on the KLIA Ekspres customers and the sample size is 4,006 respondents.

## 6.0 Findings

### 6.1 The Overall Ratings of KLIA Ekspres Experience

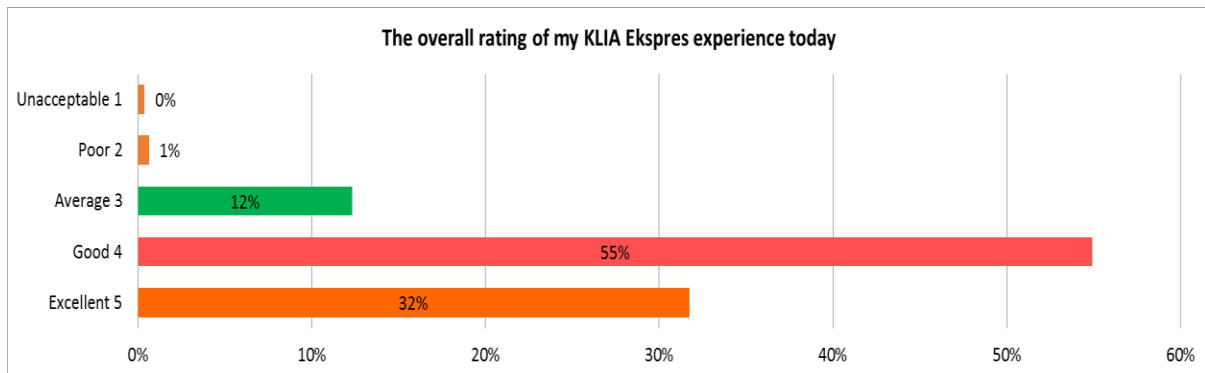


Figure 1

The table shows the overall rating of my KLIA Ekspres experience today.

- This graph concluded out of 4006 respondents, 55% of the customers point out the service is at the good level which can be interpret as they are satisfy with the service provided compared to 1% out of them rate for poor which are not satisfy with the service.
- Based on the graph, 32% of the respondent rate the service at the excellent level as they have achieve their satisfaction with the service.
- Lastly, the graph shows 12% of the respondent feel the service provided is at the average level which mean there are room for improvement to be made.

## 6.2 General Profile of KLIA EKspres Respondents

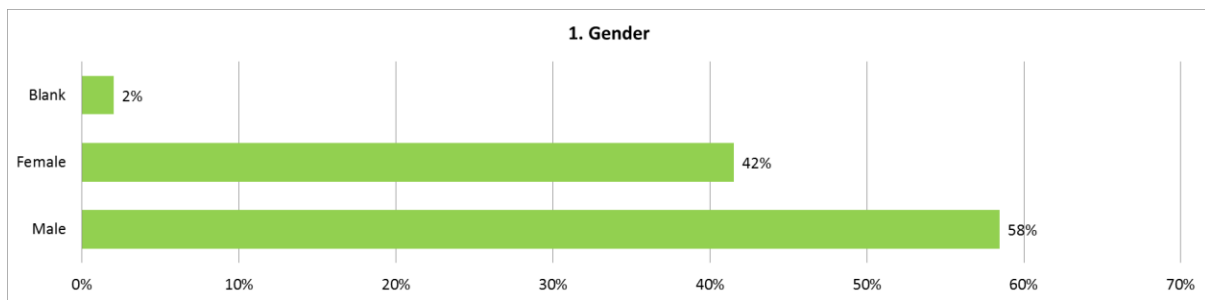


Figure 2

Based on the graph, most of the customers are male which is 58% compare to the female customers which only 42%. And 2% are blank which the respondents leave the question unanswered.

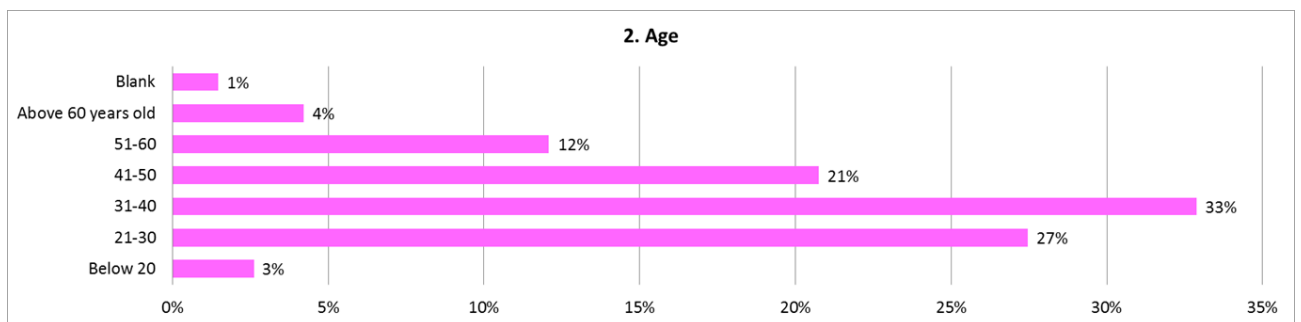


Figure 3

The above graph shows the data of the customers' age. Based on the graph, the customers are mostly from 31 – 40 years which is 33%. Following that, 27% of customers are age 21 – 30 years old. From the graph, it shows that only 3% of the customers are aged under 20 years old and 1% of the customers leave the question not answered.

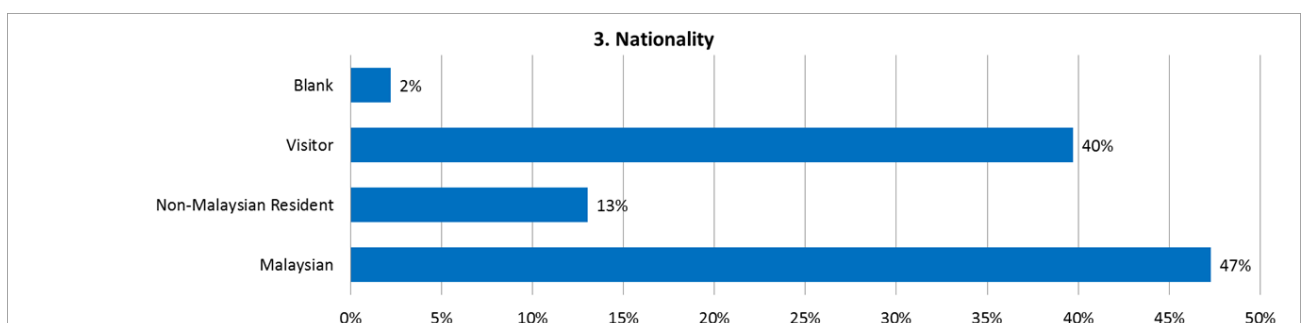


Figure 4

Above graph shows the data on customers' nationality. Based on the graph, 47% of the customers are Malaysian. 40% of the data are from visitor and 13% are from non-Malaysian resident. This shows that, most of the customers are from Malaysia and the visitors are the second common customers for KLIA Ekspres.

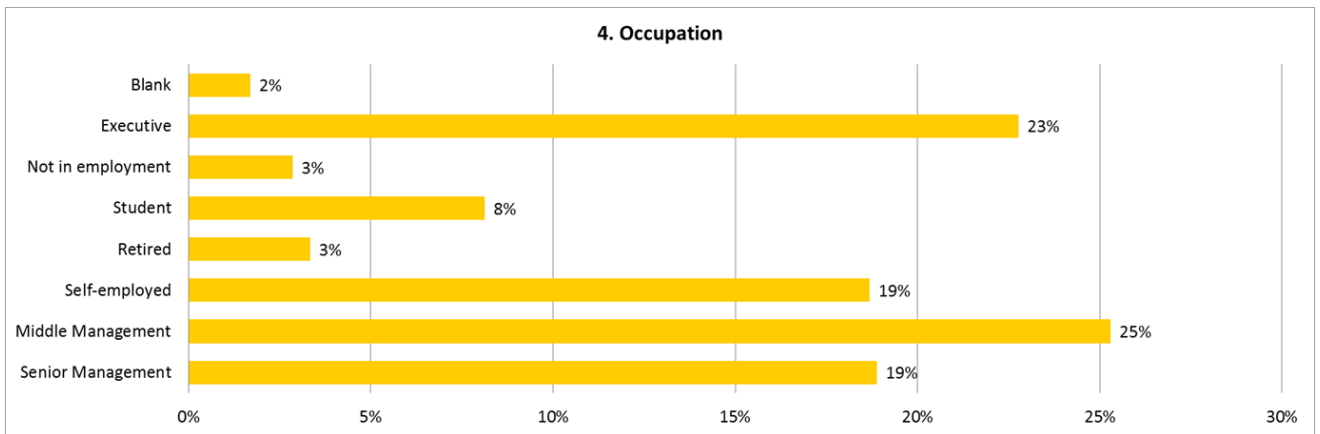


Figure 5

The above graph is the data of customers' occupation. Based on the graph above, we can conclude that most of the customers are working in middle management which is 25%, follow by executive which 23% and the least is retired and not in employment which each of them contributing 3% to the data.

### 6.3 Customers' Satisfaction with Staff Behaviour

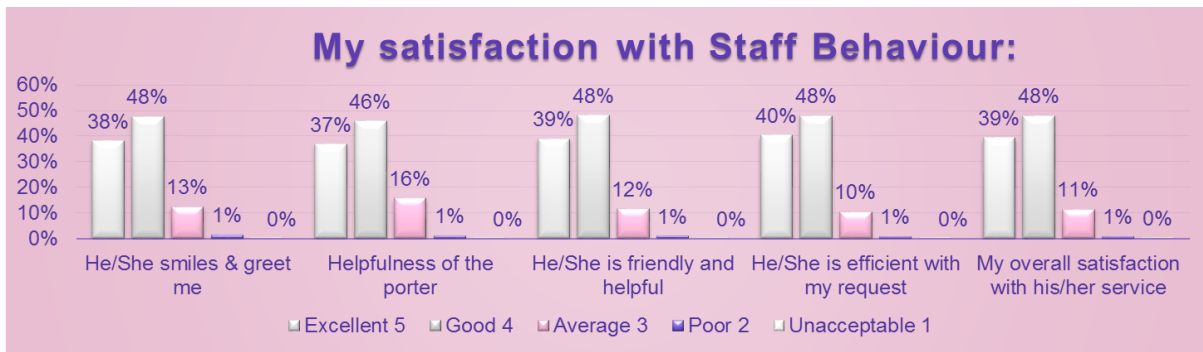


Figure 6

The graph shows the data on customers' satisfaction with the staff behaviour. The graph shown are based on the question in the survey conducted to KLIA Ekspres customers. The first question is she/he smiles & greet me. 48% of the respondents' rate 4 which they are satisfy when the staff smile and greet them. But 1% of the respondents rate 2 which is poor. The second question is on the helpfulness of the porter. 46% of them choose 4 which is good as the porter do help them and 1% of them rate 2(poor) as they feel the porter does not helpful to them. The third question is he/she is friendly and helpful. Based on this question, 48% of them choose good (4) and 1% of them rate poor. The next question I he/she is efficient with my request. 48% of the respondents' rate for good performance and 1% of them rate for poor performance. To conclude this section, 48% of the respondents rate the staff behaviour is in good performance, however in order to be the best rail transport provider, only 39% of the respondents rate the service at excellent performance and 1% of them rate it as poor performance.

## 6.4 Customers' Satisfaction with Facilities

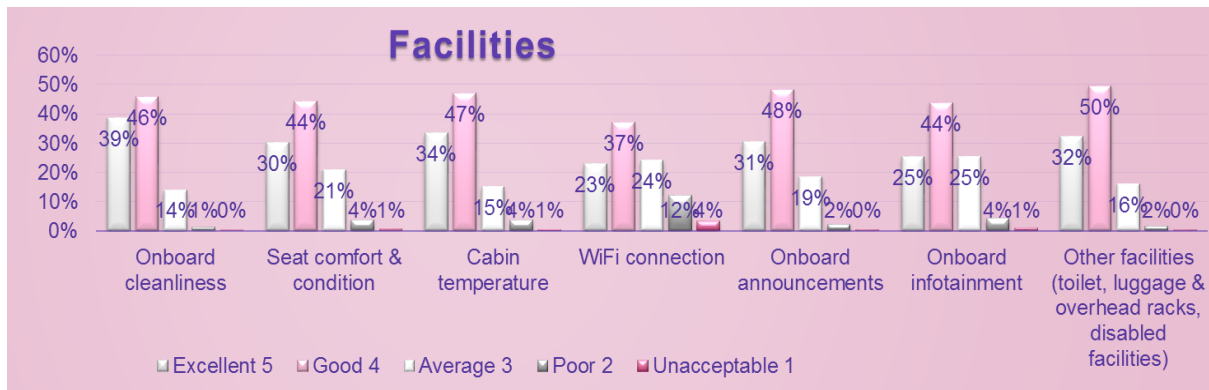


Figure 7

The graph shows the data on customers' satisfaction with the facilities. The graph shown are based on the question in the survey conducted to KLIA Ekspres customers. The first question is on 'on-board cleanliness'. 46% of them are saying it is in good performance and 1% of them it is poor performance. The second question is on seat comfort & condition. 44% of them rate that it is in good performance and 1% of them rate it is in unacceptable performance. The third question is on cabin temperature. 47% of them rate it is in good performance and 1% of them rate it in unacceptable performance. The fourth question is on Wi-Fi connection. 37% of them are satisfy with the connection but 4% of them are highly dissatisfy with it. Next question is on on-board announcement, 48% of them are satisfy with the announcement made and 2% of them are dissatisfy with it. Another question is on on-board infotainment. 44% of them are satisfy with it, 22% of them are highly satisfy and 1% of them are highly dissatisfy with it. As the last question, it is on other facilities, half of the respondents are satisfy with it but 2% of them are dissatisfy with it.

## 6.5 Total Complaint Received

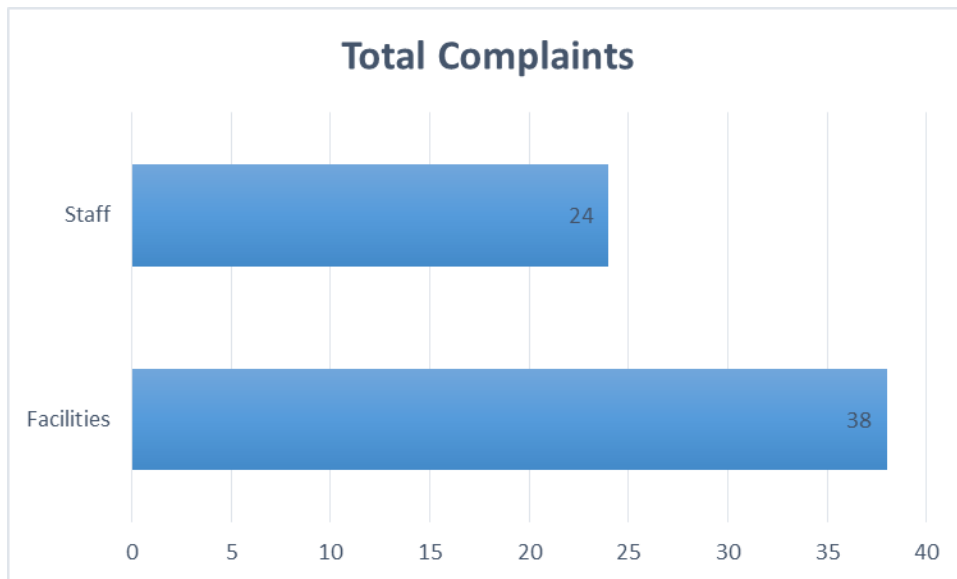


Figure 8

Based on the collected data, there are complaints received from the customers on the KLIA Ekspres service. The graph above shows two top complaints made by the customers. The graph shows that most customers' complaint are made on the facilities. Some of the complaints are on lighting, toilet and maintenance on lift and escalator. While total complaint received for staff behaviour are 24. The complaints on staff behaviour are mostly on how they assists the customers such as smiling, eye-contact and give sufficient information to the customers. This is highly engage with ticketing staff and porters.

## 6.6 The Significance Different between Three Nationalities Satisfaction towards KLIA Ekspres Service

Source of Variation	F	P-value	F crit
Between Groups	0.244039	0.797632	9.552094

Figure 9

**Hypothesis 0:** *There is no significance difference between the three nationalities towards the satisfaction with KLIA Ekspres service.*

**Hypothesis 1:** *There is significance difference between the three nationalities towards the satisfaction with KLIA Ekspres service.*

By using the P-Value Approach to summarize the result shown, the F-statistics value is 0.244, and the p-value is 0.79, which is greater than  $\alpha = 0.05$ . Therefore, we accept the null hypothesis and conclude that there is no significance different between three nationalities towards KLIA Ekspres service.

## 7.0 Discussion

Based on the literature review and findings, it shows that customers' satisfaction are affected by the facilities provided and the staff behaviour. These two factors influence the percentage of the satisfaction towards the service.

As stated by (Havlena, 2014) in the modern station facilities requirement, it is important to have proper ticket counter, waiting areas, refreshments and shops. Therefore, through the data collected, it shows that most of the customers demand a comfortable facilities in their journey. Based on the survey carried out, 30% of them pay attention towards the seat comfort and condition. While 32% of them value other facilities such as toilet, luggage and overhead racks and facilities for disabled. Throughout the findings, it shows that there are 38 complaints made on facilities. This indicates that KLIA Ekspres should improve their facilities comprehensiveness. The complaints include lighting, maintenance of the lift and escalator, and toilet. In another study by (Fredrick Monsuur, 2017), revealed that facilities on board plays the role in affecting the customers comfort during the journey. The facilities on board such as toilet, seat condition, Wi-Fi, and facilities for the disable is important to ensure the passengers journey does not interrupted by such factors. As visualize in figure 6, it shows that facilities on board such as on board infotainment, on board announcement, and Wi-Fi is one of the point that customers rate as good. This shows that minor factors like on board infotainment are also important to the passenger. 48% of them rated it as good. This is because on board infotainment shows the current news, current promotions offers by Express Rail Link Bhd, and music. Some of the passenger enjoy their journey without engaging with social media, therefore, on board infotainment can fill in their journey with KLIA Ekspres. As for on board announcement, we cannot deny on board announcement is the most crucial for the passengers. Based on the survey, it shows that 48% of them are satisfy with the announcement. However, small population of 2% respondents rated it as poor. Therefore, through the complaint received, it revealed that the passenger demand on the announcement should be audible while some complaint made are on the advertisement sound should be reduced in order not to disrupts the announcement.

A study conducted by (Hew, Ui, & Ng), found that staff behaviours such friendly and knowledgeable play an influence to the customers. In this study, 39% of the results shows that being friendly and helpful lead to the customers' satisfaction. The respondents rated is as excellent meaning that they are really love it when the staff are being friendly and helpful towards them when they travel. However, 1% of the respondents rated it as poor. Through the complaint received, it shows that the customers were pointing out at staff behaviour such as the staff should smiles more and have eye contact with them. While 40% of them value the staff ability of being efficient in responding to their demand and 1% of the respondents

rated as poor. It can be due to the staff at the ticketing counter and porter could not quickly fulfil their demand. The survey conducted shows that 39% of the customers feel highly satisfy with the staff behaviour generally as they rated it as excellent. Despite having a good number of overall satisfaction on staff behaviours, there are still complaints made by the customers on staff behaviour. The total complaints made by the customers are 24 complaints. Most of the complaints are during the time the staff assist the customers. The complaints are frequently made on eye contact, smiling and provide sufficient information to the customers.

Moving on to the significance difference between nationalities of the passenger satisfaction towards KLIA Ekspres service. In order to find the significance different between three nationalities of the passenger, I have used anova single factor to test it. As the results shown in figure 9, by using the p-value approach to conclude the results, the F-statistics value is 0.244 and the p-value is 0.79 which is greater that  $\alpha = 0.05$ . Therefore, we accept the null hypothesis and conclude that there is no significance different between three nationalities towards KLIA Ekspres service. Through this we can conclude that, the difference in nationalities does not affected the customers satisfaction based on the factors such as staff behaviour and facilities. In short, the difference in nationality does value the staff behaviour and facilities in providing the satisfaction for them while travelling with KLIA Ekspres service.

## 8.0 Recommendation

1. Improve on factors that influence the customers' satisfaction towards KLIA Ekspres Service:
  - ✚ Facilities such as at the platform and in the train. KLIA Ekspres should provide sufficient lighting especially at the KL Sentral Station and in the Siemen Train. Apart from that, KLIA Ekspres should provide better signage in order for the customers easily to locate the train boarding platform.
  - ✚ Announcement: to ensure the information relay smoothly to the customers, the announcement should be clear especially announcement made in the train.
  - ✚ Staff Behaviour: some of the complaint received shows that they demand staff who are able to provide sufficient information especially over the counter staff. Customers tend to put their attention to the ticketing officer, they prefer friendly, smiley and knowledgeable staff. The porter also play a role in providing satisfaction for the customers, they should always be ready to help the customers especially during boarding. Some of the customers travel with huge luggage, therefore, the help from porter is needed.
2. Utilizing the advanced technology: KLIA Ekspres should make use the advancement of technology such as sending the notification of the boarding time to the customers through their smartphones. In order to do this, KLIA Ekspres should revise their mobile application, therefore, like any others applications, KLIA Ekspres customers can receive the announcement especially the boarding time through their smartphones. This can help the KLIA Ekspres in reducing the problem of delay information or misinformation for the customers.
3. Do not focus only on the advertisement: based on the survey, we can see most of them are not aware on the advertisement made on the on-going promotions by ERL. It is important to ensure the ticketing staff have sufficient information on the current promotions. Through this, the customers can be inform about the promotions and the word of mouth will be spread which lead to the increasing of the ridership numbers. Even so they wants to do the advertisement, they should not only make it for limited space, and they should advertise it through social media by using Google Ads.

## 9.0 Challenges

1. **Cost:** ERL need to bear the cost of improving the facilities, training program for staff and better announcement. For example, in order to provide better facilities, they have to provide sufficient lightings at the station especially the waiting areas at the KL Sentral boarding platform which located at the underground. As for the training program, they must choose the suitable program for the staff to undergo. Apart from that, when they send a group of staff to undergo the training program, the work burden will be pass to the others remaining staff which can lead to the internal problem within the staff. In the term of better announcement, it is hard to ensure the information is well received by all customers as they are scattered in different locations.
2. **Lack of Expertise:** In order to launch good mobile application, ERL must get the help of expertise. The expertise can collaborates with ERL IT Department in discussing the mobile application issue. But, to find a good expertise is not easy and takes time.
3. **To approach the target market:** Based on the survey conducted, most of the customers are from business travellers. Therefore, they must find the right channels in order to promote their current offers and their service to the targeted market.

## 10.0 Conclusion

As the conclusion, customers' satisfaction play an important roles to ensure the business can sustain for a long time in an industry. As for Express Rail Link Bhd, customers' satisfaction has been their top priority to provide the best service in the rail industry. Even though the factor that affecting the satisfaction level can be vary but, throughout this study, we can conclude that factors such as facilities and staff behaviour can lead to customers' comfort which can affect their satisfaction level towards the service. For instance, the availability of sufficient information on the service from the staff can influence the customer pleasure towards the business and indirectly will build trust which lead the customer's repetition. Apart from that, we can see that be it Malaysian or Non-Malaysia, they still value staff behaviour and facilities to achieve their satisfaction while travelling with KLIA Ekspres service. In short, we can conclude based on the survey the customers are satisfy with the service, yet there is still room for improvement to be made as there are small population of the customers who does not feel satisfy with the service provided. It important for Express Rail Link Bhd. to figure the factors that can influence customers' satisfaction with the service. Lastly, keep on upgrading the features of the service will enhance the customers' satisfaction towards the business.

## 11.0 Significance

### 11.1 Significance to the Organizations

- ✚ To help the organization to find room for improvement in order to meet customers' satisfaction.

### 11.2 Significance to the Employee

- ✚ It is easier for the employee to search for solution and alternative to the problems. Through this, it can help the employee saves time and be more organize in their tasks as they have figure what step should be taken in implementing the solution to problems.

### 11.3 Significance to the Rail Transport Industry

- ✚ Through this study, it can benefit for other rail transport as they can pay attention to these factors which can influence the customers' satisfaction towards the service provided. It can helps them to improve their service for customers as they know the root of the problem.

### 11.4 Significance to the Tourism Industry

- ✚ Based on this study, the tourism industry also can promotes that our country not only focusing on our main attractions places to visit to the visitors, but we can also show them our country also equip with a decent quality facility of rail transportation which might attract to visitors to use our service when they visit Malaysia.

## 12.0 Self- Reflection

As for me, learning does not only happens in the classroom where there is paper and pens at hand but we can always learn in different situation without pens at our hand. Because we can as well learn different things through experience it. During the internship period, I have learnt lot of things. One of the lesson is on how to get customers attracted with our service. Apart from good marketing conduct, serving the customer to fulfil their comfy is also one of the main key in sustain the business. As an intern in the marketing department, I have learned on how to make a deal with third party such as the advertising agency, advertisement making especially focusing on the content, making contract with other company such as Grab and Bank Islam. Other than that, I have experience in participating in the legalizing process of using unique name that have been registered. Which is the 'KLIA', as the Malaysian Airport Bhd. (MAHB), has demand to ERL to take off the 'KLIA' in every of the service by ERL including the signboard at the airport. Other than that, I have seen how important for an organization in ensuring there is no flaw before launching any ads or product. In the marketing department, they have teach me on content writing, how to make ads, how to handle broadcasting session and how to handle big event which is Visit Malaysia 2020, being able to handle such big event is great experience for me. Apart from that, in the 2 months period, I also have made self-improvement where I have polish my speaking ability to speak with stranger and able to communicate with different range of ages with different social background. As the conclusion, through internship period, I have gain many knowledge, found what I want to pursuit and I also have polish my soft skill such as how to be a good team player, communications skills and social skills in the organizations.

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## 14.0 Appendices



Monthly Town Hall  
Event (Internal Event)



Broadcasting Session with Media  
such as Bernama, and Astro  
Awani. (External Event)



Tours to KLIA and KLIA 2 Airport



Visit Malaysia 2020 event.

# Organization Chart

Express Rail Link Sdn Bhd  
 Organisation Chart  
 As at 25 April 2019  
 Ref. No. : ERL-HRM-0094219-00

