



UNIVERSITI TEKNOLOGI MARA

**“A SURVEY OF CUSTOMER SATISFACTION TOWARDS  
QUALITY OF BUS TRANSPORTATION SERVICES IN  
KUCHING CITY”**

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## **ABSTRACT**

This study, " A Survey of Customer Satisfaction Towards Quality of Bus Transportation Services in Kuching City" is done due to the requirement of PAD340 subject. Customer satisfaction here refers to the public or customers' satisfaction delivered by the bus transportation services in the Kuching City. The purpose of this research is to see whether the passengers are satisfied or not with the service provided. Meaning that, the passengers will be the respondent of this study. Here also, this study is done to identify the reasons that are mostly influence customers' satisfaction. This study has been conducted through questionnaire distributed to respondents. The interview also has been conducted to gain the insight opinion of the company who handle the transportation services. The observations also have been done to get the real fact of the bus condition. The finally indicate the factors that influence that contributing to the passengers satisfaction. Lastly, the recommendations are made based on the findings of the study as to improve the passengers' satisfaction of government sector towards the transportation services in Kuching City.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Kuching is one of the districts in Sarawak, also known as the state capital. Situation of Kuching is that, it is sits on the riverbank of the riverbank of the Sarawak River, 32 km from the sea. Since the year of 1963, when Sarawak becomes the part of the federation of Malaysia, Kuching has changed the developed to be busy as flourished modern city. It civilization has never stop by anything. Furthermore, its famous name as cat city, many aspects have been civilized from time to time. The education, careers, medicine, research, politics, and so on are continuously growing in Kuching; make it always in front to face the challenges of worlds today. In addition, Kuching is also known as the economic and political center of the state and was declared by the government as city on the 1<sup>st</sup> August 1988. Meaning that the responsibility, fairness of equity will be vested in the hand of Kuching. But it doesn't mean that other districts lose their functions because of the declaration, they still maintain what they are, except the status of Kuching getting higher to become the capital city of Sarawak.

Also not forgotten the development of transportation in Sarawak. Before any land transportation was introduced in the year before 1870, the first kind of transportation that is used by people in Kuching is fared boat (perahu tambang). It was a water transport. People have to travel here and there by using the fared

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 HISTORY OF THE SARAWAK TRANSPORT COMPANY (STC)**

Sarawak Transport Company has been established In 1952, during colonial time. It was still during the British government. Mr Chan Siaw Hee founded Sarawak Transport Company. During that time, every bus was only a small bus like a mini bus and used the wooden plan for the seat of the bus. During that time, the government found that, it was hard to manage a lot of buses in Kuching and for whole Sarawak. So, the Government asks the entire bus owner to cooperate in one association or one company. From that, Sarawak Transport Company and Chin Lian Liong were established. Both of this company will operate in within Kuching City.

Nowadays, Sarawak Transport Company has expanded their company to operate the bus services within the Kuching area and outside Kuching. Sarawak transport Company has their own definition about Bus Services in Kuching City. For them, as long as the buses are coming all the way inside Kuching, it will consider as services within Kuching City.

There are 240 buses provided by Sarawak Transport Company. 50 of the buses are operated in Kuching City such as Bau area, Batu Kawa, and so on. Sarawak