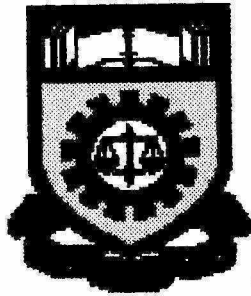


**MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM**



**IDENTIFYING A MARKETING STRATEGY
FOR SISTEM KENDERAAN SEREMBAN – KUALA LUMPUR SDN.BHD.
THROUGH CUSTOMERS' FEEDBACK**

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ABSTRACT

Public transport is important for the public's daily activities. Even there are various modes of public transport right now, but the most favourable choice by most of the users is public bus services. Even there are various public transport and high technology improvement towards transportation system, public bus services transport still remains the main choice for users. Due to the high demand towards road passenger transportation, many transport services company are being formed to fulfill this need. This will result in healthy competition between all the transport companies.

There are many aspects that will affect the customers' decision in choosing the right transportation service. Therefore, it is very vital for the transport operators to identify the needs of the majority of the users in improving the quality of the service and to establish the reputation for the company.

Not all the transport services gain a good response from the customers all the time, it depends on the time and situation. It is important for transport operators to identify when and in what situation the demand is at optimal level. This is to decide whether to increase or decrease the services to avoid unnecessary cost of operation. Since the transportation system has expanded rapidly, fares to passengers have to be made according to a paradigm shift. Most of the services improvements are targeted to improve customer satisfaction.