



0000098337

**A STUDY CUSTOMER SATISFACTION ABOUT QUALITY OF TAXI SERVICE
IN KOTA BHARU, KELANTAN**

RAJA NORHAYATI BT RAJA SULAIMAN
AE10056

**A report submitted in partial fulfillment of the requirements for the award of the degree
of B.Eng (Hons) Civil Engineering**

**Faculty of Civil Engineering & Earth Resources
University Malaysia Pahang**

JANUARY 2015

ABSTRACT

The Transportation is plays an important role in the life of human society since time immemorial for a living, transporting goods and also for the purpose of living, as well as to the movement of people from one destination to another. In developed countries, taxis tend to be used as a substitute for private vehicles by passengers who use the service for convenience reasons or because they do not want to own a car, even though they can afford it. The customer satisfaction on taxi services in Kota Bharu to determine level of customer satisfaction in term of fare, comfortable, taxi driver and convenience. The literature review refers to consider the taxicab as part of a larger urban transportation system, typically emphasizing the taxicabs optimal role within that system and within cities. In a comprehensive historical review of the taxicab industry, Gilbert and Samuels (1982) cite conventional transits inability to provide satisfactory mobility to certain urban areas in a cost-effective manner, and see taxicabs as one solution to that problem. Their books historical account examines the taxicabs role through this lens, supporting the argument that public transit programs and subsidies should incorporate taxicabs. The study was performed using questionnaire of the passengers that ride taxi in study area. This questionnaire will be given to all respondents regardless of whether the student, employee, and non-student-employee. This studies of passenger are satisfied with seating, conditions outside and inside of taxi, informtion (schedule), smell, driver style and driver friendly and so on. The results obtained from the respondents about level of dissatisfaction on quality of taxi service such as taxi fare, comfortable, taxi driver and convenience. At the end of this study found that the level of customer satisfaction such as fares, comfortable, and convenience, of taxi services are still not satisfactory. The suggestion have made based from this study with extablish of meter system, renew all the taxis, to improve all the comfortable on taxi service and others.

ABSTRAK

Pengangkutan adalah memainkan peranan yang penting dalam kehidupan masyarakat manusia sejak dahulu lagi dalam urusan mengangkut barang, tujuan hidup, dan juga kepada pergerakan manusia dari satu destinasi ke destinasi lain. Di negara-negara maju, teksi cenderung untuk digunakan sebagai pengganti sebagai kenderaan peribadi oleh penumpang yang menggunakan perkhidmatan ini atas sebab-sebab menyenangkan atau kerana mereka tidak memiliki kereta. Kepuasan pelanggan terhadap perkhidmatan teksi di Kota Bharu adalah untuk menentukan tahap kepuasan pelanggan dari segi tambang, selesa, pemandu teksi dan kemudahan-kemudahan yang disediakan oleh perkhidmatan teksi. Kajian literatur ini merujuk kepada sistem pengangkutan bandar yang lebih besar, ia biasanya menekankan peranan teksi optimum dalam sistem itu dan dalam bandar. Dalam kajian sejarah yang menyeluruh industri teksi, Gilbert dan Samuels (1982) menyatakan ketidakupayaan transit konvensional untuk memberikan mobiliti yang memuaskan untuk kawasan bandar tertentu dengan cara yang menjimatkan kos. Teksi sebagai salah satu penyelesaian kepada masalah itu. Buku akaun sejarah mereka mengkaji peranan teksi melalui kanta ini, menyokong hujah bahawa program transit awam dan subsidi perlu menggabungkan Teksi. Kajian ini dilakukan dengan menggunakan borang soal selidik daripada penumpang yang menaiki teksi di kawasan kajian. Soal selidik ini akan diberikan kepada semua responden tidak kira sama ada pelajar, pekerja, dan bukan pelajar-pekerja. Data yang telah dikumpul dari responden tersebut akan dianalisis dan daripada analisis tersebut kita boleh mengenalpasti tahap kepuasan pelanggan terhadap kualiti perkhidmatan teksi di Kota Bharu. Keputusan kajian menunjukkan pengguna teksi berpuas hati dengan tempat duduk, keadaan di luar dan dalam teksi, maklumat berkaitan dengan teksi, bau, laluan teksi, pemandu mesra penumpang dan sebagainya. Pada akhir kajian ini mendapati tahap kepuasan pelanggan seperti tambang, keselesaan, dan kemudahan-kemudahan adalah masih tidak memuaskan. Cadangan telah dibuat berdasarkan kajian ini dengan memperbaharui teksi lama kepada yang baru, mewujudkan sistem meter di kawasan kajian, meningkatkan keselesaan teksi untuk menarik lebih ramai pengguna menaiki teksi dan lain-lain cadangan lagi.

TABLE OF CONTENTS

		Page
SUPERVISOR'S DECLARATION		ii
STUDENT'S DECLARATION		iii
DEDICATION		iv
ACKNOWLEDGEMENT		v
ABSTRACT		vi
ABSTRAK		vii
TABLE OF CONTENTS		vii-xii
LIST OF TABLES		xiii
LIST OF FIGURES		xiv-xv
CHAPTER 1	INTRODUCTION	
1.1	Introduction	13-15
1.2	Background of Study	15-16
1.3	Problem Statement	16-17
1.4	Objective of Study	18
1.5	Scope of Study	18
1.6	Research Significance	19

CHAPTER 2

LITERATURE RIVIEW

2.1	Introduction	20-21
2.2	Public Transport System In Malaysia	
	2.2.1 History of Public Transport	21
2.3	Public Transport In Kota Bharu	22
	2.3.1 Taxis	22
2.4	Customer Satisfaction	
	2.4.1 Definition	23
2.5	Level of Customer Satisfaction	
	2.5.1 Taxi Fares	23-24
	2.5.2 Comfort	24
	2.5.3 Waiting Time	24
	2.5.4 Traffic Conggestion	25
	2.5.5 Safety	26
	2.5.6 Driver Behaviour	26-27

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Introduction	29
3.2	Data Collectors	30
3.3	Method of Study	30
	3.3.1 Quistionnaire Survey	30-31
	3.3.2 Sample Size	31-32
	3.3.3 Respondent	32
	3.3.4 Procedures For Conducting Reseach Survey	33
3.4	Data Analysis	34
3.5	Method of Analysis	35
3.6	Metheodology Flow	36
3.7	Conclusion	37

CHAPTER 4 RESULT AND DISCUSION

4.1	Introduction	38
4.2	Taxi Service in Kota Bharu	39
4.3	Information of Respondents	39
4.4	Demographi Data	39
	4.4.1 Respondents Information	40-42
	4.4.2 Residential Status	42-43

4.4.3	Trip Purposes	43
4.5	Questionnaire Results	
4.5.1	Introduction	44
4.5.2	Level of Customer Satisfaction	44
4.5.2.1	Scale by Female student to School	44-47
4.5.2.2	Scale by Female Student to Shopping	47-49
4.5.2.3	Scale by Female Employee to Workplace	49-52
4.5.2.4	Scale by Male Student to School	52-54
4.5.2.5	Scale by Male Student to Shopping	54-55
4.5.2.6	Scale by Male Employee to Shopping	56
4.6	Customer Satisfaction	57
4.7	Customer Suggestion	58-59
4.8	Conclusion of The Results	59-62

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1	Introduction	63
5.2	Conclusion of The Findings	63-65
5.3	Recommadation	65-66
5.4	Limitation of Study	66
5.5	Future Research	66-67
5.6	Conclusion	67

REFERENCES		68-69
APPENDICES		
APPENDIX A	Survey Form	70-73
APPENDIX B	Picture	74

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 3.3	Demographic Data	31
Table 3.4	The Factor of Customer Satisfaction	33
Table 4.6	Total Score for Improvement of Taxi Service In Kota Bharu	57

LIST OF FIGURE

Figure No.	Title	Page
Figure 3.6	Metheodology Flow	36
Figure 4.4 (a)	Graph of Gender Distribution on Respondent	40
Figure 4.4 (b)	Graph of Occupation-age Distribution on Male Respondent	41
Figure 4.4 (c)	Graph of Occupation-age Distribution on Female Respondent	41
Figure 4.4 (d)	Graph of Residential Status-Occupation Respondents	42
Figure 4.4 (e)	Graph of Trip Purpose-Gender on Respondent	43
Figure 4.5 (a)	Graph of Female Student of Customer Satisfaction in term of Taxi Service	46
Figure 4.5 (b)	Graph of Female Student of Customer Satisfaction in term of Convenience	46
Figure 4.5 (c)	Graph of Female Student of Customer Satisfaction in term of Fare	47
Figure 4.5 (d)	Graph of Female Student of Customer Satisfaction in term of Comfort	48
Figure 4.5 (e)	Graph of Female Employee of Customer Satisfaction in term of Fare	49
Figure 4.5 (f)	Graph of Female Employee of Customer Satisfaction in term of Taxi Driver	50
Figure 4.5 (g)	Graph of Female Employee of Customer Satisfaction in term of Taxi Driver	51
Figure 4.5 (h)	Graph of Male Student of Customer Satisfaction in term of Fare	52
Figure 4.5 (i)	Graph of Male Student of Customer Satisfaction in term of Taxi Driver	53

Figure 4.5 (j)	Graph of Male Student of Customer Satisfaction in term of Comfort	54
Figure 4.5 (k)	Graph of Male Student of Customer Satisfaction in term of Convenience	55
Figure 4.5 (l)	Graph of Male Employee of Customer Satisfaction in term of Comfort	56
Figure 4.5	Graph of Improvement customer Satisfaction on Respondent	58

CHAPTER 1

INTRODUCTION

1.1 Introduction

Public transportation in Malaysia is claimed by the customers as unsatisfactory. The Transportation is plays an important role in the life of human society since time immemorial for a living, transporting goods and also for the purpose of living, as well as to the movement of people from one destination to another.

Taxis play an important role as a transportation alternative in all parts of the world. Although sometimes defined as a semi-public transport mode, the taxi service is, in fact, the first public transport in small towns when the distances between common origins and destinations become too large to be travelled by non-motorized modes. According to Lowitt (2006), however, the demand for taxi services is highly heterogeneous and differs in developed and developing countries.

In developed countries, taxis tend to be used as a substitute for private vehicles by passengers who use the service for convenience reasons or because they do not want to own a car, even though they can afford it. Lowitt (2006) observes that, as in this

market taxis tend to operate on a non shared basis and their supply is limited by legislation, they can be a reasonable source of income for taxi operators.

The Transportation is one of alternative communication systems in the world. It is considered as the driving force and income for some people. In Malaysia, the transport system is the most significant factor in whether a communication system for both urban and rural communities. As the country grew increasingly advanced, system development in a state should have the competence and progress in terms of services and technologies used. Therefore, the government has sought to make various changes and new strategies to improve the quality of public transport services in order to attract the tourist.

In developing countries, taxis are often used to supplement inadequate public transport systems based on buses or trains. In those cases, they may be also characterized by shared taxis and low cost single passenger services. These are services demanded by upper lower income users who do not own private motorized vehicles. Although this is usually not the case in Brazil, the market in many developing country cities is quite often unregulated. For Lowitt (2006), unregulated markets result in an oversupply of services, high competition for passengers and, as a consequence, low fares and low incomes for taxi operators.

However, the taxi service but not still does not meet to all passengers that ride of taxi in study area. Some passengers are not satisfied with the service provided as some users have problems in terms of taxi fares, comfort, taxi driver, and convenience. For passenger who cannot afford their income using other services such as buses and private vehicles.

The Transport refers to a vehicle transporting someone from one place to another to another and usually it leads to long distances than if on foot. Transport aims to facilitate public transport system whether city or in the countryside. While most people have their own vehicles, public transportation is still a top choice for those on

low incomes. There are many faithful years of complaints from those who expressed dissatisfaction with public services in Malaysia.

1.2 Background of Kota Bharu

Kota Bharu is the capital city for Kelantan state, located on the East-Coast of Peninsular Malaysia. Kota Bharu has a population about 500 000 citizens with area of 403 square kilometers. The population density is 1264 person per square kilometers with annual average population growth rate 1.9%. The citizen of Kota Bharu is mainly Malay (92.4%) followed by Chinese (4.8%), Indian (0.3%) and other ethnicity including non-Malaysian citizens (2.4%). The percentage of male population in Kota Bharu is 49.7% and female population 50.3% (98.8 males for every 100 females) compared to 50.3% male population for the whole Kelantan state (101 males for every females).

Kota Bharu was originally found to be the royal residence; however it now becomes the centre of administration, commerce, finance, culture, and education of Kelantan state. The culture in Kota Bharu often becomes the reason for tourists outside Malaysia to visit, and as for local tourist, Kota Bharu is the place where you can “shop till you drop” (due to cheap retail price).

In Kota Bharu, the places of interests are divided into four categories; Historical Zone, Handicraft and Rural Industries Zone, Countryside Zone, and Ecology Zone. These zones have their own tourism products such as Tokong Mek Temple (220 years, oldest in Asia), handicrafts like songket and batik, homestays at fishing villages, as well as beautiful beaches. Besides those places, people go to Kota Bharu for shopping. There are many shopping markets in Kota Bharu that sells Kelantan foods and crafts as well as clothes in cheap price compared to other places in Malaysia. During holidays, the city becomes crowded with local and outside tourists. In Kota Bharu, available public transportations are bus, taxis, and bicycle trishaws. The bus and taxi stations are connected and located in the centre of the city to ease the citizen’s movement and activities.

In Kota Bharu, available public transportations are bus, taxis, and bicycle trishaws. The bus and taxi stations are connected and located in the centre of Kota Bharu to ease the citizen's movement and activities.

1.3 PROBLEM STATEMENT

The problems identified in this study related with dissatisfaction about the quality of taxi services in the study area. The study was conducted based on the problems related with taxi fare toward passengers that the taxi fares based on negotiate with driver taxi and passenger. As be known, In Kota Bharu not has meter system using but rate fares in calculated by negotiate. Besides that, there are problem about the overnight surcharge which is the fare when ride of taxi on 12.30-6.00 am this fare very expensive. Normally, he price fare is between RM 30-40 on overnight surcharge. Normally, the association will increase of fares when the festival season, fuel increase, school holidays or public holiday because on this time all general public using of taxis in study area

The customer's dissatisfaction of taxi services about safety on the road towards passengers that using this services. This is not only harmful to the passengers, in the same time can endanger the safety of other users. The passengers expressed dissatisfaction about the greed of a taxi driver on the road, especially during the festival season, school holidays, public holiday when so many civilians flocked back to their hometowns. This issue often occurs due to the negligence of a taxi driver driving carelessly. The incident occurred probably due to some problems vehicle, the driver's negligence, and the weather during the rainy season.. In addition, the use of phone during driving is also very dangerous for passengers.

The customer satisfaction on longer waiting time especially festival seasons, school holidays and public holiday. Taxi waiting times grow longer every time bad weather and traffic congestion especially roads leading to Kota Bharu town. The Longer of waiting time occurs due the number of taxis that are inadequate to meet the needs of users who want to use the service. The peak hour is between 6.00 p.m-7.30 pm where the general public from back work waiting to get a taxi because most people this time using this taxi service. Most students use is taxi service to back village especially on weekends and this caused the passengers can waiting long time.

The passengers state their grievances to the problems related with discomfort especially in taxi. The passengers say they are unhappy with the fees paid but not preferred user comfort. Taxi driver not clean vehicle before taking passengers like unpleasant smell in taxi, air conditioning did not functions, seats comfortable, windows, and others. The passengers are not interested with taxi service quality is provided because due to the comfort that very unsatisfactory. The comfortable in the vehicle also taking are spaces to put goods or luggage, it's found comfort in the vehicle does not meet consumer preference because the bonnet have spaces very small.

The problem of customer satisfaction refers to taxi driver have rude towards passengers take a chance by performing sexual or touching passengers. In addition, taxi drivers are also less fluent in English when communicating with passengers from overseas. It can be a burden to the passenger to go a place that wants to go. The taxi driver have unfriendly attitude that shown by taxi driver towards passengers such as not smile, less of talk, arrogant and others. In addition, there are taxis driver not know the address to send passengers go to place because they not have enough of experience.

1.4 OBJECTIVES OF STUDY

The objective of this study was to determine the extent to which the quality of taxi service in the study area to give satisfaction to the passengers using these services.

- a) To determine the level of customer dissatisfaction with quality services in the study area in terms of taxi fares, comfortable, taxi driver, and convenience.
- b) To find the weakness in the dissatisfaction to passengers.
- c) To improve efforts in term of taxi fare, taxi driver, convenience and comfortable, towards passengers that using this service.

1.5 SCOPE OF STUDY

In general, this research is to study and identify the perceptions of consumers and the level of satisfaction on taxi services, particularly in the area of Kota Bharu. This study focuses on taxi fare, waiting time, comfort, taxi driver, and convenience. The study was conducted in Kota Bharu area to distribute the questionnaires towards respondents that using this service. In addition, the number of respondent distributes during this study conducted is calculated based on the formula that are stated in Chapter 3.

1.6 RESEARCH SIGNIFICANCE

Also be known, nowadays the customer satisfaction on taxi services is not given satisfactory toward the passengers. This study could understand the problems that arise and feel consumer dissatisfaction with taxi service in Kota Bharu. Moreover, the importance of this survey is to ensure the quality of services provided by taxi companies give satisfaction to the consumer and increase consumer use of taxi services to move to any destination. The management office should be more complaint concerned that the demand for taxi service increased. With this study, hopefully the management will improve all problems that arise and taking into consideration all the complaints from users so that users are more comfortable with using the taxi service. Therefore, end of this research it is hoped that increase of customer satisfaction and encourage more tourist comes to Kota Bharu.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Public transport (taxi) is an essential element for connecting the area with the other area. This is the main pulse to the lives of people especially in the rural and urban areas. Taxi is a rental vehicle driven by a driver to transport one or a small number of passengers, to destinations of their choice, in stark contrast to public transport any other location designated by the operator spotty service, rather than passengers. The term is derived from the term taxi *taxicab*, which stands *taximeter cab* created by Harry N. Allen, who imported the first taxi to New York City from France . Words *cab* stands for cabriolet , a type of horse-drawn carriages

Without a well-planned public transportation system, movement activities and human interaction from one area to another will be affected. The public transport system allows the movement of people to and from work, entertainment, schools, personal business and others The transport system in general there are two types of facilities and services that are used for the movement of people and goods. The first type is the public transportation and the second is public transport. Own transport, including cars, motorcycles, bicycles and on foot used to the movement itself. The public transport including buses, trains, and taxis can be used for movement to a place. The review process for taxi services in the area of study provides guidelines for the long term through a study conducted in the present and the future. This is because the

environment is constantly changing all the time. Preparation for the topics of customer satisfaction with taxi services are based on the satisfaction of a user of a service can give satisfaction to them or not.

In general, customer satisfactions of research focuses on the use of a taxi service and get satisfaction from the services provided. There are a number of passengers who are not getting the full satisfaction of the service, as it involves in terms of taxi fares, comfort, taxi driver and convenience. Thus, the emphasis on taxi transport is essential to human movement can be made with a fast, convenient, easy and reliable.

2.2 PUBLIC TRANSPORT SYSTEM IN MALAYSIA

2.2.1 History of Public Transport

Malaysia has well developed transport networks and efficient rail links. Its international ports and airports are well connected to bus and train services, making travel to from and around the country easy and efficient. Most domestic transport in Malaysia is comfortable and reasonably priced, with air travel the most expensive. It is advisable to book domestic transport well in advance during the main festivals, such as Chinese New Year, Hari Raya Puasa and Hari Raya Haji. Domestic flights and domestic express bus services are often sold out weeks before these festivals. The transportation in larger cities is good with many different means of transport. In Kuala Lumpur, for example, there are buses, minibuses (*bas-mini*), taxis, pedicabs (*trishaws*), as well as trains.

2.3 PUBLIC TRANSPORT IN KOTA BHARU

2.3.1 Taxis

Taxi provides a specialized personal, door-to-door public transport service at a premium fare. They also act as a substitute for private cars. Taxi Industry in Kelantan plays a vital role in the national economy, especially in connecting people travelling, workers, students, foreigners and tourists in their daily activities. Taxi is one of public transport that facilitates the movement of people from the very one place to another. The role of public transport taxis at the city of Kota Bharu is very small. With the availability of taxi services in here to provide facilities for the public to move a place, the weakness of the taxi transport system here has irked customers in terms of taxi fares, comfort, taxi driver and convenience in study area.

Concern about taxi domination of heavy traffic flows that lead to urban congestion are also a major issue, especially now in many large Chinese cities. Schreiber (1975) argues that regulation is necessary to secure stability of supply by ensuring that “serious” long-term providers of taxi services stay in business. There may be a trade-off between waiting times, which can decrease as the taxi supply increases, and fares, which might increase as occupancy rates decline. The effect of increased supply and reduced waiting times tends to benefit peak-period passengers, while fare increases affect all. Gamrat (2001), for example, found in his study in the city of Pittsburgh (in the state of Pennsylvania, USA), that the availability of taxis was inadequate.

2.4 CUSTOMER SATISFACTION

2.4.1 Definition

According to Oliver (1997, 2010), customer satisfaction is defined as a judgment that a product or service provided a pleasurable level of consumption-related fulfillment. Also there are two levels of individual consumer's satisfaction: transaction-specific satisfaction and cumulative satisfaction. Transaction-specific satisfaction or encounter satisfaction is identified as a fulfillment response to a single transaction or encounter, whereas cumulative satisfaction is a judgment based on many occurrences of the same experience and not just one-time experience. For cases (encounter satisfaction and cumulative satisfaction), satisfaction is either defined as an overall judgment of satisfaction or decomposed into satisfaction with performance or quality attributes (Cronin and Taylor 1992). "Overall" "cumulative" satisfaction is commonly used by researchers such as Mittal et al. 1999 and Spreng et al. 1996.

2.5 LEVEL OF CUSTOMER DISSATISFACTION

2.5.1 Taxi Fares

Yang, Wong and their collaborators have also examined economic aspects of the taxi service operation, such as fare structures and profit. Yang *et al.* (2010), for example, used an extended taxi model with an explicit consideration of perceived profitability to look into the market effects of adopting a nonlinear fare structure with declining incremental charges. The expected profit that a taxi driver expects to receive from picking up a customer in a particular place has great impact on the driver's choice of location in the search for customers. The fare

structure directly governs the profitability of taxi rides of different distances originating from different locations.

Thus, the nonlinear fare structure proposed could help restore a level playing field for taxi operators whose businesses have been affected by taxi drivers offering fare discounts or accepting requests for discounted fares for long trips. Sensitivity analyses of social welfare and profit gain were conducted with respect to the parameters in the nonlinear fare structure for the Hong Kong taxi market. The results of the nonlinear fare amendment have not been prejudicial to the customers.

2.5.2 Comfort

In this study, we focus on not only the analysis of taxi drivers' driving behaviours but also the comfort measurement of the driving. The comfort of rides has been identified as one of the top criteria that affect customers' satisfaction with public transportation systems, and it has been shown that comfort is an important consideration for passengers that use public transportation. There are a lot of factors that would affect the comfort level of rides, such as driver carefully, condition of taxi, new taxi, smell, sufficient space and conditioner function.

2.5.3 Waiting Times

This issue is often subject to *average-based* intuitive thinking and political pressure when building or re-designing of the system, many times leading to inefficiencies, excessive waiting times and/or low-quality of service. The way taxi services are organized at the airport taxi stands also impacts the quality of service and thresholds for efficiency gains at the terminals themselves. Availability, reliability and lower waiting times at the taxi stand are important to arriving passengers who wish to quickly get to their destination after a long trip. Effects of variability in arrival and service patterns at peak-hours are a key issue in this context, frequently ignored, increasing unreliability and delays. (Odoni, 2007).

2.5.4 Traffic Congestion

For instance, in the urban area of Hong Kong, taxis currently form about 25% of the traffic stream overall, and in some critical locations they form as much as 50% to 60% of the traffic stream (Transport Department, 1986-1998). Taxis make considerable demands on limited road space and contribute significantly to traffic congestion even when empty and cruising for customers.

But the role played by taxis can be as diverse as one can think of. As heavy traffic volumes can make roads dangerous and difficult to cross, it is reported in World Bank (2002), for instance, that business persons routinely take taxis in Jakarta just to get safely to the other side of the busiest thoroughfares. In Hong Kong, according to Transport Advisory Committee (2008), taxis are a mode of transport frequently used by many overseas visitors. Therefore, they help to form Hong Kong's international image. Also, Mulley (2010) defends that shared taxi-schemes could be developed within a deregulated environment to meet rural accessibility needs, in locations where the provision and quality of bus based public transport remains erratic. Those three examples show some of the diverse functions that taxis can have in transport systems.

In this situation, government policy encourages people to use public transportation instead of their private car for reduction of traffic congestion and air pollution (Hwe *et al.*, 2006; Ismail and Hafezi 2011), as well as, environmental concerns (Anable 2005). If the government did take proper action to deal with this problem Malaysia will suffer with high level of congestion and other negative causes such as environmental pollution and operating cost.

In Malaysia there are growing use of public transport number such as commuter train, busses, minibus, mass rapid transit (MRT), light rail transit (LRT) and taxi, but people use this public transport are less as compare to private vehicle. Even though people are understood that public vehicle can cause traffic congestion causes longer travel time, pollution, and high consumption of non-renewable energy resource (Hafezi and Ismail 2011b).