

**GUEST SATISFACTION SURVEY ON PUBLIC BUS SERVICES:
A CASE STUDY IN KUANTAN**

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ANEESA AQEELA BINTI MOHD ASHA'ARI

Thesis submitted in fulfilment of the requirements
for the award of the degree of
Bachelor of Civil Engineering

Faculty of Civil Engineering and Earth Resources
UNIVERSITI MALAYSIA PAHANG

JUNE 2016

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LIST OF ABBREVIATIONS

NKRA	National Key Result Area
LPTC	Land Public Transport Commission
LRT	Light Rail Transit
SPNB	Syarikat Prasarana Negara Berhad
KTMB	Keretapi Tanah Melayu Berhad
UTC	Urban Transformation Centre
LTA	Land Transport Authority
NPS	Net Promoter Score

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ABSTRACT

Public transport is a shared passenger transport service which is available for all people. Thousands of people use the public bus around Kuantan to reach their destinations. Nevertheless, increasing private vehicles on major roads in Malaysia have created problems in traffic congestion which further make accidents, air and noise pollution. The public also refused that the busses' poor condition and the irregular and unpleasant services. Therefore, this study is intended to explore demographic behaviour of passenger public bus services and assess passenger satisfaction. At the same time, the survey also was conducted to evaluate passenger loyalty. To achieve this objective, Kuantan city has been chosen as a study area namely Rapid Kuantan Bus Station, Terminal Sentral Kuantan, Urban Transformation Centre (UTC) and University Malaysia Pahang. A total of 150 questionnaires were collected. Then, the average index method was performed to evaluate customer satisfaction. While to indicate customer loyalty Net Promoter Score method was chosen. The result demonstrates that, the user was satisfied on public bus. However, a possibility person to use other services is detractor. This means that people will use other services such as cab, trail and other things. Thus, the improvement of the service quality of public bus transport is important sign to makes it up since, the public bus transport one is majority of the public bus transport in Kuantan.

ABSTRAK

Pengangkutan awam adalah perkhidmatan awam yang melibatkan perkongsian penumpang yang boleh digunakan untuk semua lapisan masyarakat. Beribu-ribu orang menggunakan perkhidmatan awam di sekitar Kuantan untuk sampai ke destinasi mereka. Walau bagaimanapun, peningkatan kenderaan persendirian di jalan-jalan utama di Malaysia telah mewujudkan masalah dalam kesesakan lalu lintas yang menyebabkan kemalangan, pencemaran udara dan bunyi. Orang ramai juga enggan menggunakan pengangkutan awam kerana perkhidmatan yang tidak teratur dan tidak menyenangkan. Oleh itu, kajian ini dijalankan adalah untuk meneroka kelakuan demografi perkhidmatan bas awam penumpang dan menilai kepuasan penumpang. Pada masa yang sama, kajian juga dijalankan untuk menilai kesetiaan penumpang. Untuk mencapai objektif ini, bandar Kuantan telah dipilih sebagai kawasan kajian iaitu Stesen Bas Rapid Kuantan, Terminal Sentral Kuantan, Pusat Transformasi Bandar (UTC) dan Universiti Malaysia Pahang. Sebanyak 150 soal selidik telah dikumpulkan. Kemudian, kaedah indeks purata digunakan adalah untuk menilai kepuasan pelanggan. Walaupun untuk menilai kesetiaan pelanggan kaedah Net Promoter Skor telah dipilih. Hasilnya menunjukkan bahawa, pengguna berpuas hati dengan kemudahan bas awam. Walau bagaimanapun, seseorang kemungkinan untuk menggunakan perkhidmatan lain adalah pengkritik. Ini bermakna bahawa orang akan menggunakan perkhidmatan lain seperti teksi, laluan dan lain-lain. Oleh itu, peningkatan kualiti perkhidmatan pengangkutan bas awam adalah sangat penting untuk menjadikan pengangkutan bas awam adalah salah satu majoriti pengangkutan bas awam di Kuantan.

CHAPTER 1

INTRODUCTION

1.1 GENERAL

Public transport is a shared passenger transport service which is available for all people and also gives advantage by reducing traffic congestion, energy efficient, save money and time. Usually, public transport has their regular scheduled service on the route without reservation. Mostly, public transport is travelling within the local area between the homes and places of work, shopping or school. Buses is one of the main alternatives of public transport as it is cheaper and has better coverage area compare among the other public transport.

In Malaysia, buses are the most popular used of public transport after private car. Nevertheless, in Kuantan, the majority of public transport is the taxi. Taxi is the only suitable choice for customer to go to their destination before Rapid Bus Kuantan built even thought taxi fare is quite expensive compare bus fare. However, since Rapid Bus Kuantan was built and have routes that covering a very large area, it can give good options to the customer to use it. This is because the bus fare is much cheaper than taxi fare.

1.1.1 Overview of Public Transport in Malaysia

Public transport in Malaysia is still in the developing stages and the government is very concerned on the public transport development. The current public transport usage in Malaysia is 16 percent and there are currently 480,000 trips being made by urban rail system. By the end of 2012, the government is targeting a ridership

of 600,000 or 25 percent of the Klang Valley's population to use public transport under the National Key Result Area (NKRA) initiatives (Bernama, 2009). Consequently, through the 10th Malaysia Plan (2011-2015), the government aims to improve the modal share of public transport from 12 percent in 2009 to 30 percent by 2015 in Greater Kuala Lumpur (Bernama, 2010).

The public transport system in Malaysia is controlled by the Land Public Transport Commission (LPTC), whose functions includes planning, regulating and enforcing rules on land-based public and freight transport. Besides that, some of the public transport services such as light rail transit (LRT), monorail, and Rapid bus are also regulated by the government itself through the government owned- Syarikat Prasarana Negara Berhad (SPNB).The common public transport mode in Malaysia is the bus and taxi while only the Klang Valley area provides with light rail transit (LRT) services, monorail and the Keretapi Tanah Melayu Berhad (KTMB) Komuter as other transportation alternatives. Rail based public transport mode is the biggest contributor to the public transport in the Klang Valley with the Keretapi Tanah Melayu Berhad (KTMB) Komuter commuting around 95,000 passengers, Kelana Jaya LRT line 62,000 passengers and Ampang LRT line, 33,000 of passengers everyday (Bernama,2009).

Pahang is the third largest state in Malaysia after Sabah and Sarawak (Nur Azzimah Zamri). Kuantan is the state capital in year 1955 and is known as one of the fastest growing commercial centres in the East Coast of Peninsular Malaysia. National Physical Plan 2005 also identified Kuantan as a key of the future growth centre in the East Coast of Peninsular Malaysia (Azlina Ismail, 2015)

Rapid Kuantan was launched on November 30, 2012. An operating arm of Rapid Bus Sdn. Bhd was commenced operation on public bus services in Kuantan and its surrounding areas on December 1 with three routes. Rapid Kuantan has 13 routes that covering Pekan, Sungai Lembing, Bukit Sagu and Bukit Gambang Resort. Rapid Kuantan aims to expand more route operation from Beserah to Pusat Bandar. The price of Rapid Kuantan will starts from RM2 for travelling within a single zone and a maximum of RM4 for a journey crossing two zones. Passengers with MyRapid concession card will also get a 50 percent discount on the fares. Primary and secondary

school students, the physically-challenged and senior citizens or those aged above 60 years old are groups that qualified for the concession cards. Registration and card issuance process will be completed on the spot at their booth at Level 1 of the UTC Building in Kuantan. (Lawyerment,2013)

1.2 PROBLEM STATEMENT

Increasing private vehicles on major roads in Malaysia have created problems in traffic congestion which further make accidents, air and noise pollution (Mohamad & Kiggundu, 2007). According to SPAD chairman Tan Sri Syed Hamid Albar (April 2015), a survey was carried out by the Land Public Transport Commission (SPAD) in 2012 and 2013 and the statistics involving all land transport systems show commitment to improve. Apart from that, it is important to give priority to public transport investment, rather than giving priority to building roads in the name of connectivity and reduce congestion.

Recently, the public transport service is unable to compete with private vehicles in most of the cities in Malaysia especially in Kuantan and Kuala Lumpur. Most people prefer to use their own transportation rather than use public transport. Some of them complain that the quality of public transport services is not high enough and did not give customer satisfaction. Deputy Human Resources Minister Datuk Maznah Mazlan said that the reasons why members of the public refused to take the bus were because of the busses' poor condition and the irregular and unpleasant services (Article Metro The Star by Nik Naizi Husin, 2012). Hence, the public transport services and facilities that have been provided by the government after the establishment of Rapid KL and Rapid Kuantan, customers still did not use public transport services and rate of people use public transport are remain low.