

THE LEVEL OF SERVICE QUALITY FOR THE PUBLIC TRANSPORT: A STUDY OF
RAPID KUANTAN IN KUANTAN ROUTES

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REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF
INDUSTRIAL TECHNOLOGY MANAGEMENT WITH HONORS

FACULTY OF TECHNOLOGY
UNIVERSITI MALAYSIA PAHANG

DECEMBER 2013

ABSTRACT

Bus transportation is one of the various means of public transportation. Its efficiency in following its route is vital to ensure customers are satisfied with the service provided. This study is conducted in Kuantan Pahang among Rapid bus passengers. The problem that had been faced by resident around kuantan is the delay the bus to get to the final destination although giving the high frequent number of buses. The objective of this study is to investigate the relationship between Service Quality dimensions (reliability, tangibility, responsiveness, assurance and empathy) and customer satisfaction among Rapid Kuantan passenger. The method that had been used to perform this study is survey method .In conducting this study, initial observation was conducted to identify the parameter. Then, a set of questionnaires was distributed to bus passengers in order to tap into the satisfaction parameters. The data was analyzed with SPSS to find the outcome if there have a relationship between service quality and customer satisfaction. From the result the relationship between the dependent variable (customer satisfaction) and the dimensions of service quality (reliability, tangibility, responsiveness, assurance, empathy) were statistically significant. The results also show that there was medium relationship between perceptions of servqual and dependent variable (customer satisfaction). Therefore, the customer perceptions of service quality and customer satisfaction at Rapid Kuantan were significantly linked. The result is beneficial for relevant authorities in developing effective measure for better bus performance.

ABSTRAK

Pengangkutan bas adalah salah satu daripada pelbagai cara pengangkutan awam. Kecekapannya dalam mengikuti laluan adalah penting untuk memastikan pelanggan berpuas hati dengan perkhidmatan yang diberikan. Kajian ini dijalankan di Kuantan Pahang diantara penumpang bas Rapid Kuantan. Masalah yang telah dihadapi oleh penduduk di sekitar kuantan ialah kelewatan bas untuk sampai ke destinasi terakhir walaupun menyediakan jumlah perkhidmatan bas yang tinggi. Objektif kajian ini adalah untuk mengkaji hubungan antara dimensi Kualiti Perkhidmatan (reliability, tangibility, responsiveness, assurance dan empathy) dan kepuasan pelanggan di kalangan penumpang Rapid Kuantan. Kaedah kajian yang telah digunakan untuk melaksanakan kajian ini adalah melalui kaedah tinjauan. Dalam menjalankan kajian ini, pemerhatian awal telah dijalankan untuk mengenal pasti parameter. Kemudian, satu set soal selidik telah diedarkan kepada penumpang bas untuk meneroka tahap kepuasan pelanggan terhadap servis yang telah diberikan. Data yang telah diperolehi telah dianalisis dengan pakej statistik dalam penyelidikan sains sosial iaitu (SPSS) untuk mencari maklumat sekiranya servis yang diberikan mempunyai hubungan antara kualiti perkhidmatan dan kepuasan pelanggan. Dari hasil tersebut, hubungan antara pembolehubah bersandar (kepuasan pelanggan) dan dimensi kualiti perkhidmatan (reliability, tangibility, responsiveness, assurance dan empathy) secara statistiknya signifikan. Keputusan daripada kajian juga menunjukkan bahawa terdapat hubungan antara persepsi sederhana bagi pembolehubah SERVQUAL dan (kepuasan pelanggan). Oleh itu, persepsi pelanggan mengenai kualiti perkhidmatan dan kepuasan pelanggan di Rapid Kuantan boleh dikatakan mempunyai hubungan secara tidak langsung. Hasil maklumat yang telah diperolehi akan dapat memberi manfaat kepada pihak berkuasa yang berkenaan iaitu Syarikat Rapid Kuantan dalam membangunkan langkah yang berkesan untuk meningkatkan lagi prestasi perkhidmatan bas yang lebih baik.

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LIST OF ABBREVIATIONS

SERVEQUAL	SERVICE QUALITY
TB	TANGIBILITY
RB	RELIABILITY
RSP	RESPONSIVENESS
ASR	ASSURANCE
EMP	EMPATHY
CS	CUSTOMER SATISFACTION

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Public transportation system is the cause of considerable environmental damage, influent a wide range of receiver, flora and fauna, human health and the built environment. The environmental effects concern, climate change, air pollution noise, impacts on nature and landscape, soil and water deterioration; other effects include, as an example, visual interference in cities (Bickel et al., 2006). This study is conducted in Kuantan Pahang among the Rapid bus passenger. Rapid Kuantan was launched by Prime Minister Malaysia Datuk Seri Najib Bin Razak. Its gives the opportunity to resident to check out the new bus service. All the buses plying the three routes; Gambang to Terminal Makmur, Bandar Indera Mahkota to Teluk Chempedak and the Kuantan Courts Complex to Sultan Ahmad Shah Politechnic In Semambu.

Services are currently provided for Routes 100 between Terminal Makmur and Gambang; Routes 101 between Terminal Makmur and Taman Indera Sempurna; Routes 200 between Indera Mahkota 1 and Teluk Chempedak; Routes 201 between Hentian Bandar to Taman Gelora; Routes 300 between Polisas Semambu and Taman Impian; Routes 301 between Hentian Bandar to Bukit Sagu; Routes 302 between Hentian Bandar to Bandar Indera Mahkota 1; Routes 500 between Terminal Makmur and Sungai lembing;

Routes 400 between Kuantan and Pekan; Routes 401 between Terminal Makmur and Ubai and Routes 601 between Hentian Bandar to Polisas Semambu. In total Rapid Kuantan have 45 buses in operations and 4 buses as spare buses.

Rapid provision of bus services operated by Kuantan National Infrastructure Company Limited (NHC) is to help people enjoy the public transport system more efficient. Dato Seri Adnan Yaakob said, Rapid Kuantan inspired by Prime Minister Datuk Seri Najib Tun Razak solely for the convenience of the people. "Transportation is not a profitable business, but we are committed to provide this service to help people. He also said, Rapid Kuantan route from the direction of the Court Complex Semambu not very profitable, but the path from Gambang to Terminal Makmur and Indera Mahkota route to the Teluk Chempedak can contribute to the operating costs of liability (Bernama, 2012).

In line with the government's aspiration to transform the public transport system in Kuantan, Syarikat Prasarana Negara Berhad (Prasarana) has been responsible for setting up the potential RapidKuantan Sdn Bhd operates buses in town. (Prasarana), a company established by the Ministry of Finance, is the owner and operator of assets largest public transport services in the Klang Valley and Penang. As the new entity and accorded larger executive powers, (Prasarana) runs the bus services of Rapid KL for Klang Valley and Selangor, Rapid Penang and Seberang Prai, and Rapid Kuantan for operation in Kuantan and the state of Pahang. The economy in Malaysia has been developed so fast and most of the people afford to have a private vehicles and hence the vehicle population has also boomed. Rapid Kuantan was introduced to reduce many causes like traffic congestion, air and noise pollution and energy consumption.

Public transport is very required around Kuantan. Before this, they have another bus companies that run services around Kuantan such as Bee Huat Omnibus Company and Seng Heng Bus Company, but the company is not able to provide services that are really efficient. This company cannot provide a good service to consumers, among them are consistency buses to run the service, the bus are too old, not comfortable because does not have air conditioner and the main problem is they just run two routes only, between Kuantan and Pekan and Kuantan and Sungai Lembing .

The biggest challenges for Rapid Kuantan is the availability of the drivers as the industry as a whole is facing a shortage of bus driver. Despite the additional responsibility born on Rapid Kuantan, service for its original three routes are keeping to its schedule. The four new routes are Routes 400 between Kuantan and Pekan, which was formerly service by Bee Huat Omnibus Company; Routes 500 between Kuantan and Sungai Lembing, Which was formerly serviced by Seng Heng Bus Company, Routes 101 between Terminal Makmur and Taman Indera Sempurna and Routes 301 between Terminal Makmur and Bukit Sagu and Routes 401 between Terminal Makmur and Ubai pass through Tanjung Lumpur, Peramu, Kempadang, Pantai Sepat and Penur. The complaints received from the consumer, RapidKuantan takes too long to go final destination although giving the high frequent number of buses. Some other comments Rapid Kuantan should revise the stop point to reduce lead time by stopped too many bus stop and operate efficiently.

Routes 100, between Hentian Bandar to Gambang, Routes 200; between Hentian Bandar to Teluk Cempedak and Route 300 between Taman Impian to Polisas Semambu was the most highest on collecting revenue because it serves many buses. This is because, these routes are routes that have many passengers. For example route 100 and 300 was the route through the area occupied by the resident population such as school students and university students studying at University Malaysia Pahang. This route also through the state and hospital administration. Meanwhile, Routes 200 is the route to the Teluk Cempedak, Teluk Cempedak is a popular place in town. So many tourists and local people come to see the natural beauty and exciting activities are activities in the Teluk Cempedak, that is why they provide a lot of buses on these routes.

As a conclusion, the researchers is hoping from this study to reveal the service quality problems that should identify and solve on focusing service quality dimensions in RapidKuantan. This research has been done to identify the relationship between service quality in terms of tangibles, reliability, responsiveness, assurance and empathy towards RapidKuantan in Kuantan routes.

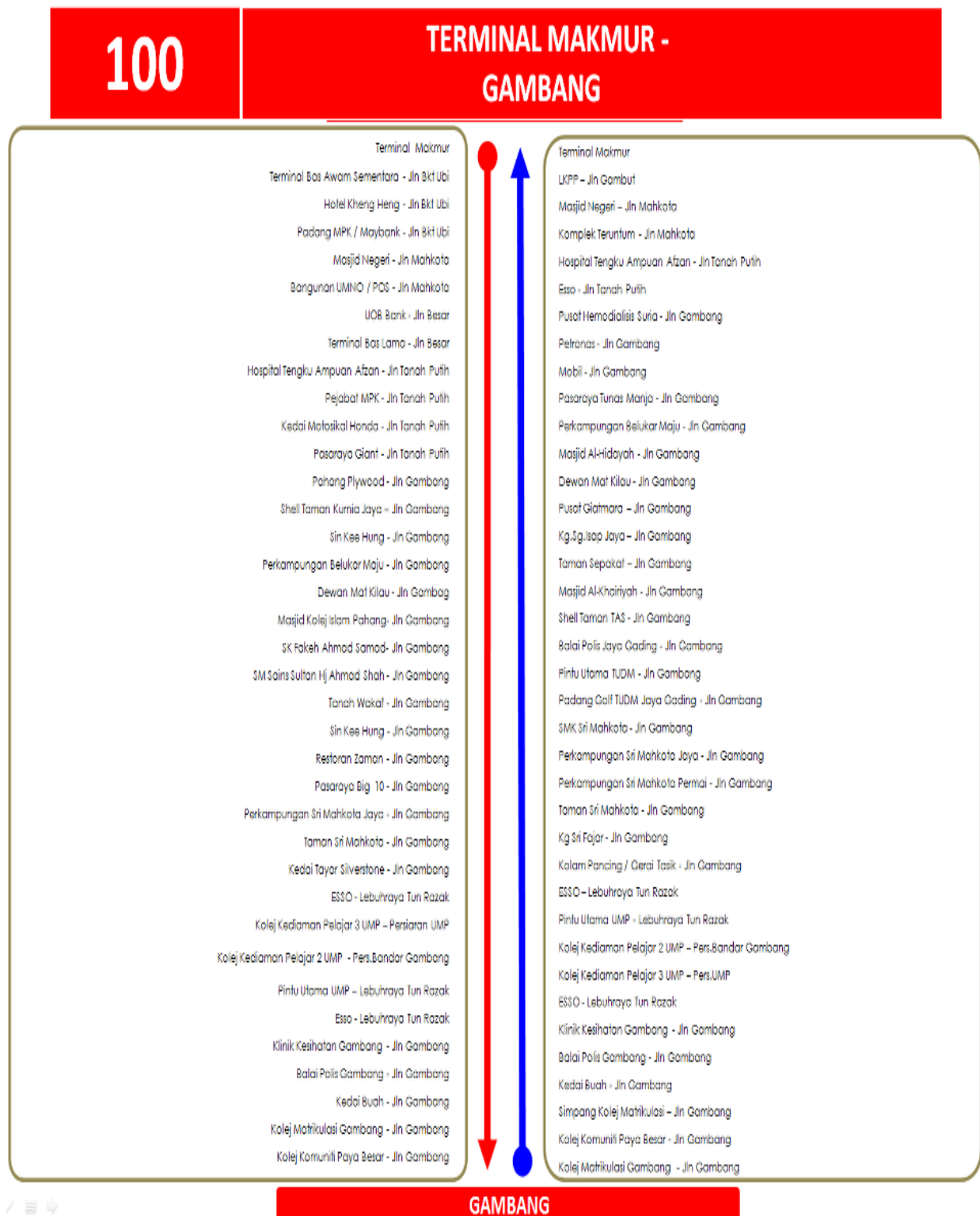


Figure 1.1: Rapid Kuantan routes 100

200

INDERA MAHKOTA 1 - TELUK CEMPEDAK

INDERA MAHKOTA 1



Figure 1.2: Rapid Kuantan routes 200

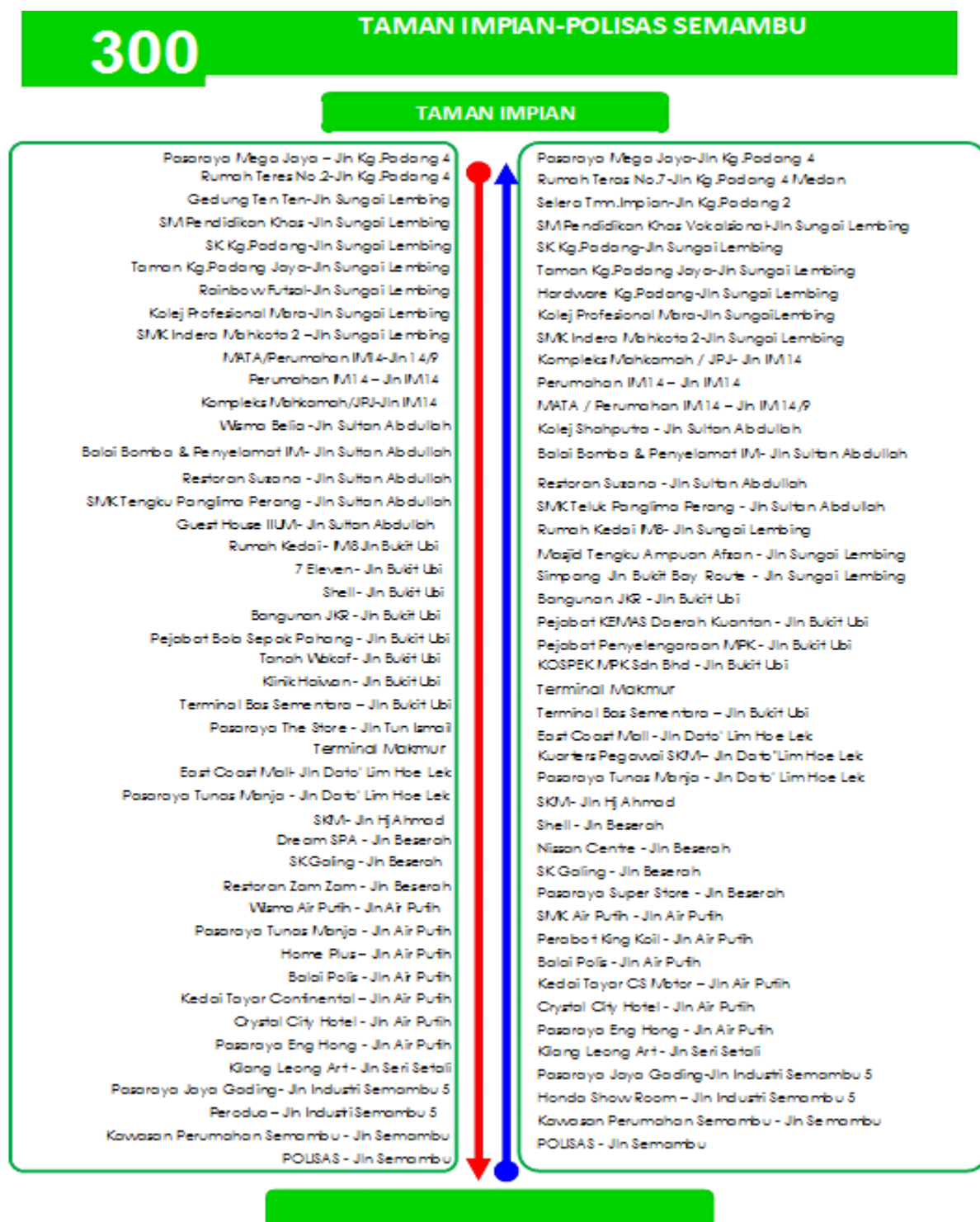


Figure 1.3: Rapif Kuantan routes 300

1.1 PROBLEM BACKGROUND

The issues affecting the service quality of public transport in Malaysia is often a problem for consumers. This study was performed in Kuantan involving rapid kuantan the public bus transport has just been introduced by the government. The main problem faced by users using Rapid Kuantan now is delay the bus to get to the final destination although giving the high frequent number of buses. This problem because Rapid Kuantan has many stopping point for buses to pick up the passenger before their reach to the main destination. This will cause their journey takes a long time. For example from Gambang to kuantan trip takes only 30 to 40 minutes by car, but when consumers use Rapid Kuantan trip takes about 1 hour 15 or 20 minutes. This shows the quality of service that provided by Rapid Kuantan still inefficient. This problem is actually caused by too many stopping point that have been provided by Rapid Kuantan to pick up the passengers. For example, in route 100, from Gambang to Terminal Makmur the stopping point to pick up a passengers have 91 places stop to pick up passengers. This is the causes why the Rapid Kuantan unable to reach to the final destination on time. This problem will cause passengers would hesitate whether to use Rapid Kuantan or rent a car this for students who studying at Universiti Malaysia Pahang or in Pahang Matriculation College. Though not denying the use Rapid Kuantan is cheaper than renting a car.

The another problems that have been faced by Rapid Kuantan is, they do not get a full response from the residents around Kuantan. This can be proved by the journey of route 500 from Terminal Makmur to Sungai Lembing, route 301 from Terminal Makmur to Bukit Sagu and route 401 from Terminal Makmur to Ubai response given by the residents around the area does not encourage. The buses are empty without the passenger.

This issue shows that even if there is improvement in public transport in Kuantan, but with the lack of quality of service provided by them, this will cause their business will not last long because they may be less well received by residents in Kuantan if the

quality of service they provide cannot satisfy the consumer. The lack of implementation on the service quality will lead to the negative perception and the consumer not satisfied using the public transportation (Karen Thompson, Peter Schofield 2002).

1.2 PROBLEM STATEMENT

Karen Thompson, Peter Schofield (2002) stated it will lead to negative perceptions and consumer not satisfied using the public transportation. This situation will brings a bad images for the Rapid Kuantan and ruining their bussines. The complaint received from the customer is Rapid Kuantan takes too long to go to the final destination although they giving the high frequent number of buses. This problem because Rapid Kuantan has many stopping point for buses to pick up the passenger before their reach to the main destination. This will cause their journey takes a long time. For example from Gambang to kuantan trip takes only 30 to 40 minutes by car, but when consumers use Rapid Kuantan trip takes about 1 hour 15 or 20 minutes. So the quality of service will be used in this study to evaluate consumer satisfaction in using Rapid Kuantan. The specific dimension service quality such as tangibility, realibity, responsiveness, assurance and empathy.

Other than that, the problems faced by Rapid Kuantan is the emptiness in some way their bus to Terminal Makmur, they do not get a full response from the residents around Kuantan. This can be proved by the journey of route 500 from Terminal Makmur to Sungai Lembing, route 301 from Terminal Makmur to Bukit Sagu and route 401 from Terminal Makmur to Ubai response given by the residents around the area does not encourage. The buses are empty without the passenger.

According to the Czepiel (1990), he defined service quality as customer perception of how well a service meets or exceeds their expectation through the service that provided. In other words, customer will assumes that they should get good service Ekinici (2003) indicates the evaluation of service quality leads to customer satisfaction. Chief Minister, Datuk Seri Adnan Yaacob said it was made solely to help people enjoy

the public transportation system more efficient. Government is committed to helping the people and the state government to give full cooperation to the success RapidKuantan, “he said after launching operations in Terminal Makmur RapidKuantan (Kosmo, 2012)

1.3 FRAMEWORK DEVELOPMENT

Every study is based on something. This study is generally a broad theoretical area in the existing research literature. The theoretical framework provides support for the proposed study by presenting known relationships among variables and setting limits or boundaries for the proposed study. For this study, service quality is dependent variable. Parasuraman et al., (1985), he developed conceptual model that identified five gaps that could evaluate customers evaluation on service quality, SERVEQUAL is the method that has attracted the greatest attention. It is a multiple-item scale for rating both the expectations and the perceptions of the service performance on a seven-point Likert scale. They measure service quality by means of the disconfirmation model, calculating the degree and direction of discrepancy between consumers’ perceptions and expectations about different dimensions of the service. The scale focusing in this model is tangibility, reliability, responsiveness, empathy and assurance.

For this study, service quality is dependent variable but for the independent variable is focus on tangibility, reliability, responsiveness, empathy and assurance.

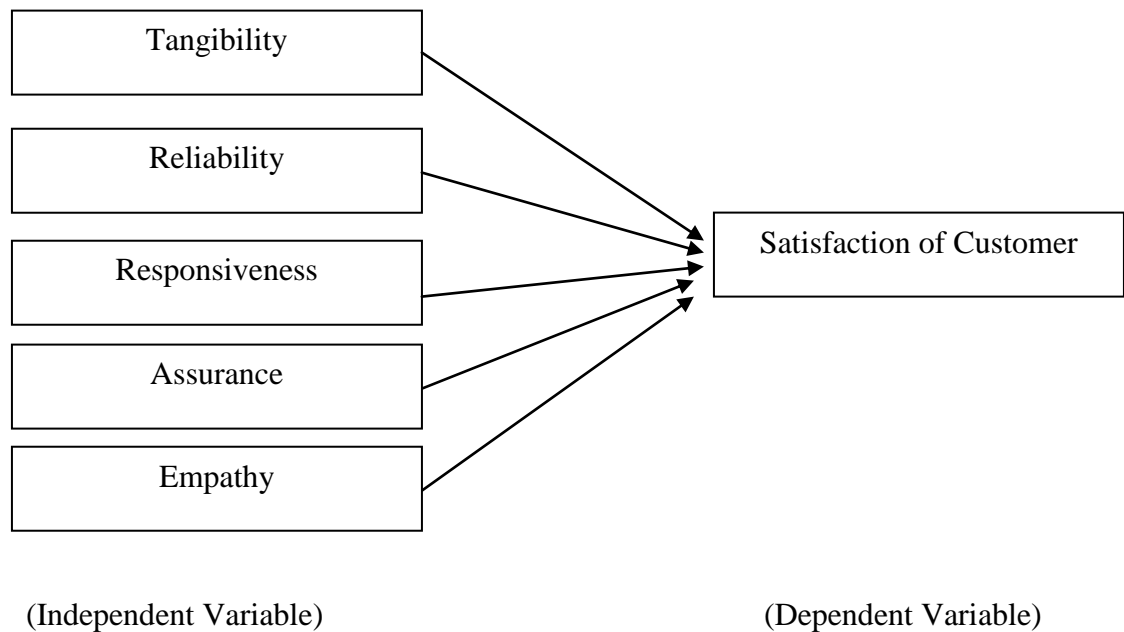


Figure 1.4 Theoretical Frameworks on Service Quality

1.4 RESEARCH HYPOTHESIS

A research hypothesis is a prediction of the outcome of a study. The prediction may be based on an educated guess or a formal theory. The aims for this study is to investigate the relationship between independent variable which is reliability, tangibility, responsiveness, assurance and empathy.

Hypothesis 1

H0: There have a relationship between the tangible dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H1: There is positive relationship between the tangible dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H2: There is negative relationship between the tangible dimension and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

Hypothesis 2

H0: There have a relationship between the reliability dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H1: There is positive relationship between the reliability dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H2: There is negative relationship between the reliability dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

Hypothesis 3

H0: There have a relationship between the dimension of responsiveness and customer satisfaction level Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H1: There is positive relationship between the dimension of responsiveness and customer satisfaction level Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H2: There is negative relationship between the dimension of responsiveness and customer satisfaction level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

Hypothesis 4

H0: There have a relationship between the between dimension of empathy and customer satisfaction level level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H1: There is positive relationship between the between dimension of empathy and customer satisfaction level level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H2: There is negative relationship between the dimension of empathy and customer satisfaction level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

Hypothesis 5

H0: There have relationship between the dimension of assurance and customer satisfaction level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H1: There is positive relationship between the dimension of assurance and customer satisfaction level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

H2: There is negative relationship between the dimension of assurance and customer satisfaction level at Rapid Kuantan in the three routes. Routes 100, Routes 200 and Routes 300.

1.5 RESEARCH OBJECTIVE

The objective of this study is to investigate the service quality of Rapid Kuantan by using SERVEQUAL Technique.

Research Objective 1: To investigate the relationship between the tangible dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200, Routes 300.

Research Objective 2: To investigate the relationship between the reliability dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200, Routes 300.

Research Objective 3: To investigate the relationship between the responsiveness dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200, Routes 300.

Research Objective 4: To investigate the relationship between the assurance dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200, Routes 300.

Research Objective 5: To investigate the relationship between the empathy dimensions and customer satisfaction at Rapid Kuantan in the three routes. Routes 100, Routes 200, Routes 300.

1.6 RESEARCH QUESTION

In order to achieve the objective of this study, the research question were designed based on the criteria are needed. The questioned will be discussed further in chapter 3 and all question were answered in chapter 4. From the research questioned, we will able to know the level of satisfaction about Service Quality that have been provided by Rapid bus service in Kuantan, it will be chosen by the respondent along with the supporting reason of their choices.