

**FACTORS INFLUENCING CUSTOMER SATISFACTION
ON PUBLIC TRANSPORT SECTOR AMONG BUS
CONSUMER IN MALAYSIA**

FKP

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Factors Influencing Customer Satisfaction on Public Transport Sector Among Bus Consumer in Malaysia

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LIST OF ABBREVIATION

DV	Dependent Variable
SERVQUAL	Service Quality
SPSS	Statistical Package for The Social Sciences
UMK	University Malaysia Kelantan
CS	Customer Satisfaction
ANOVA	Analysis of Variance
FKP	Faculty of Entrepreneurship and Business
SAL	Bachelor of Entrepreneurship (Logistics and Distributive Trade) with Honours
Et al.	And Others

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LIST OF SYMBOLS

Symbols	Term
N	Total Sample
%	Percentage
SD	Standard Deviation
M	Mean
H0	Null Hypothesis
Sig	Significant
f	Frequency
r	Coefficient

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ABSTRACT

Local communities often provide access to public transportation systems that allow groups of people to travel together along predetermined routes. Typical forms of public transportation include trains, buses, and trams. Public transportation is often run on a schedule, operated along a predetermined path, and charged per trip. The purpose of this study was to identify the level of customer satisfaction on public transport sector among bus consumer in Malaysia. The objectives of this study are to develop the relationship between SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) and customer satisfaction, also identify the most influencing factors in the SERVQUAL model towards customer satisfaction on public transport sector among bus consumer in Malaysia. There were 384 consumers who have been involve as respondents in this research. Data which obtained from questionnaire were analysis by using SPSS. This study provided numerical data about the level of satisfaction on public transport users. According to the findings, every single variable examined in the study has a positive link with the SERVQUAL model and customer happiness. Finally, the analysis of key findings, discussion of this study, implication and limitation of study and suggestion for future research also presented in end of the study.

Keywords: Tangibility, Reliability, Responsiveness, Assurance, Empathy, and Service Quality Model (SERVQUAL)

ABSTRAK

Pengangkutan awam ialah satu bentuk perjalanan yang ditawarkan secara tempatan yang membolehkan lebih ramai orang melakukan perjalanan bersama di sepanjang laluan yang ditetapkan. Contoh biasa jenis pengangkutan awam termasuk bas, kereta api dan trem. Pengangkutan awam selalunya dijalankan mengikut jadual, dikendalikan di sepanjang laluan yang telah ditetapkan dan dikenakan bayaran setiap perjalanan. Tujuan kajian ini adalah untuk mengenal pasti tahap kepuasan pelanggan terhadap sektor pengangkutan awam dalam kalangan pengguna bas di Malaysia. Objektif kajian ini adalah untuk membangunkan hubungan antara model SERVQUAL (Kebolehpercayaan, Kebolehwujudan, Responsif, Jaminan dan Empati) dengan kepuasan pelanggan, juga mengenal pasti faktor yang paling mempengaruhi model SERVQUAL terhadap kepuasan pelanggan terhadap sektor pengangkutan awam dalam kalangan pengguna bas di Malaysia. Terdapat 384 pengguna yang telah terlibat sebagai responden dalam kajian ini. Data yang diperoleh daripada soal selidik adalah dianalisis dengan menggunakan SPSS. Kajian ini menyediakan data berangka tentang tahap kepuasan pengguna pengangkutan awam. Dapatan kajian menunjukkan bahawa semua pembolehubah dalam kajian mempunyai korelasi positif dengan model SERVQUAL dan kepuasan pelanggan. Akhir sekali, analisis penemuan utama, perbincangan kajian ini, implikasi dan batasan kajian serta cadangan untuk kajian masa depan turut dibentangkan di akhir kajian.

Kata kunci: Kebolehpercayaan, Kebolehwujudan, Responsif, Jaminan dan Empati, Model Servis

Kualiti (SERVQUAL)

CHAPTER 1: INTRODUCTION

1.0 Introduction

In this chapter the researcher will explain in detail about the background of the study, problem statement, research questions, research objectives, scope of the study, significance of study, limitations of the study, definition of term and organization of the proposal definitions related to the title produced by the researcher which is factors influencing customer satisfaction on public transport sector among bus consumer in Malaysia.

1.1 Background of The Study

In general, public transportation is essential for enabling people to go from one location to another, especially for those without a vehicle. Using public transit, people can go to various locations. Depending on where they live geographically, citizens in each nation have access to a variety of public transportation options, including air, land, and sea. All forms of transportation, including trains, cars, rail, buses, fast transit, airplane, trolleys, taxis, ferries, auto-rickshaws, monorails, and others, offer public transportation. Public transportation is often run on a schedule, operated along a predetermined path, and charged per trip. Most nations in the world take advantage of the public transportation services offered by the federal government, local governments, and even private businesses. In the meantime, population growth can aid in the expansion of public transportation while also increasing the use of such service (Jou & Chen, 2014).

In Malaysia, there are just a few public transportation options, including buses, taxis, monorails, light rail transit (LRT), express rail links (ERL), commuter trains, ferries, and

aeroplanes. Due to location, the purpose of the area (major cities or districts), and the population density in that area, not all public transportation options are available everywhere in Malaysia. For instance, to meet the needs of the locals in the Klang Valley (Kuala Lumpur and Selangor), there are numerous forms of public transportation accessible, including LRT, ERL, commuter rail, bus, Bus Rapid Transit (BRT), Mass Rapid Transit (MRT), and taxi. With a population of 1.77 million, Kuala Lumpur is the country's capital and largest city in Malaysia. Selangor, which has a population of 6.55 million as of 2019, surrounds the capital (Department of Statistic Malaysia, 2020). Besides that, the Government Transformation Programme has introduced the Public Transport Roadmap, which identifies the primary indicators by which users can express their level of satisfaction as being dependability and travel time, comfort and convenience, accessibility, interconnections, availability, and capacity (Noor et al., 2014).

The persistent increase in the city's population makes it challenging to build a reliable public transportation network of sufficient capacity. In addition, Malaysia needs to place a primary emphasis on addressing the core transportation demands in order to sustain economic growth and encourage more investment. Because of the enhancements that have been made to Malaysia's public transportation infrastructure, the country's population now possesses fewer personal automobiles. According to the Department of Statistics in Malaysia (2014), both the amount of air pollution and the amount of sound pollution has decreased. Despite this, Kuala Lumpur has the lowest number of passengers utilising public transit in all of Asia due to an increase in the number of individuals using private automobiles. According to the Kuala Lumpur Structure Plan, 2020, public transportation was used by just 20% of all passengers in Kuala Lumpur, while private transportation was used by 80% of all passengers. The urban poor are impacted by this

circumstance because they are unable to purchase private vehicles, but they still require dependable transportation to get to far-flung places where employment possibilities are available.

Therefore, a study on factors influencing customer satisfaction on public transport sector among bus consumer in Malaysia will be conducted. The ways in which we may measure and evaluate the quality of our service to our customers and how satisfied they are with those measurements will be the primary emphasis of this article. Analysis and interpretation of survey data will conclude this study. Samples of this study were taken from among bus consumer in Malaysia particularly Kuala Lumpur, Kelantan, and Terengganu.

1.2 Problem Statement

Previous studies found that the public transportation industry should highlight customer satisfaction. The public bus transportation industry will benefit from increased customer satisfaction. For instance, happy customers are more inclined to share their good experiences with others because of how positive they were. As a result, increasing a customer's level of satisfaction with the services they receive might raise the possibility that the consumer will use those services again. Customers who are unhappy with the services they receive are more likely to take their business elsewhere or to lodge a complaint with the provider of those services if the quality of those services is not up to par. In addition, they want to inform their friends, relatives, or other members of their family about the terrible services provided by the company. In the years to come, this will have a detrimental effect on the reliable sector of the economy.

Furthermore, due to factors such as low flexibility, no direct access, longer travel time, and safety when using public transportation, public transportation cannot compete with the

attractiveness of a private car or motorcycle. Some areas in Malaysia are still not connected by road due to scattered settlement patterns, particularly in rural areas where people must rely on river transportation (longboat, ferry) due to a lack of or inadequate road connectivity to those areas (Adler et al., 2021). Thus, the public transportation sector must have high service quality to satisfy and fulfil more wide range of different customer's need.

1.3 Research Question

The general research question was to assess factors influencing customer's satisfaction on public transport sector among bus consumer in Malaysia particularly in Kuala Lumpur, Kelantan and Terengganu.

- 1) What are the level of customer satisfaction on public transport sector among bus consumer in Malaysia?
- 2) What are the relationship between SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) and customer satisfaction on public transport sector among bus consumer in Malaysia?
- 3) What are the most influencing factors in the SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) towards customer satisfaction on public transport sector among bus consumer in Malaysia.

1.4 Research Objective

Objective of the study

The primary purpose of the study was to evaluate the characteristics that have an impact on customers' levels of satisfaction with the public transportation sector among bus consumers in Malaysia, namely in the states of Kuala Lumpur, Kelantan, and Terengganu. The major research target was separated into sub-objectives as follows.

- 1) To identify the level of customer satisfaction on public transport sector among bus consumer in Malaysia.
- 2) To identify relationship between SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) and customer satisfaction on public transport sector among bus consumer in Malaysia.
- 3) To identify the most influencing factors in the SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) towards customer satisfaction on public transport sector among bus consumer in Malaysia.

1.5 Scope of The Study

This study's objective is to evaluate the factors that influence customer satisfaction in the public transport sector among bus consumers in Kuala Lumpur, Kelantan, and Terengganu in Malaysia. Specifically, the research will focus on Kuala Lumpur, Kelantan, and Terengganu. The survey would be given to those who use bus services and whose ages ranged from 19 and younger to 59 and older; male and female respondents would be included in the survey. This scope of the study is consistent with the purpose of the analysis, and it raises doubts about the analysis as a

result of the following factors: When compared to the allure of a private automobile or motorcycle, public transportation simply isn't able to measure up to the allure of these modes of transportation for a number of reasons, including limited flexibility, lack of direct access, increased travel time, and lack of assurance of personal safety.

Moreover, these research determinations review factors influencing customer satisfaction with public transport using the SERVQUAL model as a theoretical framework for public transportation services. The SERVQUAL component or testing all five dimensions simultaneously. A public bus is a leading land transportation choice as it is cheaper than an airplane. Many people use public transport to get home or travel anywhere they want. In addition, bus consumers can express their perceptions and feelings about the quality of public bus transportation in their area.

As a result, the findings of this study will provide information and ideas to public bus transportation providers, the government, and related agencies about how far the service is delivered to consumers. It might help highlight any weaknesses in service delivery and where improvements can be made. The scope of the study will include establishing the relationship quality of service between reliability, tangibility, responsiveness, assurance, and empathy. The data from the respondent will be obtained through the research questionnaire.

1.6 Significance of The Study

The evaluation of the accessibility of public transportation's primary purpose is to improve the connectivity between people and destinations in order to lessen the economic impact of traffic congestion. To put it another way, people who use public transportation to get around are able to

reduce the adverse consequences that driving a car has on both the environment and their own health. By putting in place a transportation network that is well-organized and well-maintained, a city's mobility can be increased. As a consequence of this, the accessibility of public transportation stops, the connectivity of different modes of public transportation, and the mobility of the system should all be taken into consideration in order to produce a public transportation system that is user-friendly.

When it comes to the community as a whole, transportation networks play an important role in ensuring that individuals are able to reach their daily destinations, such as their places of employment, schools, and places where they can get nutritious food, in a reliable and safe manner. Public transportation is extremely important for a variety of demographic groups that include individuals who are unable to drive due to factors such as age, illness, disability, or lack of access to a personal vehicle.

As well as the social term, low-income earners, the unemployed, the elderly and people with a disability are particularly at risk of social isolation as a result of poor transport options. It is essential to create social equity for these groups to have access to better public transportation, since this will invariably increase their access to career opportunities, educational opportunities, medical care, and community services. On the other hand, restricting access to these resources and increasing the costs associated with vehicle ownership will make these groups' existing social disadvantages even more pronounced. Having access to public transportation systems that are both convenient and effective makes it easier for communities and individuals to engage with one another, which strengthens society as a whole. When viewed from this angle, public transportation can be construed as an essential social institution that, if properly cared for and developed, has the potential to benefit communities by contributing to an increase in social cohesiveness.

In term of the contribution of the environmental public transportation significantly reduces air pollution from motor vehicles by removing cars from our streets. In addition to the clear advantages for public health, a reduction in air pollution is essential for the conservation of Australia's exceptional natural environment. A cleaner environment not only improves living standards, but it also offers major long-term economic benefits. These benefits are likely to accrue sooner rather than later. The emissions that are created by electrified modes of transportation, such as rail and light rail, are not released into the communities in which they are used, which is in contrast to the emissions that are produced by private automobiles. If more sources of renewable energy become readily available in the future, it is feasible that various forms of transportation will one day be entirely sustainable.

Considering the aforementioned, as a conclusion, it should be highlighted that not only the performance of public transportation sector among bus but its impact on other customer satisfaction aspects should be considered.

1.7 Definition of Term

1.7.1 Satisfaction

Satisfaction is the pleasure that you feel when you do something or get something that you wanted or needed to do or get. According to Kotler and Keller (2009), satisfaction is a person's happy or disappointed feeling that arises from comparing the perceived performance or results of the product with their expectations.

1.7.2 Quality

Quality is essentially a concept that puts customers first and is associated with how satisfied users or customers are with the goods or services offered by an organisation. Customers who purchase or utilise a product or service establish the standards for quality. According to (Juran, 1988), quality is fit for purpose which means that consumers should be able to rely on goods or services for a purpose or to make something they desire.

1.8 Organization of Proposal

Chapter 1 is an introduction comprising the research background, problem statement, research concerns and research aims of the researcher. In addition, the importance of the analysis is to recognise to all bus users participating in this project will benefit from this report. In addition, the scope of the research is to focus on a particular field which is factor that influencing customer satisfaction in public Transportation in Malaysia particularly in Kuala Lumpur, Kelantan, Terengganu. In comparison, the description of words indicates the context and the key points used in the analysis.

Chapter 2 is about the literature review of independent variables and dependent variables, accompanied by a mathematical context and a research hypothesis. Researcher explained more about the factors affecting customers satisfaction. The following paragraphs, after reading the literature review, will focus on testing methodologies that will explain how this research is to be carried out. Methods of measurement such as study architecture, population size, sampling methods, research instrument and data analysis methodology.

Chapter 3 will discuss about the research methodology of the research. The chapter also offers an overview of the test design that consists of the development of measurements, sample size, population, unit analysis, sampling and sampling techniques, and data collection techniques.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The entire literature review identifies the factors influencing customer satisfaction in the public transport sector among bus consumers in Malaysia. In this chapter, readers will get more understanding with regards to the dependent variable, which is customer satisfaction, and the independent variable is reliability, tangibility, responsiveness, assurance, and empathy (SERVQUAL). Similarly, the underpinning theory is seemingly interpreted in this chapter. The chapter also discusses previous literature studies on the research subject. It includes the conceptual framework supported in the literature based on five dimensions of service quality (SERVQUAL). In this chapter, the related theories, hypotheses, and concepts based on literature reviews are explored in the report.

2.1 Underpinning Theory

Most frequently cited is the concept of quality in services by Parasuraman, Zeithaml, and Berry (1985), who defined it as "the global evaluation or attitude of overall excellence in services." Service quality was described by Nitecki and Hernon (2000) as "meeting or exceeding customer expectations, or as the difference between customer perceptions and expectations of service."

These definitions highlight two important distinctions: first, service quality is dependent on consumers' expectations and perceptions of the service provided, and second, service quality is different from consumer satisfaction, which is broader because it includes price, situational factors, and personal factors in addition to service quality (Arokiasamy, 2012). Service quality is one of the key indicators of customer satisfaction. Quality of service is usually used to measure the quality of the product and service elements. SERVQUAL is a service quality model used to measure the quality of service relative to the customer's perception before it meets the customer's expectations (Hoffman & Bateson, 2011). Therefore, the quality concept conceptualized in services literature is predicated on perceived quality.

The source of the SERVQUAL model is derived from the study of Parasuraman et al. (1985) based on an expectation, perception gap model. Moreover, Brown & Bond (1995) argued that theoretical service quality, also known as expectation, is one of the best received and most vital service literature contributions. SERVQUAL is based on a service quality gap model that encourages the quantification of the discrepancy between the perceptions of the customer of the product and their acuity of the actual delivered service (Muthupandian & Vijayakumar, 2012).

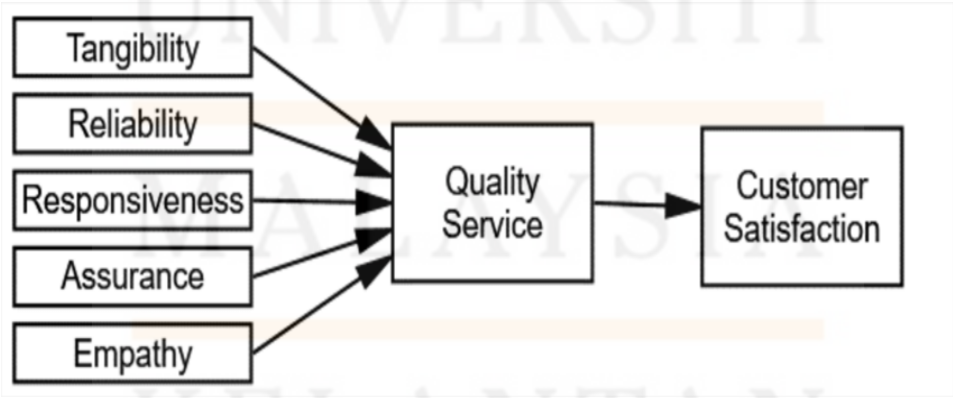


Figure 2.1: The SERVQUAL Model Source (Parasuraman et al. 1988)

SERVQUAL Model is consequent from the study of Parasuraman et al. (1988) and originally had ten dimensions, but it was reduced to five: reliability, responsiveness, tangibles, assurance, and empathy. This study was conducted to determine how to manage the quality services most efficiently using the SERVQUAL instrument. The SERVQUAL model is suited for this analysis since it examines the level of service quality in conjunction with the interconnection of variables that lead to satisfied customers. This framework can easily determine customer satisfaction among bus consumers. There are five dimensions that are based on SERVQUAL measures, and bus consumers utilize all five dimensions of SERVQUAL to evaluate customer satisfaction.

2.2 Previous Study

Customer satisfaction is critical in today's market-driven business environment. In order to assess the efficiency of public transportation, it is necessary to understand customer satisfaction. According to Parahoo et al. (2014), customer satisfaction reflects their feelings about public transportation. Customer dissatisfaction, on the other hand, is very important to consider because it will have an impact on the unsatisfied feelings with the product or service offered.

It is critical to recognise that there are numerous variables that can influence consumer satisfaction and dissatisfaction. However, the scope of this study is limited to the service quality model (SERVQUAL) in relation to passenger satisfaction with public transportation.

The effectiveness of services provided is determined by service quality. Customer satisfaction and loyalty are ultimately determined by service quality (Lovelock and Wirtz, 2004). The increase in loyal riders, loyal staff, and provider profit are all signs of good quality. Service

quality is defined as the difference between what customers expect from a service and what the service provider delivers. If there is a discrepancy between the service's delivery and the consumers' expectations, the service is considered unsatisfactory (Theresia and Bangun, 2017). According to Parasuraman et al. (1988), quality is defined as the degree and direction of difference between customers' service perception and expectation.

2.2.1 Relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia.

Reliability is considered to be one of the most essential characteristics that might have an effect on service quality, as outlined in the service quality model. The term "reliability" refers to one's capacity to carry out tasks in a manner that is both consistent and accurate (Nutsugbodo, 2013). Improving the service or product's performance and reliability is necessary if it is to have any chance of being in business over the long term. According to Cavana et al., customer satisfaction rises when there is an increase in both the dependability and convenience of public transportation (2007).

The journey time (Li et al., 2010), the frequency of the services given (Phoebe, 2017), the punctuality of the services (Murambi and Bwisa, 2014), and also on supplying the information regarding delayed services are all ways that reliability may be determined (Friman, 2004). The degree to which a consumer is satisfied is influenced by each of these elements. According to the findings of Oyeobu et al. (2014), the reliability component has a substantial impact on the degree to which customers are satisfied with Nigerian public transportation. According to Barabino et al. (2012), the on-board safety, bus reliability, cleanliness, and frequency of service are the most essential criteria in defining the service quality of urban bus transportation. According to Friman

and Edvardsson (2003), the characteristics that contribute to the quality of the service provided by public transportation are dependability, simplicity, design, and the behaviour of the staff. In addition, the results of a few studies have indicated that the dependability of the service, the frequency of the service, the comfort of the vehicle, the information provided, the behaviour of the driver, and the cleanliness of the vehicle are important factors in passenger satisfaction with public transportation (Beirao and Cabral, 2007; Hensher et al., 2003). As a direct consequence of this, the following hypotheses have been put forward:

H1: There are a significant and positive relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.2.2 Relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.

The term "tangibility" refers to the actual facilities, equipment, and even the actual presence of an employee in a certain location within a facility. Tangibility can be broken down into two categories: physical things and supports. The term "physical support" refers to the aid provided by an employee in the creation of services, whereas "physical products" refers to the tangible items that are utilised in the production of services (Nor, 2013).

According to Berry et al. (1990), the tangibility dimension is what gives passengers their initial impression, so it makes sense that this aspect of service quality would be measured first, before any of the other dimensions of service quality. According to Jun (2012) and Mudenda and Guga (2017), the most essential and dominant factor in determining whether or not a client is satisfied with the services provided by a public transportation provider is tangibility. On the other hand, Nkyami (2016) found the exact reverse to be the case. The research indicates that the

tangibility variable does not have any bearing on the level of customer care provided by intercity public transit.

The presence of the tangibility dimension, which is a feature of the services that customers can see and feel, has the potential to influence the overall quality of the services that a provider offers. This is because the tangibility dimension is a visible feature of the services that customers can see and feel. As a direct consequence of this, the following hypotheses have been put forward:

H2: There are a significant and positive relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.2.3 Relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia.

The term "responsiveness" refers to the provision of prompt service as well as an attitude of willingness to assist clients (Budiono, 2009). According to Hoffman and Bateson (2006), the concept of responsiveness refers to the commitment of service providers to deliver services in a timely way on a consistent basis. This aspect of responsiveness focuses mostly on how well a company addresses the concerns, queries, and complaints raised by its clients.

Studies undertaken by Gronroos (1984), Zineldin (2005), and Zheng and Jiaqing (2007) indicated that increasing the responsiveness of the services given boosts customer satisfaction, which in turn helps firms improve their reputation and profits. What this indicates is that responsiveness is one of the crucial aspects of service quality that play a role in determining the degree to which customers are satisfied. On the other hand, Oyeobu et al. (2014) came to the complete opposite conclusion. There is an inverse correlation between the degree of customer satisfaction and the degree of responsiveness.

In spite of the fact that earlier studies have produced contradictory findings about the connection between responsiveness and satisfaction, this trait ought to be preserved and elevated in the passengers' eyes. The desire of staff members to assist passengers and offer timely solutions to their needs is the single most important factor determining customer happiness (Radam et al., 2014). As a consequence of this, the following theory is put out for consideration:

H3: There are a significant and positive relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.2.4 Relationship between the assurance and public transport towards customer's satisfaction among the bus consumer in Malaysia.

Assurance is defined by employees' knowledge, politeness, and how they feel about trust and confidence (Nutsugbodo, 2013). There are four different aspects that determine the level of assurance: safety, effectiveness, credibility, and courtesy (Azani et al., 2017). According to Korale et al. (2015), assurance also encompasses the company's level of expertise, the safety of its operations, and its consideration for its clients. Aside from that, the expertise of personnel and their communication abilities are categorised as assurance dimensions, which determine the level of pleasure a service provides to its customers. (Wijaya, 2009). Friman et al. (2019) considered the aspect of customer safety to be a significant component when determining the overall level of consumer satisfaction with a service.

Rajeswari and Kumari (2014) claim that the assurance component has a considerable influence on the level of satisfaction experienced by customers. Customers who feel assured about the quality of the service they will receive in the future are more likely to remain loyal to the business. In addition, clients are encouraged to use the bus service again when the company

guarantees that the bus is clean, will arrive on time, will be roadworthy, and will have mechanical servicing (Mudenda and Guga, 2017). In India railway services (Prasad and Shekar, 2010), local bus service (Perez et al., 2007), and airline passenger service, the assurance dimension has a significant impact on service quality. [Citations needed] [PubMed] [Google Scholar] [Web] [Google Scholar] [Google Scholar] [Google Scholar] [(Perez et al., 2007). (Abdullah et al., 2012). As a direct consequence of this, the following hypothesis is put forward:

H4: There are a significant and positive relationship between the assurance and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.2.5 Relationship between the empathy and public transport towards customer's satisfaction among the bus consumer in Malaysia.

In the context of customer service, empathy refers to the provision of individualised attention, which encompasses both interaction with and comprehension of the customer (Etgar and Fuchs, 2009). According to Vanniarajan and Stephen's research, empathy is one of the service quality traits that can be found in public transportation services (2008). According to the findings of a study conducted by Sabir et al. (2013) on transportation services for Daewoo Express in Pakistan, empathy is the quality that contributes the most to customer happiness when compared to the other dimensions. It was also found out in a study on the public transportation system in TransJakarta (Sudaryanto and Kartikasari, 2007) that empathy was the greatest required service quality when compared to other aspects of service. However, Oyeobu et al. (2014) found only a weak association between empathy and customer satisfaction by reaching only 40% of the complete success of the service. Mudenda and Guga (2017) found that empathy had a less significant effect on the level of customer satisfaction.

As can be seen, the results of the study on the relationship between empathy and customer satisfaction are mixed. However, as Zeithaml and Bitner (2006) state, the customer is always concerned with having their needs met. To satisfy the customer, service providers must understand, value, and share the feelings of the passengers. As a result, the following hypotheses are proposed:

H5: There are a significant and positive relationship between the empathy and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.3 Hypothesis Statement

Based on the examination of literature, five (5) hypotheses were derived forth from the given research framework. The hypotheses were generated based on the SERVQUAL research that have been undertaken.

- H1: There are a significant and positive relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia.
- H2: There are a significant and positive relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.
- H3: There are a significant and positive relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia.
- H4: There are a significant and positive relationship between the assurance and public transport towards customer's satisfaction among the bus consumers in Malaysia.
- H5: There are a significant and positive relationship between the empathy and public transport towards customer's satisfaction among the bus consumer in Malaysia.

2.4 Theoretical Framework

The research model is described based on the literature review overview and interpretation since there are variables that factors for customers satisfaction among bus consumers. The relationship between the SERVQUAL model and public transport towards customers satisfaction among bus consumers.

SERVQUAL model is a service quality model that measures factors of service quality towards goods or services that could influences customer satisfaction level. SERVQUAL was introduced by Parasuraman et al. (1988). According to the SERVQUAL model, customer satisfaction is determined by five service quality dimensions of reliability, tangibility responsiveness, assurance, and empathy. Figure 2.2 shows the theoretical framework of this study:

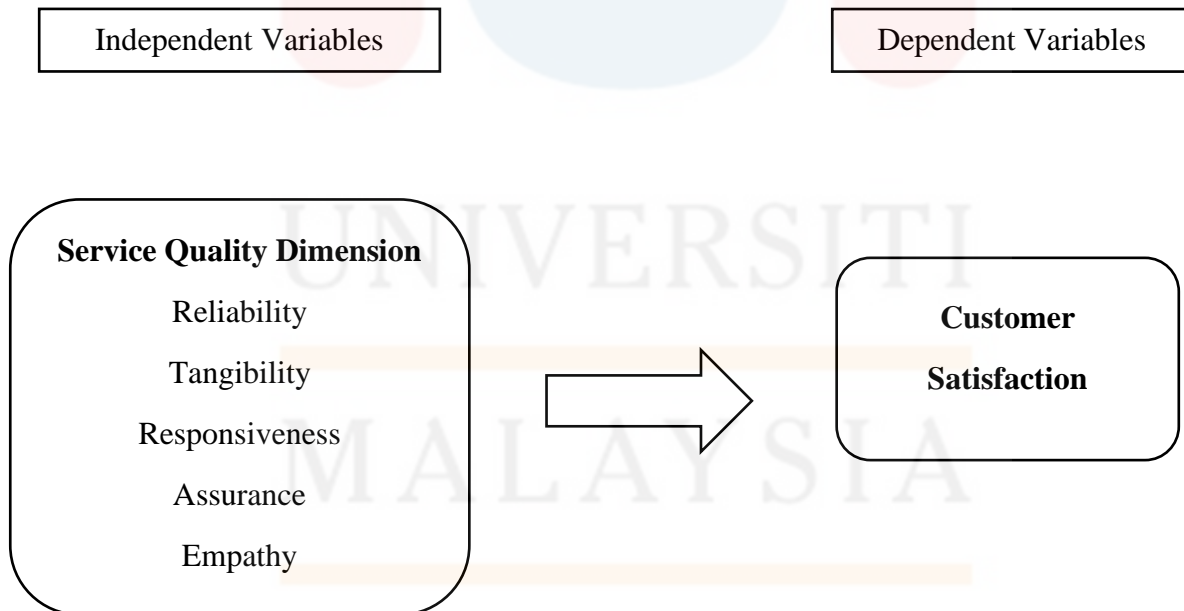


Figure 2.2: Theoretical framework of study

The figure above shows the relationship between the independent variables that are tangibility, reliability, responsiveness, assurance and empathy and the dependent variables is customer satisfaction. Independent variables are those that the researcher has control over, whereas dependent variables are those that the researcher is attempting to predict would occur as a result of the experiment. That would imply that the independent variable is capable of having an effect on the dependent variable.

2.5 Summary

In conclusion, the analysis reports on the relationship between the dimensions of the SERVQUAL model and customer satisfaction. In this analysis, SERVQUAL theory is linked to customer satisfaction towards public transport among bus consumer to selection as a dependent variable. This research also tries to make theoretical contributions to the literature and to provide an understanding of the SERVQUAL factor those effects of public transport among bus consumer in Malaysia. The definition of the dependent variable and the theory of the SERVQUAL five dimensions that include reliability, tangibility, responsiveness, assurance, and empathy and discuss regarding the theoretical framework and relationship. The previous journal highlights in this chapter based on the independent and dependent variable.

CHAPTER 3: RESEARCH METHODS

3.0 Introduction

This chapter discussed the various data gathering approaches used in this study. The analysis technique consists of the protocol and the steps taken to collect and analyse the data of this report. This chapter discussed research design, study population, sample size, sampling technique, research tools, measuring scale, instrument pre-test, data collection, and data analysis.

3.1 Research Design

It is a system created to confront and resolve research challenges. Quantitative approaches, which are used to gather data and analyse it, are referred to as collecting and analysing raw and numerical data. In this study, the researcher used a questionnaire method to obtain the demographics of the respondents, questions on factors influencing customer satisfaction, and questions related to SERVQUAL in public transport for the respondents' bus customer in Malaysia. This study is quantitative with a correlational design concept. A study with the concept of correlation research is used to identify the relationship between the independent variable and the dependent variable by using scientific methods. The purpose of this study is to predict and explain the phenomenon that occurs because of the research data. The independent variable in this study is service quality, which is SERVQUAL, and the dependent variable is customer satisfaction. The data studied was analysed using Statistical Packages for Social Sciences (SPSS) 26.0. Researchers distributed questionnaires using mass media platforms such as Email, WhatsApp, and Telegram to obtain information on bus users. All information received will be interpreted using quantitative methods.

3.2 Data Collection Methods

Data collection is a method for gathering relevant information from a wide range of sources, testing a hypothesis, and evaluating the findings of the research. There are primary and secondary data collection methods are the two different categories of data gathering techniques. Primary and secondary data gathering methods are discussed in detail in this research.

Primary data gathering methods may be classified into two types known as quantitative and qualitative data collection methods. The quantitative data gathering methodologies are employed in this research. These procedures are based on many kinds of statistical analysis, including closed-ended surveys, correlation, and regression methods, mean mode and median, and others. It is easier to manage quantitative approaches and may be applied within a shorter period to qualitative procedures. The quantitative research method is the best method when the study intends to test and check theories, concepts, and ideas on the real situation. This is a case study that applied the SERVQUAL model to measure the service quality public transport among bus consumer in Malaysia. Data collected can be analysed numerically, whereby the result can be presented by statistics, tables, or graphs. Thus, the quantitative method provides straightforward results and could avoid error and subjectivity.

The development of questionnaires and survey tools was given full attention to complete this study. The most common technique for acquiring information uses questionnaires. When the data was collected, a Google form was emailed to the respondents' bus customer as consumers who live and utilise an online platform in their everyday lives in Malaysia. These people would fill out surveys that the researchers would generate using Google Forms and email them a link to

complete online. Next, the questionnaire was the method of data collection that these researchers selected because it was the most economical and might be considered an efficient tool.

3.3 Study Population

In this research, the target population is Kuala Lumpur, Kelantan, and Terengganu among bus consumers. According to data from Ministry of Transport Malaysia (2021), Kuala Lumpur had 218,755 respondents, Kelantan had 45,564 respondents, and Terengganu had 68,962 respondents. All respondents for the three states totalled 136,281. According to (Krejcie and Morgan, 1970), the estimated sample size for bus consumer is 384. Probability and simple random techniques are utilized in sampling since they are frequently used in quantitative research, which is relevant to the goal of this study. This means that any people living in Kuala Lumpur, Kelantan, and Terengganu will have the opportunity to participate in the study. Surveys in the form of Google forms will be delivered via email, WhatsApp, Telegram, or other related social media to guarantee the sample is random.

3.4 Sample Size

A sample is a collection of selected individuals or things from an entire population, whereas the approach followed by the researcher to pick the sample will be sampling (Carr, 2003). Sampling is utilised because it would be far more complex and time-consuming if it encompassed the whole population (Saunders 2009). As a result of the fact that small samples run the danger of being overly representative of minor subgroups in the target population, the sample size is an essential component of quantitative analysis. This component enables the researcher to collect

sufficient data in a timely manner. According to the Krejcie and Morgan Table, a total of 384 individuals participated in this survey for the purpose of conducting this study.

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Figure 3.1: Krejcie and Morgan (1970) Table

3.5 Sampling Technique

This particular research study used a sampling strategy known as purposive sampling. This sampling technique refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that need in the sample such as age (19 years old and

below to 59 years old), gender (male and female) and state which is Kuala Lumpur, Kelantan, and Terengganu. The collection of a sample that is representative of the total population should be the primary objective of a survey that has been well planned out. The sampling of decisions necessitates selecting people most favourably positioned to supply the essential knowledge (Mukesh Kumar, 2013). The advantages of purposeful sampling are that it allows researchers to gather vast data from their accumulated knowledge. This will enable researchers to highlight how their findings have a large influence on the population (Ben Foley, 2018).

3.6 Research Instrument Development

The most common method of data collection is through questionnaires (Zikmund, 2003). Respondents will respond physically to the questionnaire that will administer personally to bus consumers in Kuala Lumpur, Kelantan and Terengganu by using a Google form link to connect with respondents via WhatsApp or telegram or distribute electronically on Google form, an online platform while we will collect the data. Because it is the most efficient and least expensive approach to collecting data, the researcher has decided to acquire information using questionnaires as the primary means of data collection. In addition, given the current endemic situation, respondents do not wish to complete the questionnaire face-to-face. Hence, the researcher finds it more convenient to disseminate the questions through digital platforms. Aside from that, the information acquired was relevant to the issue being asked in the study, and the usage of a questionnaire makes it possible to get immediate feedback because the procedure of distributing the questionnaire may be done on the spur of the moment.

The measurement of the items was divided into sections A, B, and C to represent each variable. A survey has been conducted to gather information about factors influencing customer satisfaction public transport sector among bus consumers in Malaysia. The questionnaire was distributed through online platforms. The questionnaire is constructed of 3 sections, including the beginning section, section A, and questions related to the respondent's demographic profile. The second section, section B; asks about factors influencing customer satisfaction, and the last section, section C; asks about the SERVQUAL model element. All questions in section B and section C compulsory for the respondent to rate items based on a 5-point Likert scale. The questionnaire was collected immediately after the respondent finished answering the questionnaire.

All the questionnaire is adapted and adopted from the previous study pertinent to this research topic which is for section A, demographic. For section B, the dependent variable (Zakaria, 2010; Nor, 2013; Dahalan, 2015; Rohana and Che, 2012; Rozmi, 2012; Ok and Hengsadeeikul et al., 2018), and for Section C, SERVQUAL (Reliability, Tangibility, Responsiveness, Assurance, and Empathy) by Parasuraman, Zeithaml, and Berry (1988). To measure the item mentioned in the questionnaire, utilizing the nominal, ordinal, and interval scales. A nominal scale agrees the researcher allocates subject to some division or groups. An ordinal scale will be utilised to determine the variable's intensity difference. It also can recognize as a ranking scale. The orderly arrangement of the scale is based on the lowest to the highest-level Borges (2017).

To quantify the outcome of the questionnaire answer scale, a 5-point Likert scale computation was employed to measure how strongly the individual disagreed on a scale of 5 points. To ensure that the data is precise and sensitive, it not only calculates the outcome but also tests the rank. The elements that were used in the questionnaire were derived in part from earlier research investigations and in part from other recent surveys. The whole questionnaires were screened using

Cronbach's alpha, and the researchers were appropriately employed to assure the reliability and validity test.



Figure 3.2: Likert Scale Elements

3.7 Measurement of Variable Research Instruments

The instrument for questionnaires is the most often used method of data collection (Carr, 2003). The questionnaire was distributed to respondents for data collection. Respondents responded to a digital questionnaire that will be personally administered, mailing respondents to Kuala Lumpur, Kelantan and Terengganu customers or distributing it electronically via Google form and sending the link to the Google form via WhatsApp and Telegram. The researcher chose the questionnaire as a method of getting information since it is the cheapest and most effective technique to collect data. Because the questionnaire distribution procedure is done randomly, the data collected was also crucial based on the study-related problem, and immediate feedback may be received using the questionnaire.

The measurement of the items was divided into sections A, B, and C to represent each variable. The distribution of the sample in section A was explored by observing the demographic profiles of the respondent, which is Malaysia. Section B for factors influencing customer satisfaction and Section C for SERVQUAL. The study employed a scale of 1 to 5, with 1 being strongly disagree and 5 being highly agree. It is recommended to utilise 5-point scales for responders and respondents who have less incentive to finish the survey because they are easy to obtain and need less work to respond.

Table 3.1: Point of Likert- Scale

Rating	Indication
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.8 Research Procedure

The questionnaire will be given to respondents as part of the process of collecting data, and respondents will provide their responses to the questionnaire in person. The questionnaire will also be distributed electronically via Google Forms. The initial task of a questionnaire is to persuade the respondent to cooperate in answering the questions. Individual questionnaires were

administered to attain a better result by collecting all the respondent's completed data in a short period. The study had planned to collect 384 questionnaire sets for respondents. The subjects' privacy and identities were protected entirely throughout the process of data collection, and all returned instruments would be gathered as quickly as possible after the study's conclusion. The completion of the surveys was entirely voluntary, and it took each respondent an average of 5 to 10 minutes to complete them.

3.8.1 Preliminary Data Analysis

Before doing entire research studies, preliminary data from restricted research projects might be used to anticipate viability before conducting full research studies. Preliminary data is utilised for a variety of purposes, including the evaluation of methodologies with small sample numbers, the demonstration of functioning theories, and the development of grant submissions. It is also possible to demonstrate the relevance or probable outcome of a research effort using preliminary results. When preparing a research project, preliminary data analysis is done to determine whether a proposed solution will be successful and whether it can answer the questions given by the research project questions. Typically, due to the nature and complexity of conducting small-scale or pilot research, this study does not give strong evidence. This is beneficial for the collecting of samples, the generation of data, and the identification of flaws in a layout design. Preliminary data analysis attempts to establish the important aspects of the data, provide a concise summary of the data information in a digestible style, create graphical representations of the data, and prepare the data for comprehensive statistical analysis after the data has been collected.

3.8.2 Procedure for Data Analysis

The data studied will be analysed using Statistical Packages for Social Sciences (SPSS)

26.0. Among the data analysis methods used in this study are:

Descriptive statistics will be used in the form of frequency, percentage, mean, and standard deviation. The level of customer satisfaction with the public transport sector among bus consumers in Malaysia was measured by using descriptive analysis.

In order to identify relationship between SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) and customer satisfaction on public transport sector among bus consumer in Malaysia, Pearson correlation test was used.

While to analyse the most influencing factors in the SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) towards customer satisfaction on public transport sector among bus consumer in Malaysia using the multiple regression test.

3.8.3 Reliability Test

The purpose of the sort of software testing known as reliability testing is to ascertain whether or not a piece of software is able to carry out an operation free of errors in a certain setting for a predetermined amount of time. Testing for reliability assures that a software product is devoid of errors and is dependable enough for the purpose for which it was designed. Reliability means “yielding the same,” or that something is dependable and will produce the same result every time. The same is true for testing reliability.

One of the keys to improving software quality is reliability testing. This testing aids in the discovery of many flaws in the software's design and functionality. The primary goal of reliability testing is to determine whether the software meets the requirements of customer reliability.

Reliability analysis was used to test robustness and robustness. Cronbach's Alpha controls the internal consistency of the survey instrument to measure its reliability (Cronbach's Alpha). Cronbach's alpha is a reliability coefficient that determines how well the items in a set are positively correlated with each other (Sekaran et al., 2011).

3.8.4 Descriptive Statistics

The use of descriptive statistics for data exploration allows for general observations as well as an explanation of a specific data set. Descriptive statistics, as the name implies, give us a quick visual representation of the data we're working with. In most cases, these statistics are meant to provide a pretty accurate picture of a large amount of data, one that is based solely on the raw data itself. In some cases, these graphs are used to summarise several details. For example, the United States' decennial census may inform us whether this country has more televisions than restrooms, or how many households have more than two cars. The system of frequencies divides descriptive statistics into pattern measures and variability measures. Maps, graphs, tables, and general explanations are all used in these two methods to assist readers grasp the significance of the data being studied. Using descriptive statistics like the normality test or other tests can help determine whether the distribution is normal.

3.8.5 Normality Test

The most useful and often used continuous probability distribution is the standard normal distribution. This distribution features a bell-shaped density curve, which may be depicted by

looking at the distribution's mean and standard deviation values. There is not much of an impact that can be seen on the value of the mean from the data set's outliers.

Several different statistical methods for analysing data, including as correlation, regression, t-tests, and analysis of variance, all make assumptions about the normality of the data that they are analysing. One such assumption is that the data are distributed in a uniform manner. A violation of normality is not considered to be a significant problem, in accordance with the central limit theorem, when the sample size is one hundred or more observations or greater. Nevertheless, the assumption of normalcy needs to be adhered to in order to draw meaningful findings, and this is true regardless of the size of the sample that was used in the study. If the data is continuous and follows a normal distribution, the value will be shown as the mean. If the data is discrete, it will not be presented. Additionally, this mean value is what is utilised to make comparisons between and among the groups in order to determine the level of significance that should be ascribed. These comparisons are carried out in order to determine whether or not a difference between the groups is significant (P value). Because the normal distribution presupposes that all of the data have the same amount of variation, the resultant mean will not yield a value that is informative of our data if our data do not follow a normal distribution. This is because the normal distribution. It is possible to get at inaccurate interpretations if the representative value of a data set is selected wrong, as well as if the subsequent computation of the significance level using this representative value is performed incorrectly if the selection was performed incorrectly. In addition, the interpretation of the significance level might be off if the representative value of the data set wasn't chosen correctly, which is another potential source of error. Because of this, the very first thing that we have to do is determine whether or not the data follow a normal distribution, and then we have to decide whether or not the mean is an appropriate value to use as a value that is representative of the data.

As a result of this, the very second thing that we have to do is establish whether or not the data follow an exponential distribution. If it is not possible to compare the means of the groups in issue with parametric tests, then we resort to nonparametric methods to do so. Parametric tests are used to compare the medians of the groups.

The Shapiro-Wilk test, the Kolmogorov-Smirnov test, skewness, kurtosis, the histogram, box plot, P-P plot, Q-Q plot, and mean with standard deviation are some of the most used methods for determining whether or not continuous data are normally distributed. The Kolmogorov-Smirnov test and the Shapiro-Wilk test are the two approaches that are utilised the most frequently in the process of determining whether or not the data have a normal distribution. The statistical programme known as "SPSS" may be utilised in order to carry out normality testing (analyse descriptive statistics explore plots normality plots with tests).

3.8.6 Pearson Correlation

The Pearson correlation method is the method that is used the most frequently for numerical variables. This method assigns a value between 0 and 1, where 0 indicates that there is no correlation, 1 indicates that there is total positive correlation, and -1 indicates that there is total negative correlation. The following is how this phrase is translated: The existence of a significant and favourable connection between two variables is indicated by a correlation value of 0.7 between the variables in question.

3.8.7 Multiple Regression

The statistical method known as multiple regression is used to investigate the connection that exists between a single dependent variable and a number of other variables that are considered to be independent. The purpose of conducting a multiple regression analysis is to predict the value

of a single dependent variable by making use of a number of known independent variables. A weight is assigned to each predictor value to signify the proportionate contribution that it makes to the total forecast. This method can be utilised to conduct an analysis of multivariate time series data in situations in which one variable is reliant on a number of other factors.

Several assumptions must be taken into account. Such that, in multiple regression, the model should be properly specified. This means that the model must include only relevant variables and be reliable. It is necessary to make the assumption of linearity, and the structure of the model ought to be linear. When performing numerous regressions, you have to assume that everything is normal. This indicates that the variables utilised in multiple regression ought to adhere to a normal distribution. It is essential to make the assumption of homoscedasticity, which states that the variance remains the same across all possible values of the predicted variable.

3.9 Summary

This chapter outlined the positivist method to research that will be used. It will be necessary to perform data analysis on a variety of sources including questionnaires constructed with a 5-point Likert scale, which will require the selection of respondents, sample populations, data collection, and analytic procedures. This chapter provides an explanation of the review's methodological methodology. Chapters 4 and 5 take a quantitative approach, recording and evaluating numerical data from the disseminated questionnaire. The questionnaire is designed using primary and secondary data from other studies and other sources. The questionnaire design is built using secondary data gleaned from another investigation.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.0 Introduction

This chapter contained preliminary analysis, descriptive analysis, Pearson's correlation coefficient analysis, and multiple linear regression analysis. The findings of the survey were collected from 384 respondents who participated in the survey. In this study, after the data have been collected, IBM SPSS statistic version 26.0 was used to analyse the data. The objective of this study was:

- 1) To identify the level of customer satisfaction on public transport sector among bus consumer in Malaysia.
- 2) To identify relationship between SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) and customer satisfaction on public transport sector among bus consumer in Malaysia.
- 3) To identify the most influencing factors in the SERVQUAL model (Reliability, Tangibility, Responsiveness, Assurance and Empathy) towards customer satisfaction on public transport sector among bus consumer in Malaysia.

4.1 Preliminary analysis

Preliminary analysis was used to measure the reliability of the questionnaires. According to Johansson (2010), the sample size for validating the test should be at least 30. The pilot test was done on 30 respondents before it was distributed to 384 respondents electronically via Google Forms. The questionnaire's usefulness was tested using Cronbach's Alpha coefficient, calculated using 30 respondents who wanted to complete the survey.

Table 4.1: Score Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
0.9	Excellent
$0.9 > 0.8$	Good
$0.8 > 0.7$	Acceptable
$0.7 > 0.6$	Questionable
$0.6 > 0.5$	Poor
0.5	Unacceptable

Table 4.2: Reliability Test Coefficient Alpha from Overall Reliability (Pilot Test)

Variables	No. of items	Cronbach's Alpha
Customer Satisfaction	5	0.866
Reliability	5	0.832
Tangibility	7	0.897
Responsiveness	5	0.929
Assurance	5	0.903
Empathy	4	0.870

The table above shows that the overall reliability for the independent and dependent variables reached 0.9 and above Cronbach's Alpha. It can be concluded that Cronbach's Alpha for the overall reliability is accepted for this study because the reliability is upper than 0.8 and above.

The reliability of the independent and dependent variables for the pilot test for the 30 questionnaires gathered is shown in Table 4.2. All the independent which are Customer Satisfaction, Reliability, Tangibility, Responsiveness, Assurance and Empathy show Cronbach's Alpha 0.866, 0.832, 0.897, 0.929, 0.903, 0.870 respectively acceptable good for this research.

Because the variables all scored 0.8 or higher, this questionnaire can be trusted to be used in this study. As a result, the questionnaire's dependability has demonstrated that the respondent comprehended the question, and the questionnaire has been accepted.

4.2 Validity and Reliability Test

Validity and reliability test are characterized as the estimation to ensure the scores are liberated from blunders. Besides, the dependability test is to distinguish the consistency among the factors that were utilized in the review (Moss, 1994).

Table 4.3: Reliability Test Coefficient Alpha from Overall Reliability

Variables	No. of items	Cronbach's Alpha
Customer Satisfaction	5	0.916
Reliability	5	0.832
Tangibility	7	0.935
Responsiveness	5	0.908
Assurance	5	0.909
Empathy	4	0.885

From Table 4.3 above, reliability is the lowest score, which is 0.832. The second lowest is empathy with 0.885. Continuing with that, customer satisfaction with 0.916. Responsiveness with 0.908 and assurance which are 0.909. Lastly, the highest score is 0.935 which is tangibility.

4.3 Demographic Profile of Respondents

4.3.1 Gender

Table 4.4: Number of respondents by gender

Gender	Frequency	Percentage (%)
Male	150	39.1%
Female	234	60.9%
Total	384	100%

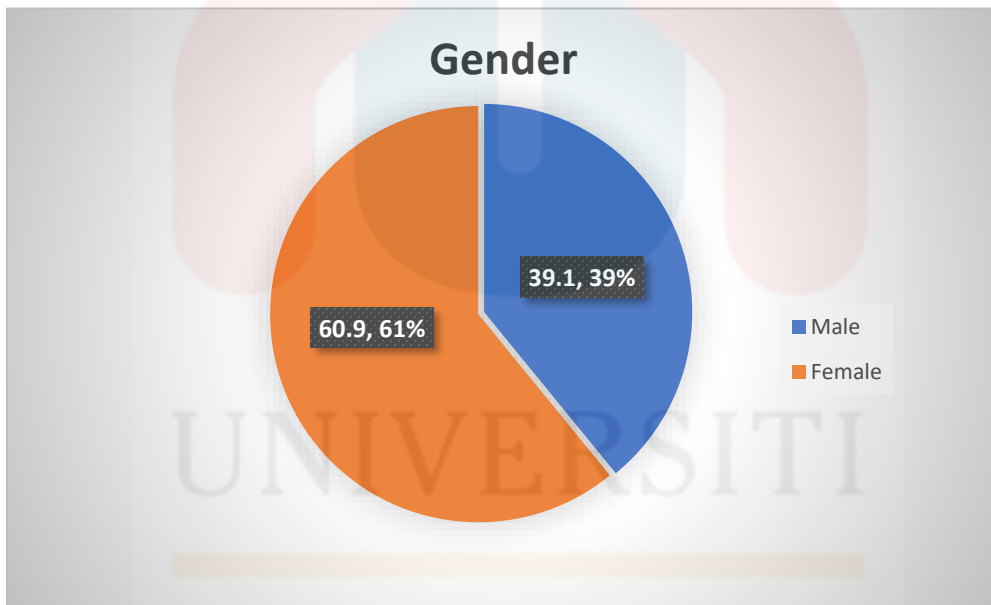


Figure 4.1: Percentage of respondents by gender

Table 4.4 and Figure 4.1 show the gender of respondents. The highest gender and most of the respondents are female with 234 respondents in this study which is with (60.9 %). Meanwhile, the male group is about 150 respondents which is with (39.1%). Thus, the result shows that female is more using public transport sector among bus consumer compared to male.

4.3.2 Age

Table 4.5: Number of respondents by age

Age	Frequency	Percentage (%)
19 years old and below	17	4.4%
20 – 29 years old	303	78.9%
30 – 39 years old	38	9.9%
40 – 49 years old	18	4.7%
50 – 59 years old	8	2.1%
Total	384	100%

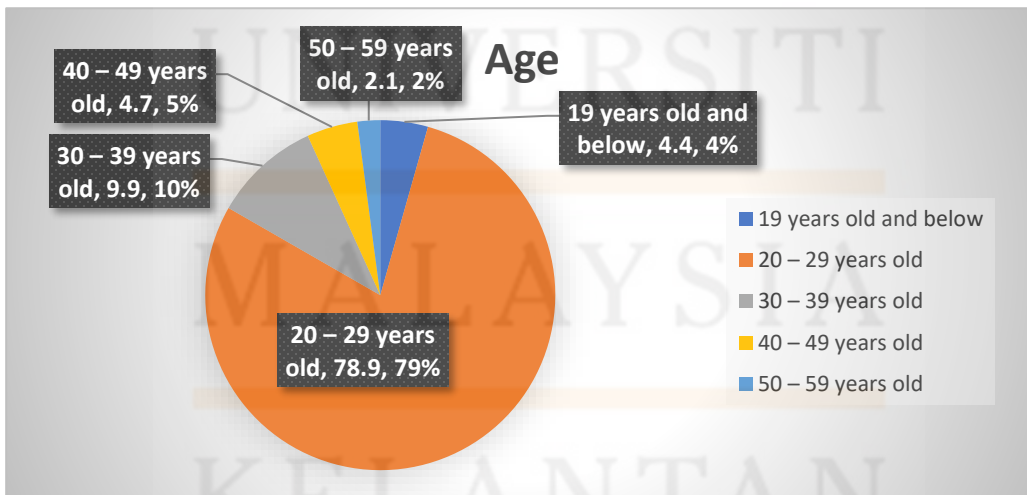


Figure 4.2: Percentage of respondents by age

Table 4.5 and Figure 4.2 show the number of respondents based on the age group. The lowest age of the respondents is 19 years and below age group with 17 participants in this study (4.4%). Meanwhile, the age group between 20 – 29 years old had 303 participants who are an attempt this questionnaire (78.9%). The next category age 30 -39 years old is 38 participants with (9.9%). The 40 - 49 years old is 18 participants with (24.7%) and finally 50 - 59 years age group is 8 participants with (2.1%). In a conclusion, the 20-29 age group is more using the bus compared to other age groups.

4.3.3 Race

Table 4.6: Number of respondents by race

Race	Frequency	Percentage (%)
Chinese	36	9.4%
Indian	30	7.8%
Malay	313	81.5%
Others	5	1.3%
Total	384	100%



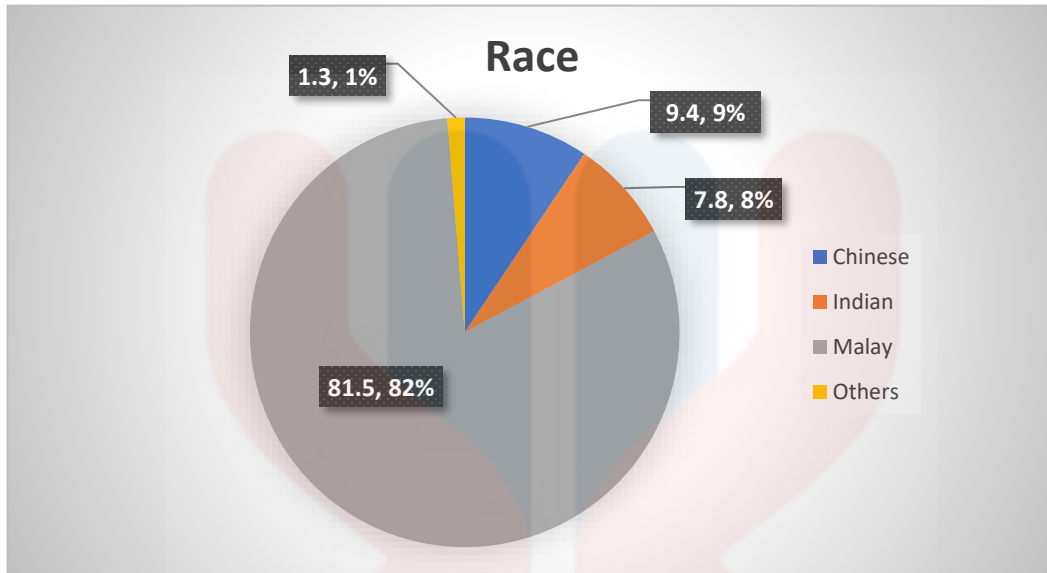


Figure 4.3: Percentage of respondents by race

Table 4.6 and Figure 4.3 show the number of respondents based on race group. For the race, Chinese ethnic with 36 respondents which are with (9.4%), and Indian ethnic with 30 respondents which are with (7.8%). Next, Malay ethnic holds the highest number of respondents with 313 respondents which are with (81.5%). Lastly, are others with 5 respondents with (1.3%). So based on this survey, most Malays are bus consumers.

MALAYSIA

KELANTAN

4.3.4 Marital Status

Table 4.7: Number of respondents by marital status

Marital status	Frequency	Percentage (%)
Married	67	17.4%
Single	317	82.6%
Total	384	100%

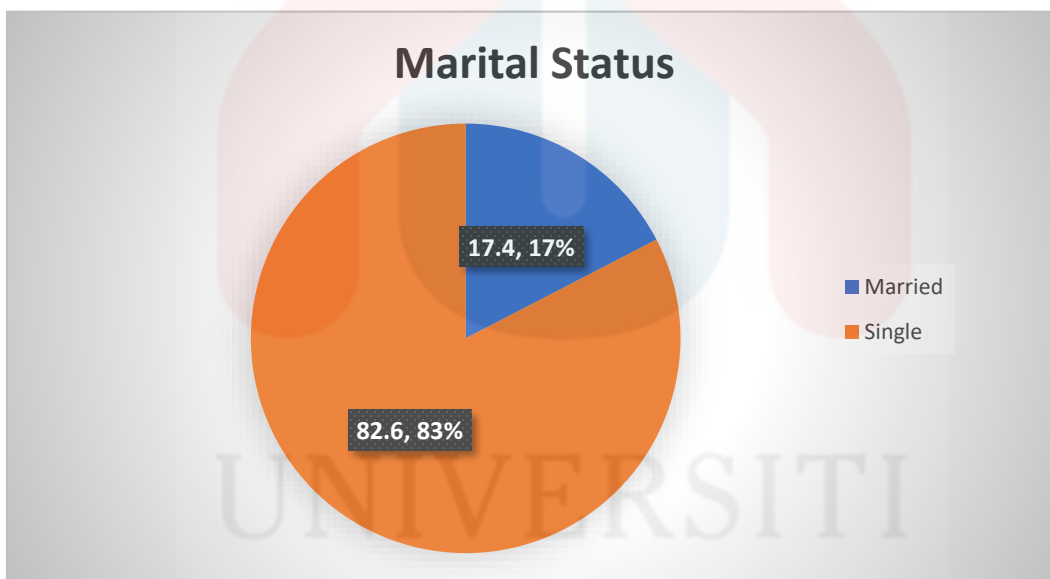


Figure 4.4: Percentage of respondents by marital status

Table 4.7 and Figure 4.4 show the number of respondents based on the marital status group. The table also shows the number of respondents based on married status with 67 respondents which are with 17.4%. Then, the single group holds the number of respondents with 82.6% (317 respondents). This survey shows that most bus consumers are single.

4.3.5 Occupation

Table 4.8: Number of respondents by occupation

Occupation	Frequency	Percentage (%)
Government Sector	19	4.9%
Not working	16	4.2%
Private Sector	71	18.5%
Self- Employed	30	7.8%
Student	248	64.6%
Total	384	100%

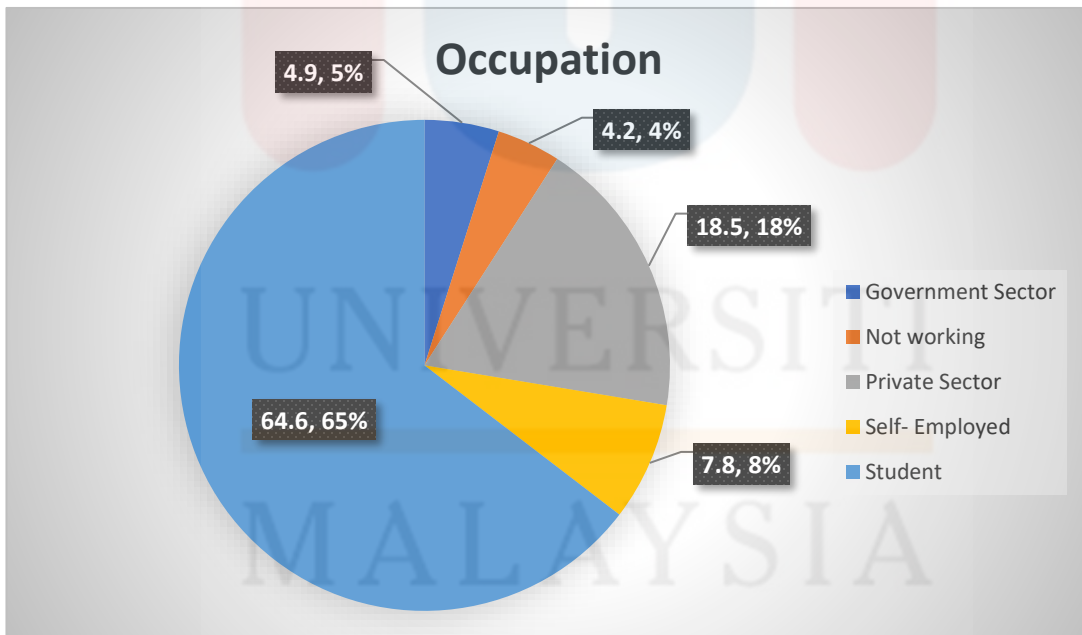


Figure 4.5: Percentage of respondents by occupation

Table 4.8 and Figure 4.5 show the number of respondents based on occupation status. For the government sector, it has 19 respondents with (4.9%). Next, for not working, it has 16 respondents with (4.2%) and for the private sector, it has 71 respondents with (18.5%). In contrast, there are 30 respondents who are self-employed (7.8%), and 248 respondents who are students (64.6%) make up the largest group of respondents. Thus, it is clear that students use the bus more frequently than workers in other professions.

4.3.6 State

Table 4.9: Number of respondents by state

State	Frequency	Percentage (%)
Kelantan	100	26.0%
Kuala Lumpur	237	61.7%
Terengganu	47	12.2%
Total	384	100%

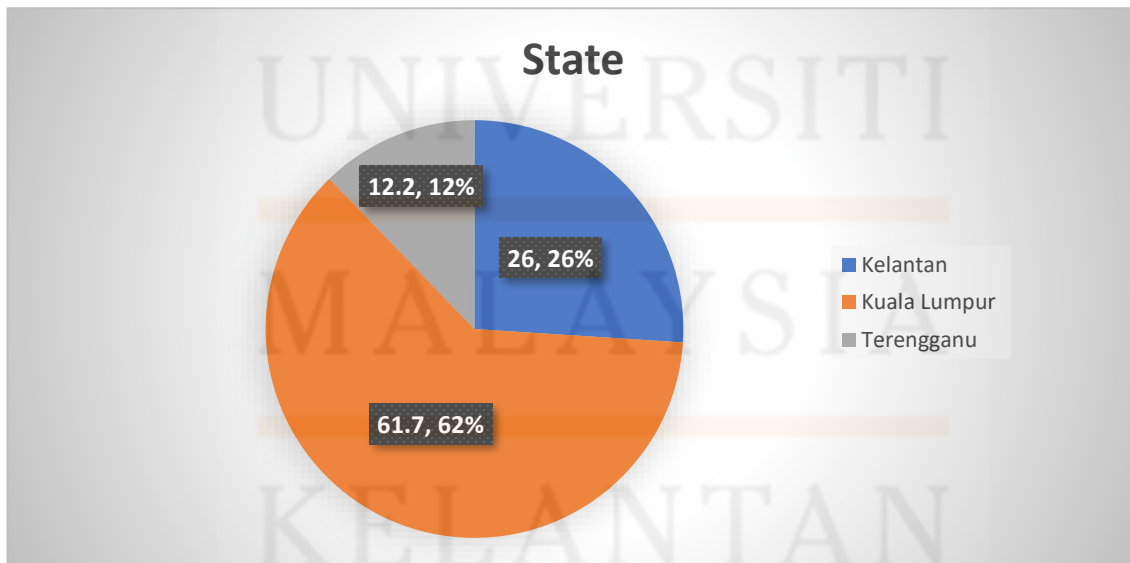


Figure 4.6: Percentage of respondents by state

Table 4.9 and Figure 4.6 show the number of respondents based on their state. Kelantan has 100 respondents who participate in this survey with (26.0%). Then, for Kuala Lumpur, it has 237 respondents which are with (61.7%). Last but not least, Terengganu has 47 respondents with (12.2%). Thus, it is clear that the state of Kuala Lumpur has the highest respondent who uses the bus more people than other states.

4.3.7 How often you use public bus transportation?

Table 4.10: Number of respondents how often you use public bus transportation.

How often you use public bus transportation?	Frequency	Percentage (%)
Everyday	18	4.7%
Monthly	277	72.1%
Never	46	12.0%
Weekly	43	11.2%
Total	384	100%



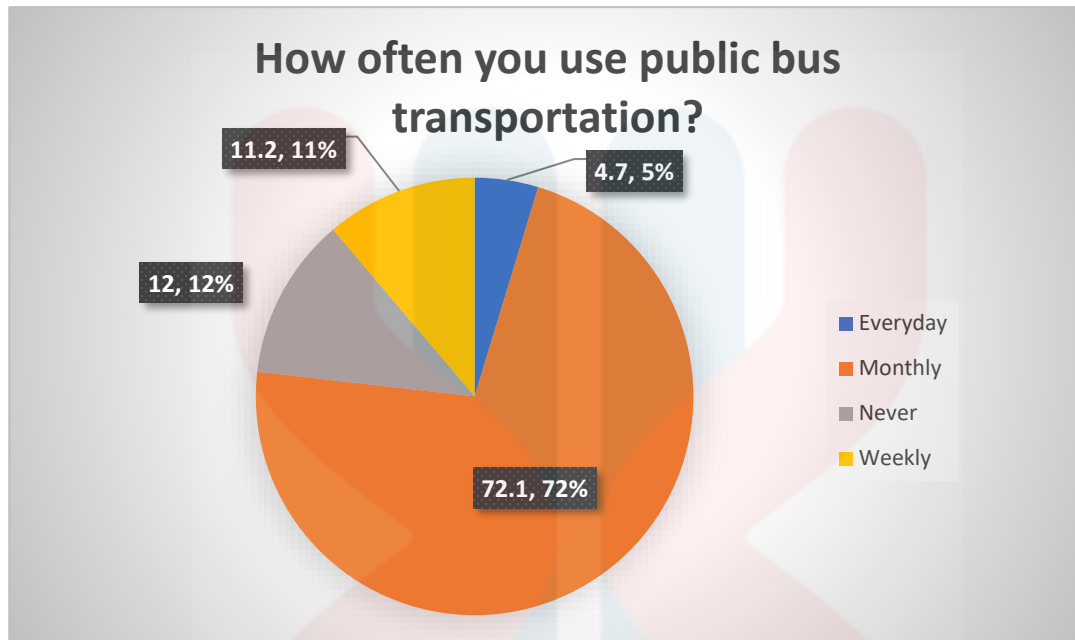


Figure 4.7: Percentage of respondents by how often you use public bus transportation.

Table 4.10 and Figure 4.7 show the number of respondents on how often you use public bus transportation. The percentage of customers who use public bus transportation everyday is 4.7% (18 respondents). For weekly is 11.2% (43 respondents). Next is for monthly is 72.1% (277 respondents). Finally, for respondents that never use public bus transportation 12% (46 respondents). Therefore, the result is the highest number of respondents who use public bus transportation is monthly.

4.4 Descriptive Analysis

The study has come out with the result to determine the mean for each variable for descriptive analysis. In this research, there was dependent variable which was customer satisfaction. Then, the independent variable is SERVQUAL (reliability, tangibility, responsiveness, assurance, and empathy). The table below shows the range of the mean score for each variable.

4.4.1 Overall Mean Score for Dependent Variable and Independent Variable

Overall mean score and standard deviation of each variable was designed based on a 5-Point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5= Strongly Agree).

Table 4.11: Overall mean score for dependent and independent variables

Variable	N	Mean	Standard Deviation
Customer Satisfaction	384	3.9630	0.77735
Reliability	384	3.9010	0.74931
Tangibility	384	3.9457	0.77268
Responsiveness	384	3.9229	0.78955
Assurance	384	4.0151	0.73016
Empathy	384	3.9863	0.73181

According to the table above, we can describe that customer satisfaction verified high mean score (Mean= 3.9630, Standard Deviation= 0.77735). Besides, all together the five independent variables also scored strongly satisfy mean score where reliability score 3.9010 (Standard Deviation= 0.74931), tangibility score 3.9457 (Standard Deviation= 0.77268), responsiveness

score 3.9229 (Standard Deviation= 0.78955), assurance score 4.0151 (Standard Deviation= 0.73016) and empathy score 3.9863 (Standard Deviation= 0.73181).

4.4.2 Customer Satisfaction

Table 4.12: Descriptive statistics for customer satisfaction

Category	Mean	Std. Deviation
1. I am satisfied with the services provided by the public bus transportation system	4.01	0.856
2. The public transportation bus services are offered in an efficient manner	3.91	0.906
3. I always give positive remarks about the bus services	3.91	0.898
4. I would recommend my friends use the bus as a means of transportation in the future	3.99	0.889
5. I will use the public bus in the future	3.99	0.939

Table 4.12 indicates the means for the dependent variable that had the highest mean score, which is 4.01, for i am satisfied with the services provided by the public bus transportation system. Meanwhile, the lowest mean score is 3.91 which is for the public transportation bus services are offered in an efficient manner and i always give positive remarks about the bus services.

4.4.3 Reliability

Table 4.13: Descriptive statistics for reliability

Category	Mean	Std. Deviation
1. The bus always arrives on time	3.68	1.110
2. A bus never breaks down on the road	3.67	1.068
3. Passengers can book tickets easily	4.06	0.899
4. Staff must satisfy passengers' requests right the first time	3.96	0.889
5. There is a schedule timetable for buses	4.14	0.850

Table 4.13 indicates the means for the independent variable that had the highest mean score, which is 4.14, for there is a schedule timetable for buses. Meanwhile, the lowest mean score is 3.67 which is for a bus never breaks down on the road.

4.4.4 Tangibility

Table 4.14: Descriptive statistics for tangibility

Category	Mean	Std. Deviation
1. Staffs' attire is neat and smart	4.03	0.871
2. Bus staff have a professional appearance	3.99	0.843
3. Passengers have enough room on buses	3.96	0.947
4. The buses have spacious seats for passengers	3.91	0.953
5. The ticket office is attractive and neat	3.91	0.918
6. The buses are well maintained and neat	3.97	0.871
7. The buses have ample legroom and foot space	3.85	0.962

Table 4.14 indicates the means for the independent variable that had the highest mean score, which is 4.03, for staffs' attire is neat and smart. Meanwhile, the lowest mean score is 3.85 which is for the buses have ample legroom and foot space.

4.4.5 Responsiveness

Table 4.15: Descriptive statistics for responsiveness

Category	Mean	Std. Deviation
1. Staff provide individualised attention to help customers	3.95	0.906
2. Bus staff always inform people of the availability of services and changes in prices in advance	3.82	1.012
3. Bus staff provide timely and efficient services	3.91	0.929
4. Communication with staff is clear and helpful	3.92	0.915
5. Staff are always willing to help passengers	4.02	0.852

Table 4.15 shows descriptive statistics for responsiveness. 4.02 is the highest mean ranking, which staff are always willing to help passengers. Meanwhile, the lowest mean score is 3.82 which means bus staff always inform people of the availability of services and changes in prices in advance.

4.4.6 Assurance

Table 4.16: Descriptive statistics for assurance

Category	Mean	Std. Deviation
1. Passengers feel safe in their transactions with staff	4.01	0.838
2. The luggage of passengers is secure	4.03	0.885
3. Bus staff are always polite	3.95	0.863
4. Bus staff have in-depth occupational knowledge of their jobs	4.07	0.817
5. The behaviour of the bus staff instils confidence in the passengers	4.02	0.858

Table 4.16 shows descriptive statistics for assurance. 4.07 is the highest mean ranking, which bus staff have in-depth occupational knowledge of their jobs. Meanwhile, the lowest mean score is 3.95 which means bus staff are always polite.

4.4.7 Empathy

Table 4.17: Descriptive statistics for empathy

Category	Mean	Std. Deviation
1. Bus staff have passengers' interests at heart	3.95	0.873
2. Bus staff convenient operating hours	3.94	0.826
3. Easy accessibility of information about bus services	4.00	0.853
4. It is easy to find and access the ticket office or station bus	4.06	0.841

Table 4.17 shows descriptive statistics for empathy. 4.06 is the highest mean ranking, which it is easy to find and access the ticket office or station bus. Meanwhile, the lowest mean score is 3.94 which means bus staff convenient operating hours.

4.5 Descriptive statistic result for the level of customer satisfaction

Table 4.18: Level of customer satisfaction

Level	Means
Very Low (Strongly Disagree)	1.00 - 1.80
Low (Disagree)	1.81 – 2.60
Medium (Partially Agree)	2.61 – 3.40
High (Agree)	3.41 – 4.20
Very High (Strongly Agree)	4.21 – 5.00

Table 4.19: The level of customer satisfaction on public transport sector among bus

consumer in Malaysia				
Customer Satisfaction	N	Mean	Std. Deviation	Level
I am satisfied with the services provided by the public bus transportation system.	384	4.01	0.856	High (Agree)
The public transportation bus services are offered in an efficient manner.	384	3.91	0.906	High (Agree)
I always give positive remarks about the bus services.	384	3.91	0.898	High (Agree)
I would recommend my friends use the bus as a means of transportation in the future.	384	3.99	0.889	High (Agree)
I will use the public bus in the future.	384	3.99	0.939	High (Agree)

Table 4.19 shows the level of customer satisfaction in the public transport sector among bus consumers in Malaysia. There are 384 respondents. For i am satisfied with the services provided by the public bus transportation system, it has a mean value = 4.01, Std. Deviation = 0.856 which is at a high level. For the public transportation bus services are offered in an efficient manner, it has a mean value = 3.91, Std. Deviation = 0.906 which is at a high level too. Next, for i always give positive remarks about the bus services, it has a mean value = 3.91, Std. Deviation

= 0.898 which is at a high level. Then, for i would recommend my friends use the bus as a means of transportation in the future, it has a mean value = 3.99, Std. Deviation = 0.889 which is at a high level too. Lastly, i will use the public bus in the future, has a mean value = 3.99, Std. Deviation = 0.939 which is at a high level.

Table 4.20: Frequency table of customer satisfaction

Customer Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the services provided by the public bus transportation system.	3 (0.8%)	15 (3.9%)	75 (19.5%)	172 (44.8%)	119 (31.0%)
The public transportation bus services are offered in an efficient manner.	6 (1.6%)	23 (6.0%)	70 (18.2%)	184 (47.9%)	101 (26.3%)
I always give positive remarks about the bus services.	6 (1.6%)	17 (4.4%)	86 (22.4%)	171 (44.5%)	104 (27.1%)
I would recommend my friends use the bus as a means of transportation in the future.	6 (1.6%)	17 (4.4%)	67 (17.4%)	180 (46.9%)	114 (29.7%)
I will use the public bus in the future.	6 (1.6%)	17 (4.4%)	84 (21.9%)	145 (37.8%)	132 (34.4%)

Table 4.20 shows the frequency (f) and percentage (%) were achieved by customer satisfaction. For i am satisfied with the services provided by the public bus transportation system, the highest scale is agree with (44.8%), strongly agree (31.0%), neutral (19.5%), disagree (3.9%), and strongly disagree (0.8%).

For the public transportation bus services are offered in an efficient manner, the highest scale is agree with (47.9%), strongly agree (26.3%), neutral (18.2%), disagree (6.0%), and strongly disagree (1.6%).

For i always give positive remarks about the bus services, the highest scale is agree with (44.5%), strongly agree (27.1%), neutral (22.4%), disagree (4.4%), and strongly disagree (1.6%).

For i would recommend my friends use the bus as a means of transportation in the future, the highest scale is agree with (46.9%), strongly agree (29.7%), neutral (17.4%), disagree (4.4%), and strongly disagree (1.6%).

For i will use the public bus in the future, the highest scale is agree with (37.8%), strongly agree (34.4%), neutral (21.9%), disagree (4.4%), and strongly disagree (1.6%).

4.6 Normality Test

A normality test is used to assess if a sample of the data falls within a conventional normal distribution (Mishra et al., 2019). Skewness and Kurtosis statistics were employed to determine the data's normality. Consequently, if the Skewness and Kurtosis values are between -1.96 and +1.96, then the distribution is considered normal.

Table 4.21: Output from SPSS on Statistics of Skewness and Statistics of Kurtosis

Category	Mean	Std. Deviation	Skewness		Kurtosis	
			Statistic	Std. Error	Statistic	Std. Error
Customer Satisfaction	0.5691	0.22656	0.800	0.125	-0.431	0.248
Reliability	0.5433	0.20476	0.852	0.125	-0.040	0.248
Tangibility	0.5649	0.22811	0.836	0.125	-0.418	0.248
Responsiveness	0.5618	0.23207	0.848	0.125	-0.442	0.248
Assurance	0.5778	0.22082	0.781	0.125	-0.417	0.248
Empathy	0.5681	0.21621	0.829	0.125	-0.234	0.248

Table 4.21 shows the data of the Skewness and Kurtosis for independent variables and the dependent variable of this study. For the Skewness of the Customer Satisfaction, Reliability, Tangibility, Responsiveness, Assurance and Empathy which are 0.800, 0.852, 0.836, 0.848, 0.781 and 0.829 respectively. Meanwhile, the Kurtosis values in the variables of Customer Satisfaction,

Reliability, Tangibility, Responsiveness, Assurance and Empathy are -0.431, -0.040, -0.418, -0.442, -0.417 and -0.234 respectively. In a conclusion, the values of Skewness and Kurtosis are indicated as a reasonably normal distribution because all the variables are in the range -1.96 and +1.96.

4.7 Hypothesis Testing

Pearson's Correlation analysis is the test statistic that assesses the statistical association or relationship between two continuous variables. This analysis's goal is to assess whether there is a correlation between the independent variable (reliability, tangibility, responsiveness, assurance, and empathy) and the dependent variable (customer satisfaction). The strength of the correlation between the variables must be determined by the researcher if a relationship is found.

Table 4.22: Sources of Conventional Approach to Interpreting a Correlation Coefficient

Strength of Relationship	Correlation Coefficient Size (r)
Very Strong	(0.91 to 1.00) or (-0.91 to -1.00)
Strong	(0.71 to 0.90) or (-0.71 to -0.90)
Medium	(0.51 to 0.70) or (-0.51 to -0.70)
Weak	(0.31 to 0.50) or (-0.31 to -0.50)
Very Weak	(0.1 to 0.30) or (-0.1 to -0.30)
No Correlation	0.00

Hypothesis 1: Reliability

H0: There are no significant and negative relationship between the reliability and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

H1: There are a significant and positive relationship between the reliability and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

Table 4.23: Result on Hypotheses 1 based on the Pearson Correlation Coefficient test in SPSS

Correlations			
Category		Customer Satisfaction	Reliability
Customer Satisfaction	Pearson Correlation	1	0.745**
	Sig. (2-tailed)		0.000
	N	384	384
Reliability	Pearson Correlation	0.745**	1
	Sig. (2-tailed)	0.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4.23 shows the relationship between the reliability and public transport towards customer satisfaction among the bus consumer in Malaysia. The value of the correlation coefficient is 0.745, indicating a strong relationship between both variables. The result of the significant value p-value is <0.01 ; this shows that there is a relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia. Meanwhile, the significant levels of both variables are 0.000 and which shows that both variables are highly significant. Therefore, the null hypothesis is rejected and H1 is accepted. There is a strong relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia.

Hypothesis 2: Tangibility

H0: There are no significant and negative relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.

H2: There are a significant and positive relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.

Table 4.24: Result on Hypotheses 2 based on the Pearson Correlation Coefficient test

in SPSS

		Correlations	
Category		Customer Satisfaction	Tangibility
Customer Satisfaction	Pearson Correlation	1	0.751**
	Sig. (2-tailed)		0.000
	N	384	384
Tangibility	Pearson Correlation	0.751**	1
	Sig. (2-tailed)	0.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4.24 shows the relationship between the tangibility and public transport towards customer’s satisfaction among the bus consumer in Malaysia. The value of the correlation coefficient is 0.751, indicating a strong relationship between both variables. The result of the significant value p-value is <0.01; this shows that there is a relationship between the tangibility and public transport towards customer’s satisfaction among the bus consumer in Malaysia. Meanwhile, the significant levels of both variables are 0.000 and which shows that both variables are highly significant. Therefore, the null hypothesis is rejected and H2 is accepted. There is a

strong relationship between the tangibility and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

Hypothesis 3: Responsiveness

H0: There are no significant and negative relationship between the responsiveness and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

H3: There are a significant and positive relationship between the responsiveness and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

Table 4.25: Result on Hypotheses 3 based on the Pearson Correlation Coefficient test
in SPSS

		Correlations	
Category		Customer Satisfaction	Responsiveness
Customer Satisfaction	Pearson Correlation	1	0.748**
	Sig. (2-tailed)		0.000
	N	384	384
Responsiveness	Pearson Correlation	0.748**	1
	Sig. (2-tailed)	0.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4.25 shows the relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia. The value of the correlation coefficient is 0.748, indicating a strong relationship between both variables. The result of the significant value p-value is <0.01 ; this shows that there is a relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia. Meanwhile, the significant levels of both variables are 0.000 and which shows that both variables are highly significant. Therefore, the null hypothesis is rejected and H3 is accepted. There is a strong relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia.

Hypothesis 4: Assurance

H0: There are no significant and negative relationship between the assurance and public transport towards customer's satisfaction among the bus consumers in Malaysia.

H4: There are a significant and positive relationship between the assurance and public transport towards customer's satisfaction among the bus consumers in Malaysia.

Table 4.26: Result on Hypotheses 4 based on the Pearson Correlation Coefficient test

in SPSS

Correlations			
Category		Customer Satisfaction	Assurance
Customer Satisfaction	Pearson Correlation	1	0.733**
	Sig. (2-tailed)		0.000
	N	384	384
Assurance	Pearson Correlation	0.733**	1
	Sig. (2-tailed)	0.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4.26 shows the relationship between the assurance and public transport towards customer’s satisfaction among the bus consumer in Malaysia. The value of the correlation coefficient is 0.733, indicating a strong relationship between both variables. The result of the significant value p-value is <0.01; this shows that there is a relationship between the assurance and public transport towards customer’s satisfaction among the bus consumer in Malaysia. Meanwhile, the significant levels of both variables are 0.000 and which shows that both variables are highly significant. Therefore, the null hypothesis is rejected and H4 is accepted. There is a strong

relationship between the assurance and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

Hypothesis 5: Empathy

H0: There are no significant and negative relationship between the empathy and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

H5: There are a significant and positive relationship between the empathy and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

Table 4.27: Result on Hypotheses 5 based on the Pearson Correlation Coefficient test in SPSS

Correlations			
Category		Customer Satisfaction	Empathy
Customer Satisfaction	Pearson Correlation	1	0.759**
	Sig. (2-tailed)		0.000
	N	384	384
Empathy	Pearson Correlation	0.759**	1
	Sig. (2-tailed)	0.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4.27 shows the relationship between the empathy and public transport towards customer’s satisfaction among the bus consumer in Malaysia. The value of the correlation coefficient is 0.759, indicating a strong relationship between both variables. The result of the significant value p-value is <0.01; this shows that there is a relationship between the empathy and public transport towards customer’s satisfaction among the bus consumer in Malaysia. Meanwhile, the significant levels of both variables are 0.000 and which shows that both variables are highly significant. Therefore, the null hypothesis is rejected and H5 is accepted. There is a strong relationship between the empathy and public transport towards customer’s satisfaction among the bus consumer in Malaysia.

4.8 Multiple Linear Regression

Table 4.28: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.819 ^a	0.671	0.667	0.13077
a. Predictors: (Constant), Reliability, Tangibility, Responsiveness, Assurance, Empathy				
b. Dependent Variable: Customer Satisfaction				

T Table 4.28 model summary revealed that R is 0.819. This value indicates that there is a high positive association between reliability, tangibility, responsiveness, assurance, empathy, and customer’s satisfaction among the bus consumer in Malaysia.

The value R-Square was 0.671. This shows that 67.1% of total variation in the customer satisfaction could be explained by the independent variables which are reliability, tangibility, responsiveness, assurance, empathy while the rest 32.9% of this variation is explained by other factors. The Adjusted R-Square is 66.7%.

Table 4.29: ANOVA

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	13.194	5	2.639	154.303	0.000 ^b
Residual	6.465	378	0.017		
Total	19.659	383			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Reliability, Tangibility, Responsiveness, Assurance, Empathy

Based on the Table 4.29, the p-value is 0.000, where it is less than 0.05. Therefore, this study is significant. At least one of the five variables which is reliability, tangibility, responsiveness, assurance, empathy can be used to model the customer's satisfaction among the bus consumer in Malaysia.

Table 4.30: Coefficients

Model	Unstandardized Coefficients		Standardized	T	Sig.
	B	Std. Error	Coefficients		
(Constant)	0.045	0.020		2.229	0.026
Reliability	0.302	0.060	0.273	5.041	0.000
Tangibility	0.161	0.063	0.163	2.569	0.011
Responsiveness	0.093	0.065	0.096	1.434	0.152
Assurance	0.070	0.064	0.068	1.099	0.273
Empathy	0.310	0.063	0.296	4.895	0.000

a. Dependent Variable: Customer Satisfaction

Table 4.30 shows the table of Coefficients. It explained which independent variables were individually predictor of dependent variable.

According to the Table 4.30, the factors such as reliability, tangibility, responsiveness, assurance, and empathy were significant since their p-values less than 0.05. However, the coefficients of assurance value were 0.273 greater than 0.05. Thus, assurance was not significant to estimate customer satisfaction on public transport sector among bus consumer in Malaysia.

Based on the multiple linear regression analysis results show in the Table 4.30, the empathy was the most important independent variable in measuring the customer satisfaction as its Beta value is 0.296 it has the highest ranked among all the independent variables. In

addition, the reliability ranked at second where their Beta value was 0.273.

Hence, the equation of the model for this study is:

$$\text{Customer Satisfaction} = 0.045 + 0.296 (\text{Empathy}) + 0.273 (\text{Reliability})$$

The model above illustrated that the empathy had the greatest influence on customer satisfaction among bus consumer in Malaysia because all units increase in empathy would result increase 0.296 units in customer satisfaction and at the same time, as the empathy remain constant. Subsequently, the model also indicated that reliability was the second greatest influence customer satisfaction among bus consumer in Malaysia. This can be explained by as the unit increase in reliability, would result an increase 0.273 units in the customer satisfaction as the reliability remain constant.

4.9 Summary

According to the questionnaire survey that was provided, both the data analysis and the findings that cover the result of the data analysis have been presented. The SPSS software was used to extract the findings from the data that were collected from the questionnaire. The interpretation of the data analysis is what will be discussed in this chapter. It will describe the connection between the research questions and the study objectives. According to the findings that the researcher obtained from the analysis, a significant relationship exists between all of the independent variables, including reliability, tangibility, responsiveness, assurance, and empathy toward customer satisfaction among bus consumers in Malaysia. This was determined based on the findings that the researcher obtained from the analysis.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter contains detailed discussions of the findings from Chapter 4. The findings of this study are discussed in the conclusion to see if they support the proposed hypotheses, answer the research questions, and meet the research objectives. Besides, the researcher interprets the relationship between the SERVQUAL model, which consists of tangibility, reliability, responsiveness, assurance, and empathy, in order to measure the level of customer satisfaction on public transport sector among bus consumer in Malaysia. Furthermore, there are implications and recommendations for the quality-of-service providers to gain insights into customer satisfaction through constant improvement in areas that matter on public transport users. Finally, this chapter provides recommendations for future research and reference.

5.1 Key Findings

Objective	Hypothesis	Result	Conclusion
To identify the relationship between the reliability and customer satisfaction on the public transport sector among bus consumer in Malaysia.	There are a significant and positive relationship between the reliability and public transport towards customer's satisfaction among the bus consumer in Malaysia.	R = 0.745 P = 0.000 STRONG POSITIVE CORRELATION	Accepted

<p>To identify the relationship between the tangibility and customer satisfaction on public transport sector among bus consumer in Malaysia.</p>	<p>There are a significant and positive relationship between the tangibility and public transport towards customer's satisfaction among the bus consumer in Malaysia.</p>	<p>R = 0.751 P = 0.000 STRONG POSITIVE CORRELATION</p>	<p>Accepted</p>
<p>To identify the relationship between the responsiveness and customer satisfaction on public transport sector among bus consumer in Malaysia.</p>	<p>There are a significant and positive relationship between the responsiveness and public transport towards customer's satisfaction among the bus consumer in Malaysia.</p>	<p>R = 0.748 P = 0.000 STRONG POSITIVE CORRELATION</p>	<p>Accepted</p>
<p>To identify the relationship between the assurance and customer satisfaction on public transport sector among bus consumer in Malaysia.</p>	<p>There are a significant and positive relationship between the assurance and public transport towards customer's satisfaction among the bus consumer in Malaysia.</p>	<p>R = 0.733 P = 0.000 STRONG POSITIVE CORRELATION</p>	<p>Accepted</p>
<p>To identify the relationship between the empathy and customer satisfaction on public transport sector</p>	<p>There are a significant and positive relationship between the empathy and public transport towards customer's</p>	<p>R = 0.759 P = 0.000</p>	<p>Accepted</p>

among bus consumer in satisfaction among the bus	STRONG
Malaysia.	POSITIVE
consumer in Malaysia.	CORRELATION

5.2 Discussion

The first objective is to identify the level of customers' satisfaction towards service quality provided by public transport sector in Malaysia. The mean for five dimensions of service quality is from 3.91 to 4.01 based on Table 5.1.

The findings showed that the level of customer satisfaction on public transport sector among bus consumer in Malaysia is high. As all the five SERVQUAL dimensions showed high mean score which between 3.41 and 4.20, the service quality provided by the public transport sector among bus perform to fulfil customers' need and do meet customers' expectations. Assurance is ranked first according to Gronroos (1988) to indicates the attitudes of the employees and their behaviour, and the staff's ability to provide friendly, confidential, courteous, and competent services. Further, it is defined as the ability of employees, with the help of the knowledge they possess, to inspire the trust and confidence that will strongly influence the level of customer satisfaction (Parasuraman et al.,1988). To interpret the high level of customer satisfaction, the public transport sector among bus agencies should improve all the service quality dimensions to meet customers' needs and to increase customer satisfaction constantly. In view of the fact that, the good customers' experience towards service and power of word mouth will be able to maintain their regular customers and attract new customers.

Table 5.1: The level of customer satisfaction on public transport sector among bus

consumer in Malaysia

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Customer Satisfaction	384	1.00	5.00	3.9630	0.77735
Reliability	384	1.00	5.00	3.9010	0.74931
Tangibility	384	1.43	5.00	3.9457	0.77268
Responsiveness	384	1.00	5.00	3.9229	0.78955
Assurance	384	1.40	5.00	4.0151	0.73016
Empathy	384	1.50	5.00	3.9863	0.73181

Next objective of this research is to identify the relationship between SERVQUAL model which are reliability, tangibility, responsiveness, assurance and empathy and customer satisfaction on public transport sector among bus consumer in Malaysia.

Table 5.2: Pearson Correlation

		Correlations					
		Customer Satisfaction	Reliability	Tangibility	Responsiveness	Assurance	Empathy
Customer Satisfaction	Pearson Correlation	1	0.745**	0.751**	0.748**	0.733**	0.759**
	Sig (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	384	384	384	384	384	384
Reliability	Pearson Correlation	0.745**	1	0.799**	0.788**	0.774**	0.727**
	Sig (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	384	384	384	384	384	384
Tangibility	Pearson Correlation	0.751**	0.799**	1	0.844**	0.804**	0.797**
	Sig (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	384	384	384	384	384	384
Responsiveness	Pearson Correlation	0.748**	0.788**	0.844**	1	0.823**	0.829**

	Sig (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	384	384	384	384	384	384
	Pearson Correlation	0.733**	0.774**	0.804**	0.823**	1	0.827**
Assurance	Sig (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	384	384	384	384	384	384
Empathy	Pearson Correlation	0.759**	0.727**	0.797**	0.829**	0.827**	1
	Sig (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	384	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed)

The results analysis in Table 5.2, the findings of Pearson Correlation analysis that the relationship between independent variable that is SERVQUAL model (reliability, tangibility, responsiveness, assurance, empathy) and the dependent variable which is customer satisfaction are all significant and have positive relationship as the value of the correlation coefficient are 0.745, 0.751, 0.748, 0.733 and 0.759 respectively which indicates a strong relationship between both variables with the result of the significant p-value is <0.01 . Therefore, this research can have accepted the H1, H2, H3, H4 and H5 throughout the hypothesis testing in the previous chapter.

According to research conducted by Parasuraman et al. (1988), consumers evaluate the quality of the services they receive in comparison to what they are seeking for based on their requirements and expectations on the one hand, and the actual perceived services that they obtain on the other. The SERVQUAL model, which was introduced by Parasuraman et al. (1988), was developed in order to solve the disconnect that existed between the expectations and perceptions of consumers and the actual service performance of businesses. On the other hand, the SERVQUAL model is the one that is used the most frequently to measure and assess service quality all over the world. As a consequence of this, despite the growing popularity of SERVQUAL, there are contrasting opinions concerning the how it works and how successful it is.

Based on Table 5.2, the strongest positive correlation is empathy. Ennew et al. (2013) indicates that the empathy dimension of service quality entails being attentive in communicative situations, understanding customer needs, displaying friendly behaviour, and individually caring for a customer's needs. It is easy to discover and access the ticket office or station bus, which was the statement in the questionnaire that received the biggest number of votes. This argument is supported by the statement. This study lends credence to Yilmaz V.'s (2017) assertion that accessibility has a major influence on public happiness across users of public rail transportation

who are "captive" as well as those who have "choice." According to Hine and Scott (2000) and Krygsman et al. (2004), variables that influence passenger satisfaction and inspire passengers to choose public transportation as a travel alternative include easy access to public transportation station.

Table 5.3: Coefficient

Model	Unstandardized Coefficients		Standardized	T	Sig.
	B	Std. Error	Coefficients		
(Constant)	0.045	0.020		2.229	0.026
Reliability	0.302	0.060	0.273	5.041	0.000
Tangibility	0.161	0.063	0.163	2.569	0.011
Responsiveness	0.093	0.065	0.096	1.434	0.152
Assurance	0.070	0.064	0.068	1.099	0.273
Empathy	0.310	0.063	0.296	4.895	0.000

a. Dependent Variable: Customer Satisfaction

Next objective is to determine the most influencing factors in the SERVQUAL model and customer satisfaction on public transport sector among bus consumer in Malaysia. The result from multiple regression analysis (refer Table 5.3) showed that all the dimensions have positive effects on customer satisfaction. It can be seen that; reliability significantly influenced the customers' satisfaction at 1% significant level with $\beta=0.302$, $t=5.041$, $P<0.000$.

Reliability attributes the main concerns as the power to do and deliver the required service for customers continuously, appropriately and as promised, and the ability to manage a customer's issues. Taking action to solve problems, providing required services on the first occasion, or providing services at the appropriate time are all critical. Maintaining a clean record is the paradigm of dependability in terms of service quality, and it has a significant impact on customer satisfaction (Ennew et al., 2013). Therefore, based on the above argument, this leads to the development of the following hypothesis.

In a nutshell, the findings of this study shows that there is a relationship SERVQUAL model (reliability, tangibility, responsiveness, assurance, empathy) and customer satisfaction on public transport sector among bus consumer in Malaysia. Through the results of the study, the researcher has answered the objectives and hypothesis of the study.

5.3 Implications of Study

The results of this study point to a significant connection between the SERVQUAL aspects and people's impressions of the quality of service provided. A higher degree of customer satisfaction among bus consumers in Malaysia can be attributed to their perception of superior overall service quality. In particular, the findings point to strong ratings in the categories of reliability, empathy, tangibles, and responsiveness, as well as certainty.

According to the findings of the research that we conducted, we discovered by applying the SERVQUAL theory that the dependability dimension may be developed by establishing service standards for the operation of buses and standards for making information available to the general

public. For the responsiveness metric, it is possible to set service standards for customer complaints and inquiries. Service standards for monitoring the safety of bus drivers, service standards for training bus drivers, and service standards for holding the necessary driving licence or authority can all be derived from the assurance dimension and created accordingly. The factor of empathy also allows for the formulation of standards for consumer inquiries and complaints. Service standards can be developed based on physical dimensions, including service standards for the state of bus stops, bus cleaning, servicing, maintenance, and repair, and bus condition standards.

In addition to that, general attitudes that aid customers in an efficient and effective manner, such as courtesy, good communication, and competence. Customers will have more faith in a firm because of the performance of its employees, particularly if those employees are respectful of customers and consistently demonstrate an ability to answer critical issues raised by customers. The operator of the bus service is obligated to ensure that the consumer can feel secure while using their products and services.

5.4 Limitations of Study

While this investigation is in progress, the findings of this study have to be seen in light of some limitations. The limits of the study can be a huge obstacle to the researcher's capacity to complete the project. The primary thing the researcher found was that there was not enough information, or the information was not correct. This is likely to restrict the reach of the research.

The fact that not all respondents were recruited at the bus stop was an additional shortcoming of this study. As a consequence of this, the vast majority of respondents said that driving their own car was their primary mode of transportation of choice. These respondents have increased expectations as a result of the availability of alternatives to satisfy their want for travel. It is essential, for the sake of future study, to recruit respondents who utilise public bus transportation on a daily basis in order to gain a more substantial image of their expectations regarding the level of service provided by public bus transportation.

Aside from that, researchers have trouble locating some of the information and data that they require because some of the data are restricted to official usage only. This presents a challenge for the researchers. A number of the respondents shown reluctance when it came to filling out the questionnaire that was presented to them.

5.5 Recommendation for Future Research

Recommendation for the factor influencing customer satisfaction on public transport sector among bus consumer in Malaysia that carry out in this research was based on the complaints from the consumer in Malaysia. We also suggest other other way to improve customer satisfaction on public transport.

It is necessary that those who are in charge of making choices on public transportation as well as those who are in charge of delivering it set the bar on the level of service that is offered in public bus networks. It is feasible to improve the service characteristics one at a time or as factors in their own right. The degree of satisfaction that a consumer derives from a purchase is

significantly influenced by the degree to which the purchase meets their functional requirements. Public bus transport decision makers and providers could start to pay attention to increasing the supply of public bus transport due to the high number of people travelling during peak travel times, reducing the travel time of public bus transport by giving special lines in order to avoid high levels of road congestion, and providing more value for the price that customers pay for their public bus transport service. These are all things that need to be considered in order to improve the public bus transport system.

When the quality of the service is evaluated on a per-attribute basis, it is found that on-board safety and security is of utmost significance. One strategy for enhancing safety on board is to reduce the number of opportunities for pickpocketing and other forms of criminal activity onboard the buses. For instance, one of the aspects of service quality that contributes to satisfied customers using Indonesia's public bus transit is the presence of safety measures. Stradling (2007) shown that passengers' perceptions of their own personal safety can influence their propensity to take public transportation options. Both the United Kingdom Department of Transport (UK Department of Transport 2009) and Smith & Clark (Smith & Clarke 2000) came to the conclusion that security concerns, such as pickpocketing, are connected to overcrowded vehicles and a lack of supervision in these vehicles. Increasing supervision within the bus by adding security personnel on board or installing the monitoring technology on public bus transport could boost the feeling of safety and influence overall satisfaction with public bus transport.

Listening to what the customer has to say is a tried-and-true strategy for determining what the customer wants and how best to give it to them. Many cities across a variety of European nations have already begun conducting annual surveys to gauge the level of customer happiness.

Additionally, research was carried out in the United Kingdom to determine the requirements of public transportation users. The goal of the research is to build public transportation that is both appealing and marketable (Steg 2003).

There is a strong link between the length of the trip and the overall level of client happiness. When picking a form of transportation, one must take trip time into consideration. Customers report higher levels of satisfaction when they believe their journey time has been reduced. Customers are more likely to select public bus transportation as their mode of transportation if the trip takes less time to complete. The application of an exclusive bus lane as a mode of transport is one way that journey times are being reduced. In a nutshell, the results indicate that the quality of the service has an effect on the overall level of happiness that customers have while utilising public bus transportation. The quality of the service could be reviewed and enhanced by assessing individual attributes, as well as by analysing the factors that affect several attributes. The overarching objective is to make public bus travel an appealing, pleasurable, and marketable means of transportation.

5.6 Overall Conclusion of the Study

The purpose of this study is to identify the factors that influencing customer satisfaction on public transport sector among bus consumers. The results of this study can be used by the public transport service to determine the factors that influence customer satisfaction. Due to the fact that it will aid in the development of a service quality between the customer and bus services. Bus service companies, whether from the government or the private sector, can benefit from the data

by determining what factors influence customer satisfaction on service quality in order to ensure that the service is available in the future.

Based on the result that the researcher got from the analysis, among all the independent variables, all the variables, which are reliability, tangibility, responsiveness, assurance, and empathy toward customer satisfaction among the bus consumer in Malaysia have a significant relationship. Most significantly, this study has discovered that bus consumer is currently extremely satisfied with the bus public transport and its service quality in Malaysia. They are also quite concerned about the extent to which the customers are satisfied with the bus services. According to the findings of a study, public transportation is still very important to the community because many people in the community rely on it because it is regarded as safe, secured, and always available information, in addition to being cost-effective in relation to customers with normal incomes.

In conclusion, the use of public bus transportation ought to evolve into the answer to the problem of environmentally friendly transportation in the future; this is the motivation to boost customer happiness. Not only does the provision of high-quality public bus transportation attract new consumers, but it also encourages existing customers to continue using that mode of transportation to satisfy their travel needs. This helps existing customers meet their travel needs more efficiently.

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APPENDIX A: DRAFT OF QUESTIONNAIRE



UNIVERSITI MALAYSIA KELANTAN

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

BACHELOR OF LOGISTICS AND DISTRIBUTION TRADE WITH HONOURS

FACTORS INFLUENCING CUSTOMER SATISFACTION ON PUBLIC TRANSPORT

SECTOR AMONG BUS CONSUMER IN MALAYSIA.

Dear Respondent,

We are final year students of Bachelor of Entrepreneurship (Logistics and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the title **“FACTORS INFLUENCING CUSTOMERS SATISFACTION ON PUBLIC TRANSPORT SECTOR AMONG BUS CONSUMER IN MALAYSIA”**. The questionnaire will take about 5 to 10 minutes to complete. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research. The data collected will provide useful regarding on our research and all data will be stored safety and kept for academic purposes only. Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this

questionnaire. All responses will be kept confidential. There are no correct or incorrect responses to the statements.

This questionnaire contains 3 parts namely:

Section A: Demographic Profile

Section B: Customer Satisfaction

Section C: SERVQUAL (Reliability, Tangibility, Responsiveness, Assurance, and Empathy)

If there is any doubt, please do not hesitate to contact us.

Sincerely,

MAHIRA ASILAH BINTI NORKHALIS (A19A1046)	017 – 3297934
KUMUTHAVALLI A/P SUPRAMANIAM (A19A0228)	011 – 33290618
NOR ADILA HANIS BINTI MOHAMAD NASIR (A20B1608)	013 – 6177476
NOR SYAFIQAH BINTI SHAMSURI (A19A0465)	017 – 3289122

UNIVERSITI
MALAYSIA
KELANTAN

Responden yang dihormati,

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan (Logistik dan Pengagihan Perniagaan) dengan kepujian daripada Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian mengenai tajuk "**FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN TERHADAP SEKTOR PENGANGKUTAN AWAM DALAM KALANGAN PENGGUNA BAS DI MALAYSIA**". Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit untuk dilengkapkan. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpulkan hanya digunakan untuk tujuan penyelidikan akademik. Data yang dikumpul akan memberikan maklumat berguna mengenai penyelidikan kami dan semua data akan disimpan dengan selamat dan disimpan untuk tujuan akademik sahaja. Penyertaan anda dalam kajian ini amat dihargai. Sila berikan maklum balas anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut.

Soal selidik ini mengandungi 3 bahagian iaitu:

Bahagian A: Profil Demografi

Bahagian B: Kepuasan Pelanggan

Bahagian C: SERVQUAL (Kebolehpercayaan, Kebolehwujudan, Responsif, Jaminan dan Empati).

Jika terdapat sebarang keraguan, sila jangan teragak – agak untuk menghubungi kami.

Yang ikhlas,

MAHIRA ASILAH BINTI NORKHALIS (A19A1046)	017 – 3297934
KUMUTHAVALLI A/P SUPRAMANIAM (A19A0228)	011 – 33290618
NOR ADILA HANIS BINTI MOHAMAD NASIR (A20B1608)	013 – 6177476
NOR SYAFIQAH BINTI SHAMSURI (A19A0465)	017 – 3289122



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FKP

SECTION A : DEMOGRAPHIC PROFILE

BAHAGIAN A : PROFIL DEMOGRAFI

The following questions aim to provide some demographic information that is important to this study. Please fill this accurately. Please tick (/) on the right information. Each question should have ONE answer only.

Soalan berikut bertujuan untuk memberikan beberapa maklumat demografi yang penting untuk kajian ini. Sila isi ini dengan tepat. Sila tandakan (/) pada maklumat yang betul. Setiap soalan hendaklah mempunyai SATU jawapan sahaja.

1. Gender / Jantina

Male / Lelaki	
Female / Perempuan	

2. Age / Umur

19 years old and below / 19 tahun dan kebawah	
20 – 29 years old / 20 – 29 tahun	
30 – 39 years old / 30 – 39 tahun	
40 – 49 years old / 40 – 49 tahun	
50 – 59 years old / 50 – 59 tahun	

3. Race / Bangsa

Malay / Melayu	
Chinese / Cina	
Indian / India	
Others / Lain-Lain	

4. Marital Status / Status Perkahwinan

Single / Bujang	
Married / Kahwin	

5. Occupation / Pekerjaan

Government Sector / Sektor Kerajaan	
Private Sector / Sektor Swasta	
Self-Employed / Bekerja Sendiri	
Student / Pelajar	
Not Working / Tidak Bekerja	

6. State / Negeri

Kuala Lumpur	
Kelantan	
Terengganu	

7. How often you use public bus transportation? / Berapa kerap anda menggunakan pengangkutan bas awam?

Everyday / Setiap Hari	
Weekly / Mingguan	
Monthly / Bulanan	
Never / Tidak Pernah	

SECTION B: CUSTOMER SATISFACTION

BAHAGIAN B: KEPUASAN PELANGGAN

This section contains the dependent variable that stated in this study. Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives. Bahagian ini mengandungi pembolehubah bersandar yang dinyatakan dalam kajian ini. Sila jawab semua soalan berikut dengan memilih yang paling relevan dengan fikiran dan perspektif anda.

Read and tick your answer below (/) with refer to the given scale.

Baca dan bulatkan jawapan anda di bawah dengan merujuk kepada skala yang diberikan.

LIKERT SCALE / Skala Likert	
1	STRONGLY DISAGREE / SANGAT TIDAK BERSETUJU
2	DISAGREE / TIDAK BERSETUJU
3	NEUTRAL / NEUTRAL
4	AGREE / BERSETUJU
5	STRONGLY AGREE / SANGAT BERSETUJU

The following question are investigates the factor influencing customer satisfaction on public transport sector among bus consumer in Malaysia. Each scale for the question is given below. You can mark your sincere answers in the scale from 1 to 5.

Soalan berikut adalah untuk mengkaji faktor yang mempengaruhi kepuasan pelanggan terhadap sektor pengangkutan awam dalam kalangan pengguna bas di Malaysia. Setiap skala untuk soalan diberikan di bawah. Anda boleh menandakan jawapan anda pada skala 1 hingga 5.

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No.	Customer Satisfaction / Kepuasan Pelanggan	1	2	3	4	5
1	I am satisfied with the services provided by the public bus transportation system / Saya berpuas hati dengan perkhidmatan yang disediakan oleh sistem pengangkutan bas awam.					
2	The public transportation bus services are offered in an efficient manner / Perkhidmatan bas pengangkutan awam ditawarkan dengan cara yang cekap.					
3	I always give positive remarks about the bus services / Saya sentiasa memberi teguran positif tentang perkhidmatan bas.					
4	I would recommend my friends use the bus as a means of transportation in the future / Saya akan mencadangkan rakan-rakan saya menggunakan bas sebagai pengangkutan pada masa hadapan.					
5	I will use the public bus in the future / Saya akan menggunakan bas awam pada masa hadapan.					

SECTION C: SERVQUAL (Reliability, Tangibility, Responsiveness, Assurance, and Empathy)

BAHAGIAN C: SERVQUAL (Kebolehpercayaan, Kebolehwujudan, Responsif, Jaminan dan Empati)

This section contains the independent variable that stated in this study. Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives.

Bahagian ini mengandungi pembolehubah bebas yang dinyatakan dalam kajian ini. Sila jawab semua soalan berikut dengan memilih yang paling relevan dengan fikiran dan perspektif anda.

Read and tick your answer below (/) with refer to the given scale.

Baca dan bulatkan jawapan anda di bawah dengan merujuk kepada skala yang diberikan.

LIKERT SCALE / Skala Likert	
1	STRONGLY DISAGREE / SANGAT TIDAK BERSETUJU
2	DISAGREE / TIDAK BERSETUJU
3	NEUTRAL / NEUTRAL
4	AGREE / BERSETUJU
5	STRONGLY AGREE / SANGAT BERSETUJU

The following questions are investigating under the theory of SERVQUAL which is reliability, tangibility, responsiveness, assurance, and empathy. Each scale for the question is given below.

You can mark your sincere answers in the scale from 1 to 5.

Soalan berikut adalah untuk mengkaji teori SERVQUAL iaitu kebolehpercayaan, kebolehwujudan, responsif, jaminan dan empati. Setiap skala untuk soalan diberikan di bawah. Anda boleh menandakan jawapan anda pada skala 1 hingga 5.

No.	Reliability / Kebolehpercayaan	1	2	3	4	5
1	The bus always arrives on time / Bas sentiasa tiba tepat pada masanya.					
2	A bus never breaks down on the road / Bas tidak pernah rosak di jalan raya.					
3	Passengers can book tickets easily / Penumpang boleh menempah tiket dengan mudah.					
4	Staff must satisfy passengers' requests right the first time / Kakitangan mesti memenuhi permintaan penumpang pada kali pertama.					
5	There is a schedule for buses / Terdapat jadual untuk bas.					

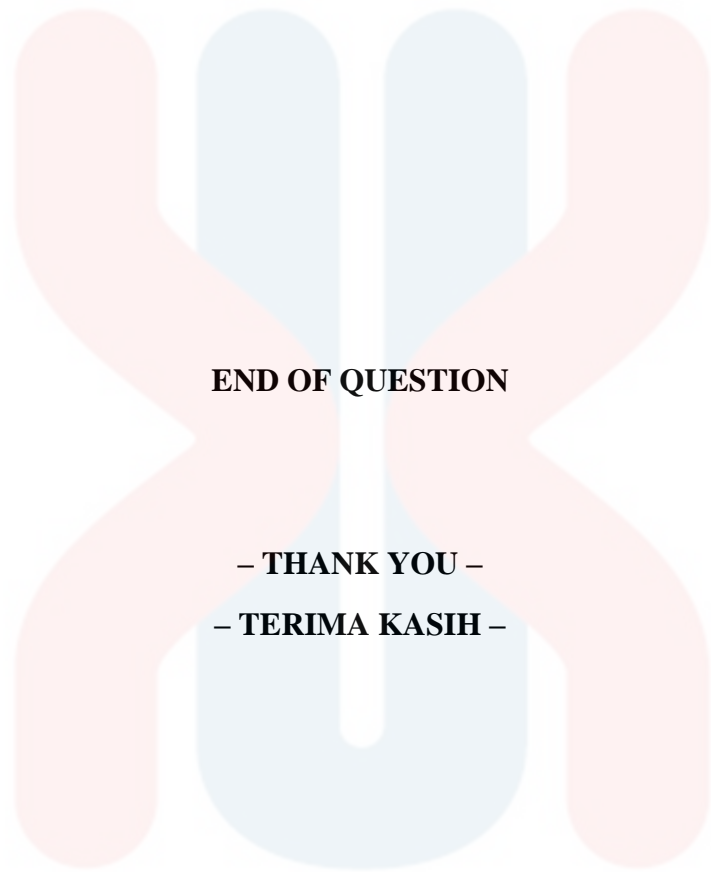
No.	Tangibility / Kebolehwujudan	1	2	3	4	5
1	Staffs' attire is neat and smart / Pakaian kakitangan adalah kemas dan segar.					
2	Bus staff have a professional appearance / Kakitangan bas mempunyai penampilan profesional.					
3	Passengers have enough room on buses / Penumpang mempunyai ruang yang cukup di dalam bas.					
4	The buses have spacious seats for passengers / Bas mempunyai tempat duduk yang luas untuk penumpang.					
5	The ticket office is attractive and neat / Pejabat tiket menarik dan kemas.					

6	The buses are well maintained and neat / Bas diselenggara dengan baik dan kemas.					
7	The buses have ample legroom and foot space / Bas mempunyai ruang kaki dan ruang kaki yang luas.					

No.	Responsiveness / Responsif	1	2	3	4	5
1	Staff provide individualised attention to help customers / Kakitangan memberikan perhatian secara individu untuk membantu pelanggan.					
2	Bus staff always inform people of the availability of services and changes in prices in advance / Kakitangan bas sentiasa memaklumkan kepada orang ramai tentang ketersediaan perkhidmatan dan perubahan harga terlebih dahulu.					
3	Bus staff provide timely and efficient services / Kakitangan bas menyediakan perkhidmatan yang tepat pada masanya dan cekap.					
4	Communication with staff is clear and helpful / Komunikasi dengan kakitangan adalah jelas dan membantu.					
5	Staff are always willing to help passengers / Kakitangan sentiasa bersedia membantu penumpang.					

No.	Assurance / Jaminan	1	2	3	4	5
1	Passengers feel safe in their transactions with staff / Penumpang berasa selamat dalam transaksi mereka dengan kakitangan.					
2	The luggage of passengers is secure / Bagasi penumpang adalah selamat.					
3	Bus staff are always polite / Kakitangan bas sentiasa bersopan santun.					
4	Bus staff have in-depth occupational knowledge of their jobs / Kakitangan bas mempunyai pengetahuan pekerjaan yang mendalam tentang pekerjaan mereka.					
5	The behaviour of the bus staff instils confidence in the passengers / Tingkah laku kakitangan bas menimbulkan keyakinan kepada penumpang.					

No.	Empathy / Empati	1	2	3	4	5
1	Bus staff have passengers' interests at heart / Kakitangan bas mempunyai kepentingan di hati penumpang.					
2	Bus staff convenient operating hours / Waktu operasi kakitangan bas yang mudah.					
3	Easy accessibility of information about bus services / Kebolehcapaian mudah maklumat tentang perkhidmatan bas.					
4	It is easy to find and access the ticket office or station bus / Mudah untuk mencari dan mengakses pejabat tiket atau bas stesen.					

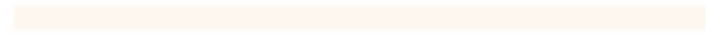


END OF QUESTION

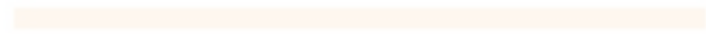
- THANK YOU -

- TERIMA KASIH -

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APPENDIX B - GANTT CHART

TASK	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Identify group member	█														
Identify research title	█														
Finding main article		█													
State DV and IV		█													
Briefing and present with SV			█												
Start writing for chapter 1			█												
Chapter 1 submission to SV			█												
Correction for chapter 1				█											
Chapter 2 and 3 submission to SV				█											
Discussion and correction chapter 1-3					█										
Second correction for chapter 1-3					█										
Checking full research report and turnitin						█									
Submission of full research report FYP1							█								
Presentation for FYP1								█							
Mid-sem break															
Questionnaire								█							
Collect data respondents								█	█						
SPSS information										█					
Formatting data collected										█					
Chapter 4 editing											█				
Chapter 4 submission												█			
Chapter 5 editing													█		
Combination of chapter 4&5													█		
E-poster explanation														█	
Submission e-poster & video														█	█
Submission empirical paper & full paper														█	█



**REKOD PENGESAHAN PENYARINGAN TURNITIN
VERIFICATION RECORD OF TURNITIN SCREENING**

Kod>Nama Kursus: ALS4113

Code/ Course Name: PROJEK PENYELIDIKAN LOGISTIK II

Sesi/Session: 2022/2023

Semester: 7

Nama Program/Name of Programme: SAL

Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/ Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ Verification of Plagiarism Screening

Saya, Nor Adila Hanis Binti Mohamad Nasir (Nama), No.Matrik A20B1608 dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 28 %.

I, Nor Adila Hanis Binti Mohamad Nasir (Name), Matrix number A20B1608 hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of 28 %.

Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper:-

FACTORS INFLUENCING CUSTOMER SATISFACTION ON PUBLIC TRANSPORT SECTOR AMONG BUS CONSUMER IN MALAYSIA

Tandatangan/Signature

Nama Pelajar/Student Name: Nor Adila Hanis Binti Mohamad Nasir

No.Matrik/Matrix No: A20B1608

Tarikh/Date: 24 January 2023

Pengesahan

Penyelia/Supervisor: Cik Nurul Azwa Binti Mohamed Khadri

Tandatangan/Signature:

Tarikh/Date:

Group 9

ORIGINALITY REPORT

28%
SIMILARITY INDEX

24%
INTERNET SOURCES

8%
PUBLICATIONS

16%
STUDENT PAPERS

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**FAKULTI KEUSAHAWANAN DAN PERNIAGAAN
UNIVERSITI MALAYSIA KELANTAN**

**BORANG KELULUSAN PENYERAHAN
LAPORAN AKHIR PROJEK PENYELIDIKAN TANPA JILID**

Kepada,

Dekan,
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan

Kelulusan Penyerahan Draf Akhir Laporan Akhir Projek Penyelidikan Tahun Akhir Tanpa Jilid

Saya,, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

Nama Pelajar: Mahira Asilah Binti Norkhalis No Matrik: A19A1046

Tajuk Penyelidikan:

**FACTORS INFLUENCING CUSTOMER SATISFACTION ON PUBLIC TRANSPORT SECTOR AMONG
BUS CONSUMER IN MALAYSIA**

Sekian, terima kasih

Tandatangan Penyelia

Tarikh:

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: Mahira Asilah Binti Norkhalis
 Student's Name: Kumuthavalli A/P Supramaniam
 Student's Name: Nor Adila Hanis Binti Mohamad Nasir
 Student's Name: Nor Syafiqah Binti Shamsuri
 Name of Supervisor: Cik Nurul Azwa Binti Mohamed Khadri

Matric No. A19A1046
 Matric No. A19A0228
 Matric No. A20B1608
 Matric No. A19A0465
 Name of Programme: SAL

Research Topic: FACTORS INFLUENCING CUSTOMER SATISFACTION ON PUBLIC TRANSPORT SECTOR AMONG BUS CONSUMER IN MALAYSIA

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.		

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

2.	Overall report format (5 MARKS)	Submit according to acquired format	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)

FKP

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

3.	Research Findings and Discussion (20 MARKS)	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)
TOTAL (50 MARKS)						

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name: Mahira Asilah Binti Norkhalis
 Student's Name: Kumuthavalli A/P Supramaniam
 Student's Name: Nor Adila Hanis Binti Mohamad Nasir
 Student's Name: Nor Syafiqah Binti Shamsuri

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 Matric No. A20B1608
 Matric No. A19A0465
 Name of Programme: SAL

Name of Supervisor: Cik Nurul Azwa Binti Mohamed Khadri

Research Topic: FACTORS INFLUENCING CUSTOMER SATISFACTION ON PUBLIC TRANSPORT SECTOR AMONG BUS CONSUMER IN MALAYSIA

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	___ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	___ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	___ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	___ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	___ x 1 (Max: 4)	
TOTAL (20 MARKS)							/20

KELANTAN