

**THE STUDY TOWARDS QUALITY SERVICE AND
PASSENGERS' SATISFACTION LEVEL USING BUS
TERMINAL IN KOTA BHARU, KELANTAN**

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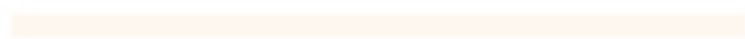
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The Study towards quality service and passengers' satisfaction level using Bus Terminal in Kota Bharu, Kelantan

by

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A thesis submitted in fulfillment of the requirements for the degree of Bachelor of Entrepreneurship (Commerce) With Honours

**Faculty of Entrepreneurship and Business
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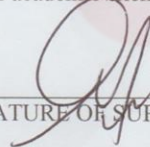
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ACKNOWLEDGEMENT

Firstly, we would like to thank and praise the Almighty God for providing us with strength, and because of His blessing, we finally managed to accomplish this research. Without His approval, we wouldn't have gone this far. This research could not have been complete without our group member's effort and cooperation, which consisted of Nurul Ezah Shafiqah binti Mohamad Nazri, Nor Farehan binti Md Zin, Low Xuan Hong, and Muhammad Affizudin bin Che Abu Bakar. We always work hard to produce a good assignment with total commitment and responsibility. Due to his guidance, we were able to accomplish this research correctly. Thus, we would like to acknowledge with thanks our supervisor, Dr. Mohd Safwan bin Ghazali. He always supports and guides us on how to do our research to produce a good outcome. He inspired us greatly to work on this project. We also like to thank him for teaching us in this course. Last but not least, we thank the Universiti Malaysia Kelantan (UMK) campus Pengkalan Chepa for allowing us to conduct this research. Finally, an honourable mention goes to our friends and respondents for their support and willingness to spend time with us to fill in the questionnaires.

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ABSTRACT

The objective of this study is to examine the quality service and passengers' satisfaction level using the Bus Terminal in Kota Bharu, Kelantan. Quality service is crucial in a company's operational activities because it has a great impact on customer satisfaction and loyalty. Service quality will be measured in five dimensions: reliability, responsiveness, empathy, assurance, and tangibles. Customers are the key to winning in the competition among business practitioners. Quality service is an important component of the marketing mix that has an impact on consumers. Quality service is an important component in influencing customers when it comes to increasing customer loyalty. The data analysed were collected from Malaysian citizens (aged 18 to 50 years old and above). This study discusses the findings of the study and examines whether the objectives of this study can be achieved. Conclusions and recommendations will be presented in the final chapter.

Keywords: Quality service, Satisfaction Level, Bus Terminal

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

The International Monetary Fund (IMF, 2000) defines globalisation as "the increasing economic interdependence of countries around the world due to an increase in the volume and variety of cross-border transactions in goods and services, freer international capital flows, and additional rapid and widespread diffusion of technology." Economic globalisation includes cross-border movements of goods and services, international money transfers, the reduction of taxes and trade barriers, immigration, and the dissemination of technology and knowledge across boundaries. It is a source of much debate and disagreement, just like any other source of immense power (Samimi and Jenatabadi, 2014).

Transportation, in fact, plays a critical function in connecting the world's disparate import and export marketplaces, as well as the perpendicularly disaggregated works of fabrication organisations. The global economy has recently evolved dramatically, necessitating new logistical dynamics. Globalisation has benefited not just from the opportunities given by interaction with new markets, but also from important actors competing for the loyalty of the same clientele. Shippers must now shift their company outside of their native country's boundaries and organise their expenses in order to survive the competitive environment. Throughout history, shipping has been an important human activity, particularly in areas where wealth was based primarily on international and interregional commerce. Transportation, together with communications, international standardisation, and economic liberalisation, has been dubbed one of the four pillars of globalisation (Kumar and Hoffmann, 2002).

Across the world, public bus operations play a vital role in providing transportation for commuting passengers all over the world. Bus services are offered by many bus companies, each with their own set of goals. For example, in Hampshire, UK, 70% of public buses are

managed and run by private commercial operators, whereas 30% are subsidised entirely or partially by Hampshire County Council or local districts. Commercial bus firms must earn from their bus services. However, the financed bus service may not be monetarily sustainable, but it meets a social need in the community.

In certain circumstances, the buses are managed by different authorities. One such example is the bus services for students and staff (known as Universiti Bus Link or Uni-Link) provided by the University of Southampton (UoS) through BlueStar partnering services. BlueStar Bus Company operates Uni-Link. The bus route connects Southampton's airport, University campus, General Hospital, train station, and city centre. Uni-Link provides services not just to UoS students and staff, but also to the general public.

Satisfaction is defined as the fulfilment of an expected outcome. Prior expectations about the degree of quality impact satisfaction or discontent with a programme or facility (Sigala, 2004). Satisfaction is affected by a variety of circumstances, and there is no shortage of literature on the issue. We look at several research studies done in this subject to create the criteria related to consumer happiness. According to studies, customers expect the highest service quality and respond to their requests (Zheng and Jiaqing, 2007). According to Anderson et al. (2007), service failures such as transport delays have an impact on customer satisfaction. This promotes customer prejudice, which leads to discontent. Customer satisfaction is affected by the friendliness of the workforce, particularly bus driver behaviour in connection to service frequency. The bus driver's friendliness may please consumers by improving communication and awareness of their demands (Disney, 1998).

In terms of frequency, Taylor et al. (2008) found that frequent services increased satisfaction and urban transport patronage. Furthermore, Andreassen (1995) suggested that consumer (dis)satisfaction with public transport is ultimately determined by the arrangement of the

platform or station, particularly for buses. Customer satisfaction is also influenced by dependability, convenience, and reactivity (Cavana and Corbett, 2007).

In Malaysia, the majority of public bus services are entirely controlled by private operators. To maintain the profitability of the services, the government assists bus firms by providing bus terminal infrastructure as well as a diesel subsidy.

The most popular mode of public transport in many cities of Malaysia is the public bus service. This is because public bus services are affordable and offer a wide range of routes both urban and rural. Therefore, the country's excellent and continuously growing economy depends on the quality of public bus services. In addition to this, an excellent public bus service can reduce the personal expenses of the Malaysian people. This is because people who need to use public bus services can save on fuel as well as some unnecessary expenses such as parking fees. Apart from taking care of the economy for the people, the utilisation of public bus services can reduce the negative impact on the environment. Therefore, transport interests in Malaysia need to ensure the accessibility of resources to be able provide an effective and efficient public bus service system (Ponrahono, Bachok et al. 2015). In Malaysia, private companies fully manage most of the public bus services. Therefore, in order to ensure the availability of public bus services in Malaysia, the government supports the bus companies through the provision of bus terminus facilities as well as subsidies to the bus companies (Rohani, Wijeyesekera et al. 2013).

1.2 Problem Statement

Malaysia is a country where terminals play an essential part in public transportation. It serves as an arrival and departure point for buses as well as a transit interchange before they go on to their next destination. The bus station is well-equipped for passenger comfort. Bus terminals are often placed outside the downtown area, in the city centre or on the outside of the city. Wherever the location is, the terminal should perform or give its essential role, which

provides safety and convenience to consumers while they wait, alight, or board the bus. A well thought-out and maintained the bus terminal will serve as an engine for the development of the neighbouring communities.

The Kota Bharu bus terminal in Kelantan is a major hub for transportation that links travellers to various sites around the province. It is an essential component of the local public transport system, supporting the everyday movement of a large number of passengers. The efficacy and quality of service provided by the bus terminal have a direct influence on the region's overall public transport experience for passengers.

Passenger satisfaction at the bus terminal in Kota Bharu, Kelantan, is influenced by a range of conveniences and amenities provided to passengers. However, there is a lack of comprehensive understanding regarding the specific types of conveniences that significantly impact satisfaction levels. These conveniences may encompass a wide range of factors, such as infrastructure, amenities, and services that contribute to passengers' overall experience. While it is widely recognized that conveniences are important for passenger satisfaction, there is currently a knowledge gap concerning which specific types of conveniences significantly impact this satisfaction. Passengers' preferences, needs, and priorities can vary, and understanding what matters most to them can be crucial for tailoring the services and facilities provided at the bus terminal.

Not only that, but concerns are also increasing about the amount of safety and security precautions in place. This issue stems from variables such as the rising complexity of security threats, shifting safety regulations, and changing passenger wants and expectations. It is critical to address these problems in order to preserve and increase passenger happiness, as well as to ensure the safety and well-being of people who use the bus terminal. The problem statement recognises the urgent necessity to completely examine the existing condition of security and

safety measures within the terminal. This evaluation entails a thorough analysis of numerous areas such as surveillance systems, illumination, emergency response protocols, the presence and effectiveness of security staff, and the general safety of the terminal environment.

Despite the increasing importance of digital transformation in enhancing public transportation services, there is limited insight into the current state of digital transformation initiatives at the bus terminal in Kota Bharu, Kelantan. The extent to which digital transformation initiatives have been adopted and integrated into the bus terminal in Kota Bharu, Kelantan, remains largely unexplored. This lack of understanding poses a significant challenge for both the terminal's management and passengers.

1.3 Research Questions

1. What is the nature and strength of the relationship between service quality and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan?
2. What is the relationship between conveniences and satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan?
3. What is the relationship between security implemented and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan?
4. What is the relationship between the current state of digital transformation initiatives and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan?

1.4 Research Objectives

1. To determine the relationship between service quality towards satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.
2. To investigate the relationship between conveniences towards the satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan.
3. To assess the relationship between the level of security implemented towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.

4. To assess the relationship between the current state of digital transformation initiatives towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.

1.5 Scope of the Study

This study will offer an overview of the quality of service and the level of satisfaction of passengers who use the Bus Terminal in Kota Bharu, Kelantan. This study focuses exclusively on the bus terminal located in Kota Bharu, Kelantan, Malaysia. It does not extend to other bus terminals or public transportation facilities in different regions. In order to carry out this research, this study's sample had been given to people who use the bus terminal in Kota Bharu, Kelantan, most of whom are students of the University of Kelantan.

The research will employ a synthesis of quantitative and qualitative techniques of investigation, featuring surveys, observations, and data analysis. A review of relevant literature may also be conducted. Researchers generally distribute questionnaires to UMK City Campus students in order to avoid incorrect data of students who use the terminal bus in Kota Bharu to get to their respective destinations. The use of questionnaires on google form makes the researcher's work easier and also saves time. Approximately 150 to 200 bus terminal users in Kota Bharu who are students were surveyed to obtain data.

The study centres on understanding the satisfaction levels of passengers who utilize the Kota Bharu bus terminal. This includes exploring passenger perceptions, experiences, and preferences concerning the services and facilities provided. From here, researchers can find out the relationship between DV and IV. That is the relationship between satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan with service quality, conveniences, security implemented and also current state of digital transformation initiatives.

1.6 Significance of Study

This research holds paramount significance within the context of public transportation in Kota Bharu, Kelantan, and provides substantial contributions to both academic understanding and practical applications. The study's importance can be outlined as follows.

Firstly, this research addresses a critical gap in the current knowledge concerning passenger satisfaction and the factors influencing it at the bus terminal in Kota Bharu, Kelantan. By comprehensively examining service quality, conveniences, security, and digital transformation initiatives, the study aims to uncover the specific details and factors that contribute to passenger satisfaction. This is essential for public transportation authorities, terminal management, and policymakers as it can guide improvements to enhance the overall passenger experience.

Secondly, this research has practical implications for the broader transportation industry, particularly in terms of service quality and passenger satisfaction. The study's findings can serve as a reference for similar transportation hubs and authorities seeking to optimize their services and meet the evolving needs of passengers. It contributes to the broader discourse on enhancing public transportation, which is critical for urban planning, sustainability, and the quality of life for residents.

Additionally, the study holds relevance at the academic level by contributing to the body of knowledge in the fields of transportation management, customer satisfaction, and digital transformation in public services. It offers a comprehensive analysis of the multifaceted factors influencing passenger satisfaction, thus adding to the academic literature and serving as a foundation for future research in related areas.

In conclusion, this research project's significance lies in its potential to provide practical solutions for improving public transportation services in Kota Bharu, Kelantan, and beyond. By investigating the intricate relationships between service quality, conveniences, security, and

digital transformation initiatives, this study offers the opportunity to enhance the daily commuting experience for passengers, contribute to the development of a more sustainable and efficient transportation system, and advance academic knowledge in the field.

1.7 Definition of Term

Service Quality

From an objective point of view, the service quality of public transport depends on the attractiveness of public transport. Subjectively, however, satisfaction with the quality of service depends on the passengers. Therefore, there is a relationship between operational quality and service satisfaction (Weng, Yu et al. 2023).

Customer Satisfaction

Customer satisfaction is based on the evaluation of customers after purchasing products and services. The traditional definition for customer satisfaction is based on satisfaction or dissatisfaction. This describes the result of the interaction that occurs between consumers' prepurchase expectations and post-purchase evaluations (Muhannad M.A Abdallat and Hesham El –Sayed El - Emam). According to Anton (1996) a newer approach is proposed which is to define customer satisfaction as a state of mind. This is due to the customer's ability to meet or exceed previous needs and expectations throughout the period of use of the product or service. Thus, customer loyalty increases and ensures repeat purchases in the future (Goldsmith 2017).

The key determinant of competitiveness is the service quality. If organizations can focus on service quality, they can compete and stand out from other organizations. Excellent service quality is capable of increasing profitability. In addition, service quality can influence existing customers and attract repeat business from potential customers (Ghobadian and Jones 1994).

1.8 Organization of the Proposal

This research proposal the study towards quality service and passengers' satisfaction level using Bus Terminal in Kota Bharu is divided into five chapters. Chapter one conducts an introduction including the background of the study, a problem statement, research question, research objectives, the scope of the study, the significance of the study, and the definition of terms that will be used in this proposal.

The second chapter focused on a literature review on the underpinning theory, the hypotheses statement, and the conceptual framework based on the extensive literature review. Chapter three discusses the research methodology of the study. The chapter also explains the research design, which includes data collection methods, measurement of the variables, data collection methods, study population, sample size, sampling techniques. research instrument development, and the produce for data analysis. Chapter four presents the statistical analysis results for the data collected. as well as the findings from the data analysis. Finally, chapter five will discuss the implications, research limitations, and future research recommendations.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will focus on a literature review of the understanding satisfaction level using Bus Terminal Kota Bharu among passengers. This chapter will also describe in more detail the dependent variable and independent variable. Furthermore, this chapter will explain the definition of each independent variable, which are quality service, convenience, securities and digital transformation that influence satisfaction level of passengers using Bus Terminal Kota Bharu. Besides that, this chapter will explain about the theory used and the hypothesis statement that will be tested. Finally, the researcher will conclude with a summary.

2.2 Underpinning Theory

In IS studies, Gregor (2002) refers to underpinning theories for understanding the social environment. The theories are intended to explain “how” and “why” things happen the way they do. In this study two underpinning theories were used which were Structuration Theory (ST) and Contingency Theory (CT). Structuration Theory (ST) used for understanding the dependent variables that related with satisfaction level of passenger’ and Contingency Theory (CT) used for the independent variables to understand more about quality service, convenience, securities, and digital transformation.

2.2.1 Structuration Theory (ST)

Structuration Theory (ST) focuses on the agent and the structure. The theory is concerned with the link and interaction between actors and structure. In ST, agents can be both technical and non-technical, and structure consists of rules and resources. According to Iyamu and Roode (2010), the term ‘structure’ should not be mistaken with its evident meaning. *In the English*

language, there is a sense of organisational hierarchy. ST sought to comprehend the interaction of social practices throughout time and location (Giddens, 1984). The agent activity and structural action are mutually dependent, and they create and reproduce each other because of dualism.

Structure duality has three dimensions: structure, modality, and interaction. Modalities (interpretive schemes, resources, and norms); Structure (signification, dominance, and legitimation); and Interaction (communication, power, and sanction) are the essential parts of each dimension. Interaction between agents and structure occurs via structure's duality, and the interactions create and replicate action throughout time and space.

For example, structuration theory, established by sociologist Anthony Giddens, provides a paradigm for analysing the link between social structures and human agency, emphasising the duality of structure and individual acts. In the context of passenger pleasure at a bus terminal, structuration theory can provide insights into how the interplay between the terminal's structure (physical layout, organisational processes, policies) and the behaviours of individuals (passengers, personnel) impact satisfaction.

2.2.2 Contingency Theory (CT)

Contingency Theory (CT) is concerned with situational or contextual elements that affect leadership (Fiedler, 1967). It is a method of studying organisational behaviour that provides explanations for how contingent elements like technology, culture, and the external environment impact the design and operation of the environment. According to the notion, there is no one optimal approach to construct organisational structure that is useful in certain contexts but not in others (Fiedler, 1967). The CT, like other socio-technical theories presented here, has

been used in several IS research, including Tinaikar and Flor (1995), Barki, Rivard, and Talbot (2001), and Mathiassen and Srensen (2007).

In example, contingency theory (CT) emphasises that there is no one-size-fits-all strategy and that an organization's or system's efficiency is dependent on a variety of elements and their alignment with the current scenario. When applied to bus terminal services, this theory implies that the effectiveness of these features is dependent on several contextual conditions.

Quality services by the context of excellent service in a bus terminal, contingency theory means that the ideal service delivery model may change depending on factors such as the terminal's location, passenger demographics, peak hours, and cultural concerns. A bus station in a touristy region, for example, may require bilingual staff and additional information kiosks.

The amount of convenience provided by a bus station is determined by a variety of factors. This includes the terminal architecture, ease of access to various modes of transport, the provision of parking and waiting rooms, and connection with digital systems for ticketing and real-time information. Convenience may also include the provision of facilities for differently abled travellers, considering varying requirements and guaranteeing ease of access for everyone.

Next, according to contingency theory, security measures should be based on the terminal's location, surrounding environment, and prevailing safety issues. This might include the deployment of security personnel, surveillance systems, emergency response methods, and passenger safety measures. Terminals in high-traffic metropolitan locations may require different security measures than terminals in more rural or low-traffic areas.

After that, the use of digital technology at a bus terminal should be based on technical infrastructure, passenger technological savvy, and the requirement for increased efficiency.

This might include introducing digital ticketing systems, real-time information applications, interactive kiosks, and other digital technologies to improve the passenger experience. However, it is critical to ensure that these technologies are user-friendly and accessible to all passengers, considering varied degrees of digital knowledge.

In summary of contingency theories, the effectiveness of quality service, convenience, security, and digital transformation in bus terminal services is dependent on an awareness of contextual elements such as location, demography, technical preparedness, and safety concerns. Flexibility and flexibility to these eventualities are critical in developing and executing methods to improve these elements of bus terminal services.

2.3 Previous Studies

2.3.1 Satisfaction level of passenger

Customer perceptions and expectations may be used to assess the quality of services given (Eboli & Mazulla, 2011). (Hayes, 2008) classify customers as 'soft indexes,' which are subjective in nature and may be utilised as a measure of efficacy based on customer impressions. Because they are the primary users. The distinction between the running and manufacturing expenses, as well as the sales costs (profit margin), are reasonably representative of a certain business. However, the success of service-based enterprises is primarily dependent on the management efficacy of the agency client's own. In other words, it should be customer-oriented and cater to the requirements and wishes of the clients. According to Schiefelbusch and Dienel (2009), the ultimate evaluator of excellent services by the customer. The Customer Satisfaction Survey (CSS) is used to gauge customer satisfaction, which will help authorities improve service quality and increase the number of individuals who use public transport. The

questionnaire will allow the authorities to identify all parts of public transport that need to be fixed.

2.3.2 Quality Service

Several previous studies in Malaysia have explored the relationship between quality service and passenger satisfaction in the context of public transportation. Notably, a study conducted by (Abdullah 2017) investigated the factors influencing passenger satisfaction with public bus services in Kuala Lumpur. The research found that aspects such as punctuality, cleanliness, courteous behaviour of bus staff, and the condition of buses significantly affected passenger satisfaction. This study provides valuable insights into the importance of quality service in the Malaysian public transportation sector and offers a foundation for understanding similar dynamics in Kota Bharu, Kelantan.

2.3.3 Conveniences

Research focusing on the role of conveniences in public transportation satisfaction has also been conducted in Malaysia. A study by (Wong and Goh 2018) examined the impact of amenities and facilities at bus stops on passenger satisfaction in Penang. The findings highlighted that the provision of shelters, seating, and accurate information significantly contributed to passenger satisfaction. This research underlines the relevance of considering the availability of conveniences at transportation hubs, which can be applied to the study of bus terminals in Kota Bharu, Kelantan.

2.3.4 Securities

Security is an objective value. Security is objectively achieved when the risks posed by vulnerabilities to challenges and threats can be avoided, prevented, managed, responded to,

mitigated, and adapted to (Degaut 2015). Safety risks and transport quality efficiency factors occur because of insufficient capacity at bus terminals (Al-Mudhaffar, Nissan et al. 2016).

Regarding security, both male and female passengers have different opinions on the security of bus terminals. In contrast, male passengers are more satisfied with comfort, reliability, and security. Female passengers are generally dissatisfied with the quality and level of service provided by the public transport system, especially with regard to security and unreliability (Freitas, Filho et al. 2023). Therefore, bus terminals need to protect female security in particular. Since safety is the first priority for females, an imperfect security system will lead to a lower level of satisfaction among female passengers at bus terminals. When the level of satisfaction at bus terminals decreases, many female passengers are afraid to use public transportation. As a result, the reputation of the bus terminals will be poor, and they will face losses.

It is necessary to keep the public transport system free from attacks or threats especially at public bus stops. The cost of ensuring security is a reasonable standard for security and preparedness measures. The provision of good lighting, a visible presence of staff and CCTV will ensure passenger safety and enhance passenger satisfaction at bus stops. When a bus station fails to provide these methods, it can make passengers feel intimidated because their safety is at risk (Adebola, Samuel et al. 2014).

2.3.5 Digital Transformation

Digital transformation can be understood as a disruptive process. The organisations add value through digital transformation by changing to more advanced and convenient processes in order to adapt to the rapid global changes. Digital transformation requires access to the newest knowledge and skills to enable organisational innovation. Therefore, digital transformation requires collaboration within organisations and across industries to facilitate the construction

of new models. In addition to this, digital transformation can further transform, for example, the management of organisations such as HR and IT departments (Robertson and Lapiņa 2023).

While digital transformation has brought a lot of convenience and benefits to passengers on public transportation systems - and bus terminals. However, digital transformation cannot bring convenience and benefits to every class of passengers, such as the elderly, people with low levels of education, people with lower incomes, and people living in rural areas. These groups can be distrustful of technology and are not accustomed to using the benefits of digital transformation. This reduces passenger satisfaction among these groups and affects the ability of bus station staff to assist them (Durand, Zijlstra et al. 2023).

One of the features of digital transformation is self-service. Self-service activities are nowadays the favourite way for passengers. This is due to the fact that self-service and online operations significantly reduce the time passengers spend waiting at bus terminals, which in turn significantly reduces wasted time queuing. As a result, self-service significantly increases passenger satisfaction with the use of bus terminals. In addition, when bus terminals are operated smoothly and efficiently, this reduces the burden on bus terminal staff and makes it easier to control bus terminal operations (Heiets, La et al. 2022).

2.4 Hypothesis Statement

A hypothesis is a theoretical connection between two or more factors that drive the activity of research to investigate it (Sekaran, U., & Bougie, R., 2016, p.83). This relationship may either be positive or negative. The research aims to investigate the relationship between the independent variables (quality service, conveniences, securities, and digital transformation) and dependent variables which is passengers' satisfaction at the bus terminal in Kota Bharu,

Kelantan. The hypotheses had to be developed and tested based on the findings of the investigation.

H1: There is a significant relationship between the quality of services and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan.

H2: There is a significant relationship between the conveniences and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan.

H3: There is a significant relationship between the security and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan.

H4: There is a significant relationship between the digital transformation and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan.

2.5 Conceptual Framework

A conceptual framework is a structure or model that provides a broad outline or a theoretical foundation for understanding a specific topic, issue, or problem. It serves as a way to organise and conceptualise the various factors, variables, and relationships that are relevant to the subject of study. In this research study, the independent variables were conveniences, securities, digital transformation and infrastructure and environment. A dependent variable is the satisfaction level of passengers using the bus terminal.

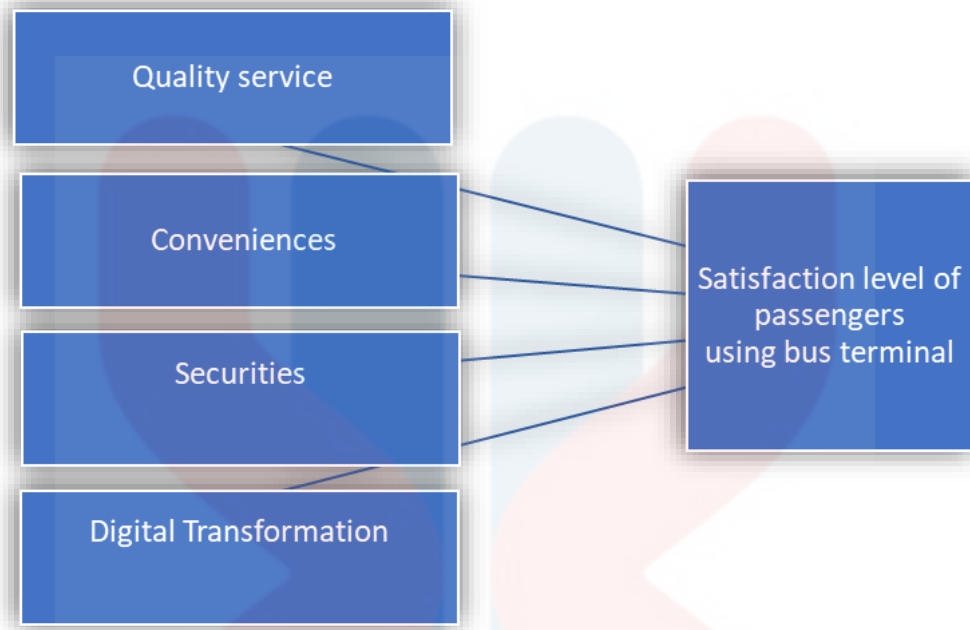


Figure 2.1: Conceptual Framework

2.6 Summary / Conclusion

Conclusively, this section addressed the research literature review, and it targets the factor of quality service that influences passengers' satisfaction level using Bus Terminal Kota Bharu. From this chapter, all the related literature reviews regarding the research are quality service, convenience, securities, and digital transformation.

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

A research methodology is an explanation and discussion of how the researcher collected and analysed data. This portion of a thesis, dissertation, or article is significant because it describes how the researcher conducted his or her study (McCombs et al., 2022). The most frequent research approaches are inductive and deductive. Inductive processes are most typically employed in research studies, whereas deductive methodologies are used in scientific experiments and mathematical models (Finn et al., 2000). A methodological chapter is given to illustrate the connection between the literature review and this investigation. The approach consists of a study design, research tools, a data measuring scale, and a data gathering procedure. This chapter also discusses analytical processes such as sampling, pre-testing, structural equation modelling (SEM), statistical software (SPSS), and partial least squares (PLS). Quantitative approaches are widely used in business research, and this study focuses on them. Qualitative data collection and processing, such as interviews and observations, is important to qualitative research. This technique to theory creation is also known as an inductive approach (Firestone, 1987; Finn et al., 2000).

Quantitative research is founded on a positivist paradigm of objective truths that may be stated numerically. Dew's (2007) study employed quantitative or deductive research to evaluate and develop his theory. The deductive technique is used in this research for data analysis and findings discussion.

3.2 Research Design

The layout for data collecting and analysis to connect research objectives with economics and procedure is referred to as research design (Akhtar, 2016). A new study, for example,

discovered that research design is the structuring of circumstances for data collection and analysis with the goal of matching research objectives with economics and methodologies (Analysis of Research Methodology and Research Methodology, 2022). Primary data was obtained and processed in this study utilising Structural Equation Modelling (SEM). To obtain primary data, self-administered questionnaires were disseminated using a random sample. This was done since it is simple to comprehend and saves respondents' time. The survey was conducted to investigate the quality of service and the degree of satisfaction among passengers who used the bus terminal in Kota Bharu, Kelantan. Appropriate questionnaire design and data gathering strategies are crucial in quantitative research. This study acquired primary data by distributing self-administered questionnaires by random sampling because it is straightforward to interpret and saves respondents' time.

3.3 Data Collection Methods

The data collection process is a method of gathering information from all relevant sources. To find answers to the research question, test the hypothesis, and assess the findings. There are two sorts of data collecting methods: primary data collection methods and secondary data collection methods. This study may use both primary and secondary data gathering approaches.

3.3.1 Primary Data Collection Method

There are two sorts of primary data gathering methods: qualitative data collection and quantitative data collection. Quantitative data gathering techniques include closed-ended surveys, correlation and regression procedures, mean, mode, and median, among others. Furthermore, as compared to qualitative data gathering techniques that may be completed in less time, the quantitative data collection methodology is less expensive. Furthermore, because

the approach to quantitative techniques is very standardised, comparing the findings is straightforward. The researcher makes use of quantitative data.

3.3.2 Secondary Data Collection

The term "secondary data" refers to material that has already been published in books, newspapers, magazines, journals, and websites. There are various websites that give a lot of information regarding this area of research in business studies, irrespective of the field's existence. Furthermore, using the appropriate set of criteria to classify the secondary data that will be utilised in the research is crucial to the accuracy and reliability of the test findings. These factors include the author's qualifications, the source's dependability, the consistency of the discussions, the depth of the analysis, and the extent to which the book contributes to the progress of the study field.

Previous researchers commonly employed the approach of library study as their way of gathering data for the research, which includes periodicals, newspapers, doc literature evaluation of previous studies, journals, statistical analysis, and so on. In this study, the researcher collects information from both primary and secondary sources. The researcher will use Google Forms to disseminate the questionnaire in order to collect primary data. The researcher uses Google Scholar to get data and prior studies for the secondary data collecting technique.

3.4 Study Populations

The study population for the research project will encompass two primary groups: Universiti Malaysia Kelantan (UMK) students and local residents of Kota Bharu, Kelantan, who utilize the Bus Terminal for their transportation needs. These two groups represent significant

segments of the overall passenger demographic at the Bus Terminal and are essential to understanding service quality and passenger satisfaction in this context.

UMK students, with a reported enrolment of 12,699 students in Prasiswazah and 885 in Pascasiswazah in 2023, (UMK 2023) are a prominent and pertinent group to examine due to their regular use of the Bus Terminal for daily commuting, both within Kota Bharu and to other destinations. Their diverse needs and expectations regarding public transportation services make them a valuable focus group. Their experiences and perspectives are of particular interest as they constitute a substantial portion of the terminal's customer base.

Local residents of Kota Bharu, Kelantan, with a reported population of 568,900 in 2022 (Wikipedia 2023), are another essential group to consider. They represent the broader community and have various transportation requirements. Their input is crucial for understanding how the Bus Terminal serves the local population and identifying potential areas for improvement.

By including both UMK students and local residents in the study, the research aims to provide a comprehensive understanding of the factors that influence passenger satisfaction and service quality at the Bus Terminal in Kota Bharu, Kelantan. This approach will ensure that the findings and recommendations benefit not only these specific groups but also contribute to enhancing the overall quality of service for all passengers.

3.5 Sample Size

The sample size for the research consists of 196 respondents. This sample includes both UMK students and local residents of Kota Bharu, Kelantan, selected for the study. For the UMK student segment, a sample size of 199 has been chosen. Dillman (2007) suggests that in surveys

targeting specific populations, such as UMK students in this case, a sample size of 200-400 participants is typically sufficient to yield statistically meaningful results. Focusing on UMK students, who are frequent users of the Bus Terminal, ensures that the study captures a significant portion of the terminal's core users, making the findings highly relevant.

In addition to UMK students, local residents of Kota Bharu, Kelantan, have also been included in the same sample of 199 respondents. This integrated approach allows for a comprehensive understanding of service quality and passenger satisfaction by considering the perspectives and experiences of both groups. Including both UMK students and local residents in the sample, the research project aims to provide a holistic view of the factors that influence passenger satisfaction and service quality at the Bus Terminal in Kota Bharu, Kelantan. This approach will yield meaningful insights that can inform improvements in service quality for all passengers, benefiting the broader community and UMK students alike.

<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	100000	384

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

Table 3.1.: Krejcie and Morgan Table

3.6 Sampling Techniques

Probability sampling will be used to conduct this research because probability sampling allows statistical inferences to be made about the whole population based on the characteristics of the sample. Therefore, it will allow this research to make strong statistical inferences and will also help to avoid bias. While probability sampling, simple random sampling will be used for the research. Therefore, each individual has an equal chance of being selected as a sample. We will focus on the quality service and influence the satisfaction level of passengers among UMK students and local residents. Online survey Google Form will be used for all passengers. In this research we need to know whether it is true that the factors of quality service, convenience, securities, and digital transformation are stated to indeed influence passengers in satisfaction level at Bus Terminal Kota Bharu.

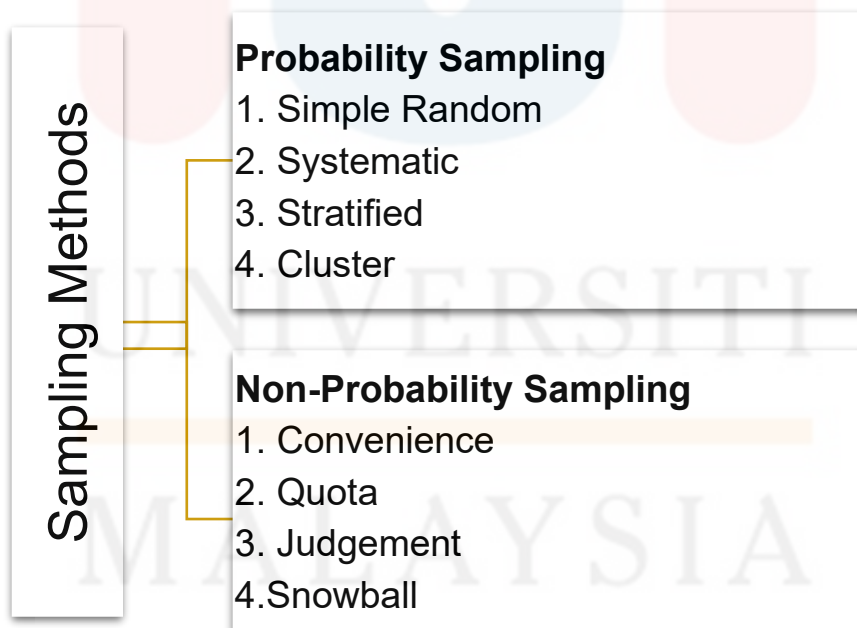


Figure 3.1: Example chart of Sampling Methods for sampling techniques

3.7 Research Instrument Development

The main purpose of creating this questionnaire is helping the researchers to find out the objective of this research which is to determine the relationship between service quality towards satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. In an online survey Google Form section, A will analyse the demographic of respondents such as gender, age, race, occupation, and frequency of ride the bus. Section B is about the dependent variable which is the satisfaction level of passengers. In this section there are five questions in this questionnaire. The independent variables in section C which are quality service, convenience, securities, and digital transformation. The dependent variable will be affected by the independent variable. Five-point Likert Scale will be used in this questionnaire which is represented by evaluating the question given according to the scale ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

3.8 Measurement of the Variables

The procedure of giving a numerical number to reflect a trait or quality of an item, event, or phenomena is referred to as variable measurement. Variables are factors that may change and are used to quantify, analyse, and comprehend numerous aspects of the world in scientific study, statistics, and other professions. Variables can be assessed using a number of scales such as nominal, ordinal, interval, and ratio scales. Each scale has its own peculiarities and implications for data processing.

The researchers will collect and evaluate data to determine the type of statistical test required for analysing each metric. In this internet-based poll (Likert-scale), data is collected using nominal and ordinal scales. Section A of the questionnaire had demographic data about the respondents, Section B had questions on the variable that was dependent, and Section C

contained questions about the independent variable contained questions about independent factors.

3.8.1 Nominal Scale

A nominative scale is a classification of measuring scale used in statistics and research to categorize data into distinct categories or groups. In a nominal scale, data is sorted into categories with no inherent order or ranking. Nominal data is frequently summarised in statistical analysis using frequencies and percentages to indicate the distribution of categories within a dataset. When analysing data, it is critical to recognise and apply the nominal scale effectively to avoid forming unfounded assumptions about the relationships between categories or inferring order where none exists. Common examples of nominal scale variables include gender, age, occupation, and marital status.

3.8.2 Ordinal Scale

A measuring scale is an ordinal scale that is used in statistics and research to categorise and rank data based on a certain trait or characteristic, with the categories having a natural order or ranking. Ordinal data may be summarised in data analysis by utilising ranks, frequencies, and percentages to understand the distribution and order of categories within a dataset. Common examples of ordinal scale variables include survey responses with strongly agree, agree, neutral, disagree, strongly disagree (Likert scale).

3.9 Procedure for Data Analysis

A data analysis methodology is a method of analysing data and organised collection of actions and methods used to analyse, review, interpret, and derive significant findings from a dataset. It entails converting raw data into useful insights, trends, and information that may be used to influence decision-making, answer research questions, or solve issues. The vital information

from the data set or questionnaire form will be decrypted utilising the researchers' programming tools, such as the Statistical Package for the Social Science (SPSS). The questionnaire data is going to be collected, grouped, modified, specified, and encrypted using SPSS. SPSS will make programming easier by restricting the internal directory structure, data kinds, processing of data, and use of the same data. This reduces the time required to turn data that is raw into a dataset. The data will be translated with the use of the Pearson coefficient, the pilot test, descriptive evaluation, and reliability testing are all examples of tests.

3.9.1 Pilot test

A trial run or pilot test, also referred to as an initial investigation or pilot experiment, is a smaller scale exploratory research study or test conducted prior to the commencement of a larger study. The fundamental purpose of a pilot test is to assess and improve research methodology, processes, and data collection instruments to verify they perform successfully and efficiently before embarking on a bigger and more thorough study. Researchers use pilot tests to identify and address potential issues, errors, or problems that may arise during data collection or analysis. This can include problems with data collection instruments, ambiguity in survey questions, or logistical challenges. In cases where data analysis methods are being tested, a pilot study provides an opportunity to practice data analysis techniques and ensure that the planned statistical or analytical approaches are appropriate.

3.9.2 Reliability analysis

Reliability testing is a technique that evaluates the reliability, consistency, stability, and dependability of measuring or data gathering devices such as surveys, questionnaires, sensors, and other tools used in research or business. The purpose of reliability testing is to see if an instrument or procedure consistently generates accurate and repeatable findings over time and

under diverse situations. Reliability is an important part of research and measurement since it guarantees that the data gathered is reliable and consistent.

A measure of how effectively the items on a scale or survey assess the same underlying concept. A high Cronbach's Alpha (typically greater than 0.7) indicates strong internal consistency. It also entails dividing a scale in half and then comparing the ratings from each side to determine the degree of consistency. It indicates how consistent the things are within the scale.

3.9.3 Descriptive Analysis

Descriptive analysis, often known as descriptive statistics, is a branch of statistics concerned with gathering, arranging, summarising, and displaying data in order to provide a clear and thorough summary of a dataset. It is a crucial phase in data analysis that focuses on defining the core aspects of data, such as central trends, variability, and patterns, without making judgements or drawing conclusions about a wider population.

A descriptive analysis will be used to examine the data from the variables in parts A, B, and C. In part A, frequency measures will be used as the form of descriptive analysis. It is critical to understand how frequently a given occurrence is likely to occur. Gender, age, and education are commonly expressed as percentages and frequencies in demographic data. It was beneficial in Section A of the questionnaire, which requested respondents to enter demographic information. The central tendency measurements will next be used to analyse sections B and C. To calculate central tendency, three averages are employed (mean, median, and mode).

3.9.4 Pearson Correlation

Pearson correlation represents a statistical metric that quantifies a linear relationship or the connection between two variables that are continuous. Pearson's correlation coefficient, or Pearson's r , is another name for it. The Pearson correlation coefficient r can vary between -1 and 1. The strength of the association is indicated by the size of the correlation. An absolute value of one represents a perfect linear relationship, whereas values closer to zero represent a weaker or non-existent linear relationship. As a result, a positive Pearson correlation coefficient (r) indicates a linear connection that is positive, which indicates that when one variable rises, so will the other. Conversely, a negative Pearson correlation coefficient (r) indicates a negative linear relationship, which means that as one variable increases, so does the other. According to (Liu, 2022) the correlation coefficient may easily evaluate whether two changes exhibit a comparable change trend when examining the relationship between them.

Table 3.2: Rule of thumb for interpreting the size of a correlation coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

3.10 Summary / Conclusion

To summarise, data analysis is a methodical and necessary process for obtaining important insights and knowledge from datasets. This methodical technique guarantees that data is turned into usable knowledge, hence facilitating informed decision-making and research improvements. The procedure's essential phases include data collection, cleaning, exploratory analysis, hypothesis formation, analysis technique selection, data analysis, interpretation, visualisation, and reporting. Researchers and analysts develop a deeper knowledge of their data and identify patterns and linkages that might drive actions, policy changes, or future investigations by following these steps.

CHAPTER 4 DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter revealed how the study was conducted. It covers the data analysis, where the information gathered from the survey is discussed to provide conclusions and results. A software program using Statistical Package for the Social Sciences or IBM SPSS Statistics was used to assess the data that was obtained. The questionnaires inquiry that had been supplied for this study's responder were tested using data analysis. Demographic characteristic tests, descriptive analysis, validity and reliability tests, Pearson correlation analysis, and normality analysis are used to explain the data analysis results. The normality test is normal. A descriptive study outlines the respondents' demographic profiles. In order to determine whether the samples gathered are reliable and valid, Cronbach's Alpha was employed for reliability testing. The questionnaire was distributed to the Universiti Malaysia Kelantan (UMK) students' and local residents in Kota Bharu, Kelantan. The total respondents for this research are 199 respondents.

4.2 Preliminary Analysis

Preliminary data analysis aims to define the main characteristics of the data, summarise the findings, and change the data in order to prepare it for further study. This chapter discusses quantitative strategies for reaching these goals. The scales of measuring, different forms of data, graphical analysis techniques such as histograms, probability plots, and other graphical displays of data, as well as fundamental descriptive statistics like mean, median, standard deviation, and so on, are some of the topics discussed. A probability plot's application used in initial model selection is discussed in the chapter's conclusion.

A total of 30 data were collected and reliability of all items in the questionnaire was tested. Table 4.1 below shown the plot test results on the satisfaction level of passenger using Bus Terminal, quality service, conveniences, securities, and digital transformation items in

questionnaire. Cronbach's Alpha value of all items is greater than 0.7 indicated that all items are reliable and can be used to further in investigation.

Variable	Dimensions	Cronbach's Alpha	Number of Items
Dependant Variable	Satisfaction Level of Passenger using Bus Terminal	0.921	5
Independent Variable	Quality Service	0.941	5
	Conveniences	0.919	5
	Securities	0.927	5
	Digital Transformation	0.941	5

Table 4.1: Reliability of the Pilot Study by Cronbach's Alpha Coefficient

4.3 Demographic Profile of Respondents

In this study, the researcher has collected data from 199 respondents among UMK students' and local residents in Kota Bharu, Kelantan through Google Forms. The questionnaire consists of three sections, which is Section A, B and C. From section A, we have collected data on the demographic profile of the respondents – gender, age, race, occupation, and frequency of ride the bus.

4.3.1 Respondents based on Gender

Table 4.2: Demographic Profile of Gender

Number Respondent of Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	143	71.9	71.9	71.9
	Female	56	28.1	28.1	100.0
	Total	199	100.0	100.0	

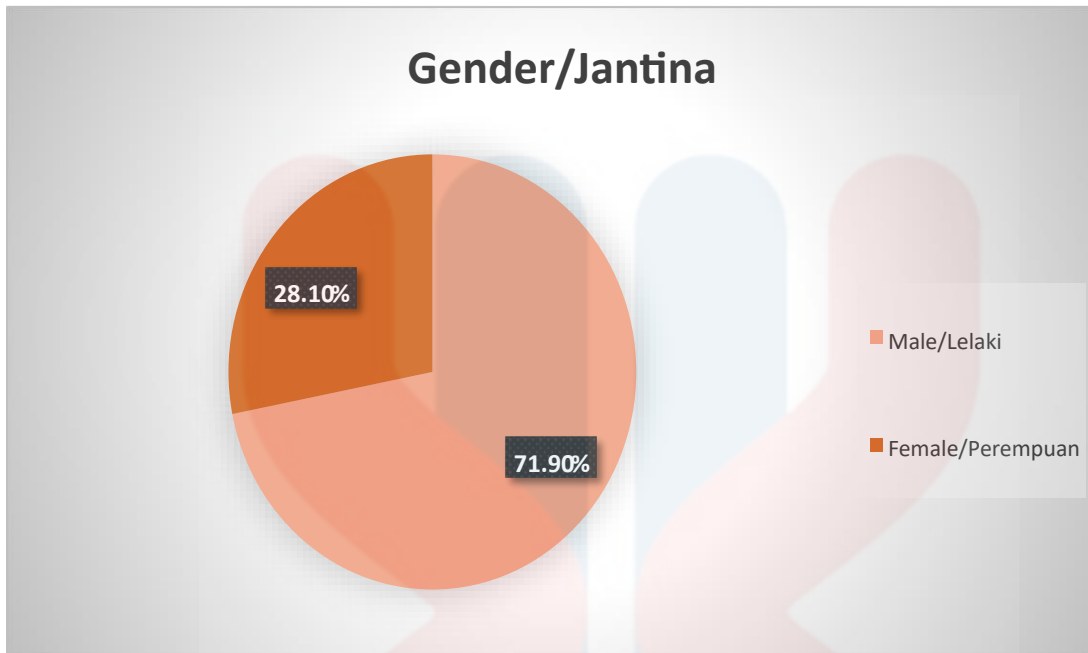


Figure 4.1: Chart of Gender

The table 4.2 and figure 4.1 above shown that the result of the frequency table and percentage of respondents involved in the research study based on the age demographic. Based on the data, majority respondents for gender are male, with total of 143 respondents (71.9%). Meanwhile, frequency for female respondents are 56 respondents (28.1%).

4.3.2 Respondents based on Age

Table 4.3: Demographic Profile of Age

Number Respondent of Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years old	137	68.8	68.8	68.8
	26-33 years old	36	18.1	18.1	86.9
	34-41 years old	10	5.0	5.0	92.0
	42-49 years old	6	3.0	3.0	95.0
	50 years old and above	10	5.0	5.0	100.0
	Total	199	100.0	100.0	

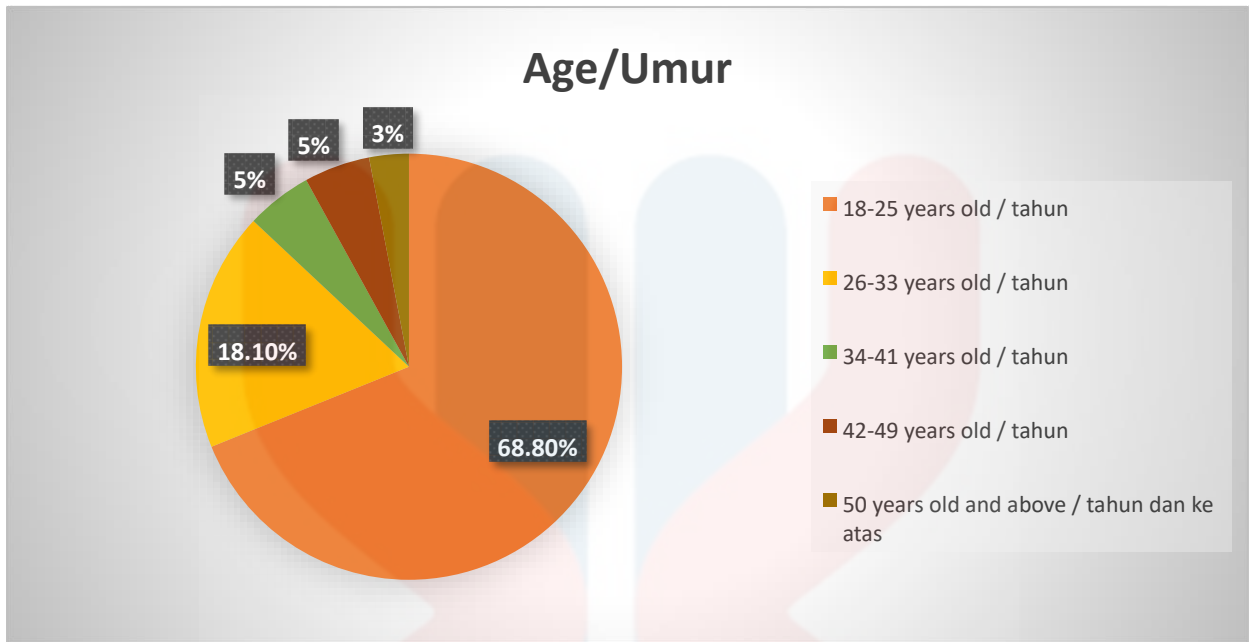


Figure 4.2: Chart of Age

The table 4.3 and figure 4.2 above shown the result of frequency and percentage of respondents based on age. The highest percentage of respondents by age are between 18-25 years old, which is 137 respondents (68.8%). The second highest percentage is between 26-33 years old, which is 36 respondents (18.1%), followed by 34-41 years old and 50 years old and above with 10 respondents (5.0%). The lowest percentage is 42-49 years old which is 6 respondents (3.0%).

4.3.3 Respondents based on Race

Table 4.4: Demographic Profile by Race

Number Respondent by Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	92	46.2	46.2	46.2
	Chinese	88	44.2	44.2	90.5
	Indian	19	9.5	9.5	100.0
	Total	199	100.0	100.0	

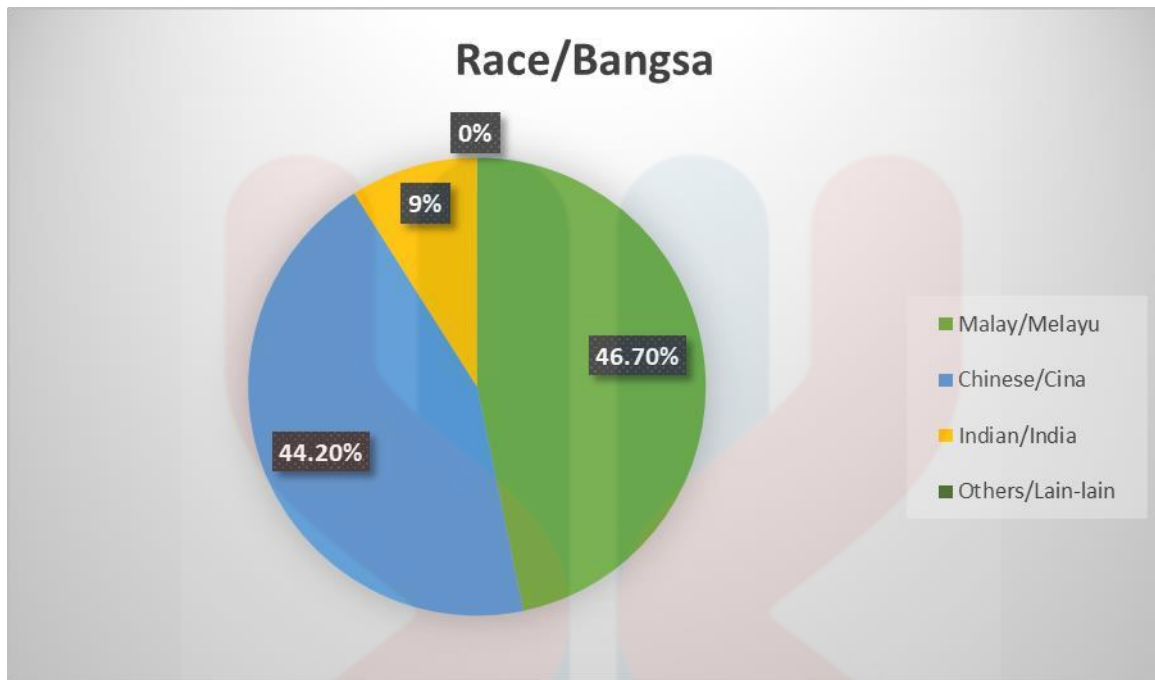


Figure 4.3: Chart of Race

Table 4.4 and figure 4.3 above shown the result of the frequency and percentage of respondents based on race. The highest percentage of respondent by Malay, which is 92 respondents (46.2%). The second highest percentage is Chinese, which is 88 respondents (44.2%) and followed by Indian with 19 respondents (9.5%).

4.3.4 Respondent based on Occupation

Table 4.5: Demographic Profile by Occupation

Number Respondent by Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	125	62.8	62.8	62.8
	Self-employed	18	9.0	9.0	71.9
	Employee	56	28.1	28.1	100.0
	Total	199	100.0	100.0	

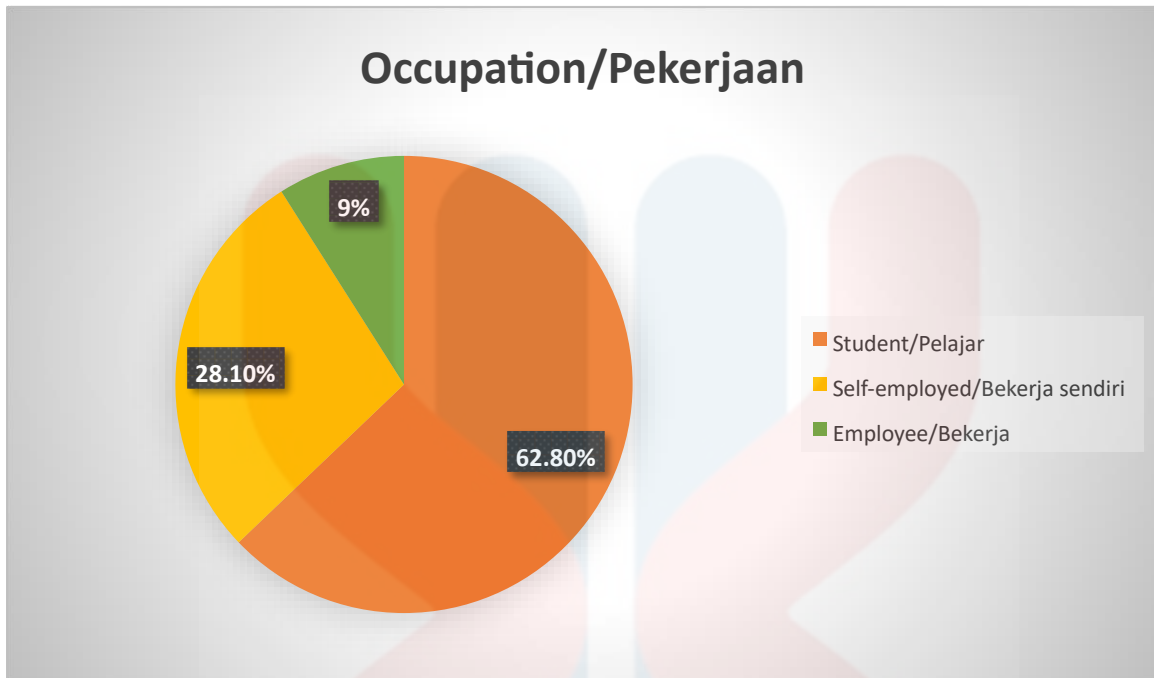


Figure 4.4: Chart of Occupation

Table 4.5 and figure 4.4 above shown the result of the frequency and percentage of respondents based on occupation. The highest percentage of respondent by students, which is 125 respondents (62.8%). The second highest percentage of respondent by employee, which is 56 respondents (28.1%). Lastly, the lowest percentage followed by self-employed respondents which is 18 respondents (9.0%).

4.3.5 Respondent based on Frequency Ride the Bus

Table 4.6: Demographic Profile by Frequency Ride the Bus

Number Respondent by ride the bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	7	3.5	3.5	3.5
	Weekly	28	14.1	14.1	17.6
	Monthly	122	61.3	61.3	78.9
	Yearly	42	21.1	21.1	100.0
	Total	199	100.0	100.0	

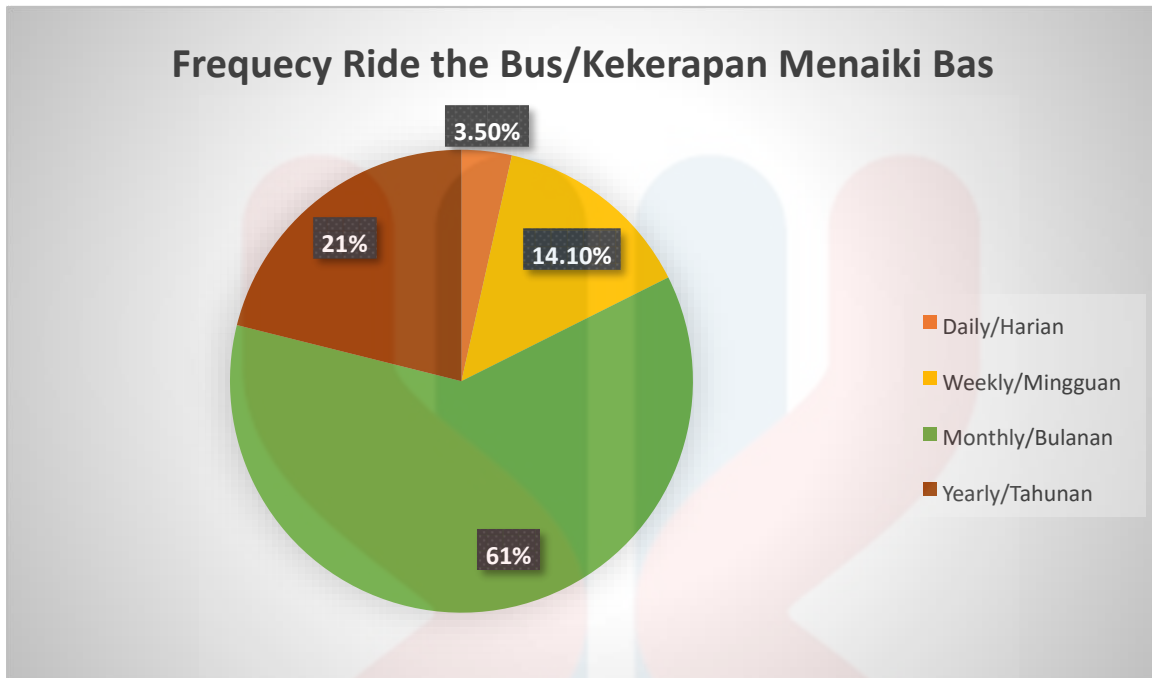


Figure 4.5: Chart by Frequency Ride the Bus

Table 4.6 and figure 4.5 above shown the result of the frequency and percentage of respondents based on frequency ride the bus. The highest percentage of respondents riding the bus are by monthly, which is 122 respondents (61.3%). The second highest percentage of respondents are yearly, which is 42 respondents (21.1%) and followed by weekly, which is 28 respondents (14.1%). The lowest percentage of respondents is daily which is 7 respondents (3.5%).

4.4 Descriptive Analysis

A crucial element in the research process is descriptive analysis. It serves as a basis for more complicated statistical analyses and assists researchers in developing a thorough grasp of their data, resulting in more accurate research questions and hypotheses. The researchers used descriptive analysis to determine the mean for each segment of independent factors and dependent variables. The mean level varied from 0.00 to 5.00. If the means was less than 1.5, it meant that the questions were strongly disagreed with by the respondents. If the mean was more than 4.5, the responder strongly agreed with the questions.

4.4.1 Independent Variables and Dependent Variables

Variables	Mean	Std. Deviation
Satisfaction level of passenger	3.7307	.08571
Quality service	3.7658	.08416
Conveniences	3.7407	.08335
Securities	3.7437	.08472
Digital transformation	3.7789	.08451

Table 4.7: Descriptive Analysis for Independent Variables and Dependent Variables

Based on the table in 4.7 shows the results of the descriptive analysis for the dependent variables and independent variables that contain the mean and also the standard deviation. Based on the five variables, the highest mean is the mean for Digital Transformation which amounts to 3.7789 followed by Quality Service (3.7658), Securities (3.7437), Conveniences (3.7407) and the last is the dependent variable Satisfaction level of passenger which amounts to 3.7307.

4.4.2 Satisfaction level of passenger (DV)

Table 4.8: Descriptive analysis for Satisfaction level of passenger (DV)

	Mean	Std. Deviation	N
The staff at the terminal were courteous and helpful.	3.62	1.383	199
The terminal facilities (seating, restrooms, waiting areas) were clean and well-maintained.	3.70	1.329	199
The availability of real-time information about bus schedules and routes was satisfactory.	3.89	1.246	199

The security measures in place at the terminal made me feel safe.	3.69	1.334	199
The convenience of access to and from the terminal (transport options, parking) was adequate.	3.75	1.354	199

Based on the table in 4.8 shows the results of the descriptive analysis for the dependent variables, namely Satisfaction Level of Passenger. Based on the five statements addressed to the passengers, the statement "The availability of real-time information about bus schedules and routes was satisfactory.", has received approval from the passengers with the highest mean of 3.89. The second highest mean of 3.75 from the statement "The convenience of access to and from the terminal (transport options, parking) was adequate.". Followed by the statement "The terminal facilities (seating, restrooms, waiting areas) were clean and well-maintained." mean of 3.70 and the statement "The security measures in place at the terminal made me feel safe." by 3.69. The statement that got the lowest mean was "The staff at the terminal were courteous and helpful." by 3.62.

4.4.3 Quality Service (IV)

Table 4.9: Descriptive Analysis for Quality Service (IV)

	Mean	Std. Deviation	N
Priority boarding for pregnant women, the elderly and the disabled.	3.71	1.387	199
Variety of restaurants to choose from at the bus terminal.	3.76	1.296	199
Sound speaker clarity and accuracy of bus stop announcements.	3.82	1.304	199

Passengers provide feedback in a straightforward manner by QR Code and comment box.	3.73	1.308	199
Cleaning service on the spot and always clean.	3.80	1.246	199

Based on the table in 4.9 shows the results of the descriptive analysis for the first independent variable which is the statement related to Quality Services. Based on the five statements addressed to passengers, the statement "Sound speaker clarity and accuracy of bus stop announcements.", has received approval from passengers with the highest mean of 3.82. The second highest mean of 3.80 from the statement "Cleaning service on the spot and always clean.", followed by the statement "Variety of restaurants to choose from at the bus terminal." mean of 3.76 and the statement "Passengers provide feedback in a straightforward manner by QR Code and comment box." by 3.73. The statement that got the lowest mean was "Priority boarding for pregnant women, the elderly and the disabled." by 3.71.

4.4.4 Convenience (IV)

Table 4.10: Descriptive Analysis for Convenience (IV)

	Mean	Std. Deviation	N
The availability of clean and well-maintained restrooms at the bus terminal enhances my satisfaction as a passenger	3.82	1.252	199
Convenient access to public transportation information, such as bus schedules and routes, significantly contributes to my overall satisfaction as a passenger.	3.71	1.312	199
Adequate seating and waiting areas make my experience at the bus terminal more comfortable and enjoyable.	3.67	1.311	199

Having easy access to amenities like food stalls, shops, or vending machines adds to my convenience and satisfaction during my time at the bus terminal.	3.78	1.255	199
Clear and informative signage and directions within the bus terminal contribute to my sense of convenience and positively impact my overall satisfaction as a passenger.	3.71	1.373	199

Based on the table in 4.10 shows the results of the descriptive analysis for the second independent variable which is the statement related to Conveniences. Based on the five statements addressed to passengers, the statement "The availability of clean and well-maintained restrooms at the bus terminal enhances my satisfaction as a passenger", has received approval from passengers with the highest mean of 3.82. The second highest mean of 3.78 from the statement "Having easy access to amenities like food stalls, shops, or vending machines adds to my convenience and satisfaction during my time at the bus terminal.", followed by the statement "Convenient access to public transportation information, such as bus schedules and routes, significantly contributes to my overall satisfaction as a passenger." and "Clear and informative signage and directions within the bus terminal contribute to my sense of convenience and positively impact my overall satisfaction as a passenger" each mean as much as 3.71 Statement that got the lowest mean is "Adequate seating and waiting areas make my experience at the bus terminal more comfortable and enjoyable." by 3.67.

4.4.5 Securities (IV)

Table 4.11: Descriptive Analysis for Securities (IV)

	Mean	Std. Deviation	N
The security measures in place at Kota Bharu Bus Terminal make me feel safe and secure.	3.79	1.297	199

I believe that the security personnel at the bus terminal are attentive and responsive to passengers' safety concerns.	3.76	1.244	199
The presence of visible security cameras and surveillance systems at the bus terminal reassures me about my safety	3.69	1.412	199
I am aware of the emergency procedures and exits at the bus terminal in case of security-related incidents.	3.73	1.327	199
Overall, how satisfied are you with the security measures and safety provisions at the Kota Bharu Bus Terminal?	3.75	1.317	199

Based on the table in 4.11 shows the results of the descriptive analysis for the third independent variable which is the statement related to Securities. Based on five statements addressed to passengers, the statement "The security measures in place at Kota Bharu Bus Terminal make me feel safe and secure.", received approval from passengers with the highest mean of 3.79. The second highest mean of 3.76 from the statement "I believe that the security personnel at the bus terminal are attentive and responsive to passengers' safety concerns.", followed by the statement "Overall, how satisfied are you with the security measures and safety provisions at the Kota Bharu Bus Terminal?" min 3.75 and the statement "I am aware of the emergency procedures and exits at the bus terminal in case of security-related incidents." by 3.73. The statement that got the lowest mean was "The presence of visible security cameras and surveillance systems at the bus terminal reassures me about my safety" by 3.69.

4.4.6 Digital Transformation (IV)

Table 4.12: Descriptive Analysis for Digital Transformation (IV)

	Mean	Std. Deviation	N
Self-service ticket machines are uncomplicated and easy to operate.	3.81	1.322	199
The digital displays at the bus terminal are easy to read and understand.	3.72	1.355	199
The availability of mobile apps or online platforms for checking bus schedules, purchasing tickets, and receiving updates has enhanced convenience for travellers	3.81	1.228	199
Launching of a dedicated online page or application by the bus terminal administration to provide additional benefits or promotions to registered passengers.	3.75	1.325	199
Digital transformation has improved the efficiency of bus operations and reduced delays, leading to a more satisfying travel experience.	3.79	1.334	199

Based on the table in 4.12 shows the descriptive analysis results for the last independent variable which is the statement related to Digital Transformation. Based on five statements addressed to passengers, the statement "Self-service ticket machines are uncomplicated and easy to operate", and "The availability of mobile apps or online platforms for checking bus schedules, purchasing tickets, and receiving updates has enhanced convenience for travellers" has received approval from passengers with the highest mean of 3.81. The second highest mean of 3.79 from the statement "Digital transformation has improved the efficiency of bus operations and reduced delays.", followed by the statement "Launching of a dedicated online page or application by the bus terminal administration to provide additional benefits or promotions to

registered passengers." with a mean of 3.75. The statement with the lowest mean is "The digital displays at the bus terminal are easy to read and understand" with a mean of 3.69.

4.5 Validity and Reliability Test

Validity and reliability testing are critical phases in the creation and evaluation of measuring instruments to verify that they successfully measure what they are designed to measure and give consistent findings across time and settings. Cronbach's alpha, sometimes known simply as alpha, is an indicator of a test's or scale's internal consistency dependability. It is often used in psychometrics to determine the degree to which a group of items in a test or questionnaire consistently measure a single underlying concept or feature.

Table 4.13: Result of Reliability Analysis for each variable

Instruments	N of items	Cronbach's Alpha
Satisfaction level of passenger	5	.947
Quality service	5	.946
Conveniences	5	.944
Securities	5	.945
Digital transformation	5	.946

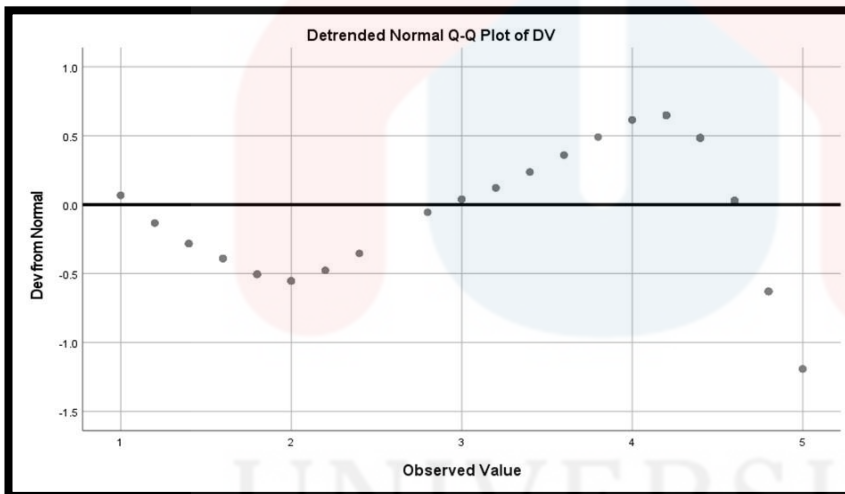
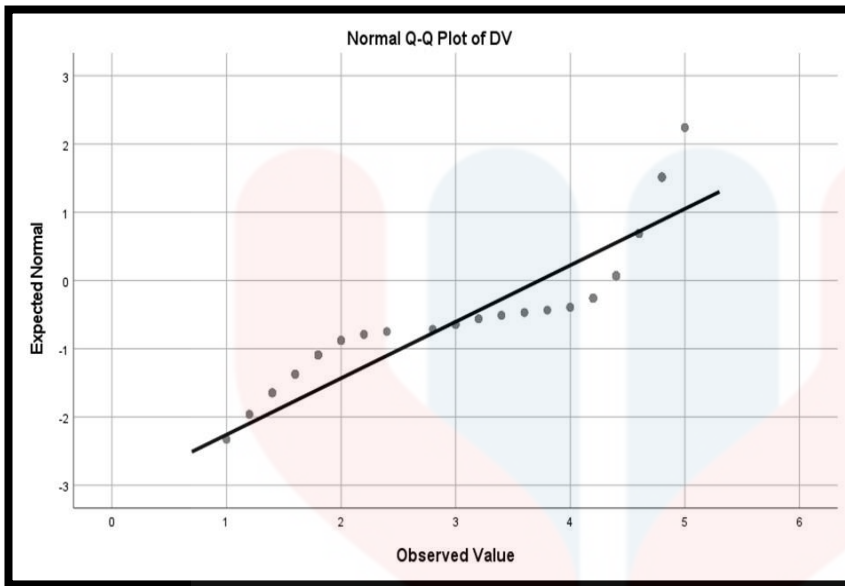
Based on the table 4.13 above, it was found that the value of Cronbach's Alpha exceeds 0.60. The five instruments tested above have 5 items and found that the Cronbach's Alpha are above 0.90 which means they are excellent. Therefore, it is reasonable and acceptable to issue a questionnaire regarding the satisfaction level of passengers towards quality service, conveniences, securities, and also digital transformation to Bus Terminal users in Kota Bharu.

4.6 Normality Test

A normality test assesses whether a given sample has been drawn from a population with a normal distribution. Its primary purpose is to validate whether the data under investigation exhibit a normal distribution. Tests of Normality:

	Kolmogorov- Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
DV	.294	199	.000	.774	199	.000

In the analysis of a dependent variable (DV) with a sample size of 200, normality tests were conducted using the Kolmogorov-Smirnov and Shapiro-Wilk tests. For the KolmogorovSmirnov test, the obtained statistic was 0.294 with 199 degrees of freedom, resulting in a significance level of .000. Similarly, the Shapiro-Wilk test yielded a statistic of 0.774 with 199 degrees of freedom, and a significance level of .000. These results suggest that the distribution of the dependent variable significantly deviates from a normal distribution, as the p-values for both tests are less than the conventional significance threshold of .05.



4.7 Hypothesis Testing

The examination of hypotheses in this report employed Pearson Correlation Analysis, a method used to assess the relationship between two continuous variables. Specifically designed for measuring linear relationships, the Pearson Correlation Analysis is a widely used technique in statistical analysis. The primary goal was to evaluate the correlation coefficient statistically and determine whether the established hypotheses should be accepted or rejected. This analysis

focused on understanding the degree of association between the variables, providing insights into the strength and direction of their relationship.

4.7 Hypothesis Testing

Hypothesis testing is a statistical approach for inferring population characteristics from a sample of data. It entails developing a hypothesis about a population parameter, gathering, and analysing data, and making conclusions about the theory.

4.7.1 Correlation Analysis

Correlations

		DV	QS	C	S	DT
DV	Pearson Correlation	1	.960**	.955**	.962**	.940**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	199	199	199	199	199
QS	Pearson Correlation	.960**	1	.966**	.959**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	199	199	199	199	199
C	Pearson Correlation	.955**	.966**	1	.968**	.933**
	Sig. (2-tailed)	.000	.000		.000	.000

N		199	199	199	199	199
S	Pearson Correlation	.962**	.959**	.968**	1	.930**
	Sig. (2-tailed)	.000	.000	.000		.000
N		199	199	199	199	199
DT	Pearson Correlation	.940**	.942**	.933**	.930**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
N		199	199	199	199	199

Table 4.14 Correlation Analysis

4.7.2 Hypothesis 1: Quality Service

Table 4.15: Relationship between Quality Service and satisfaction level of passenger using terminal bus

IV 1		IV	DV
Pearson Correlation	Sig. (2-tailed)	1	0.960
N		199	199

In Hypothesis 1, the relationship between quality service (independent variable 1) and the satisfaction level of passengers using the bus terminal (dependent variable) was examined. The results are presented in Table 4.15. The Pearson Correlation coefficient for this relationship was found to be 0.960, with a significance level of 0.000 (2-tailed). The sample size for this analysis

was 199, indicating the number of observations considered in the study. The high correlation coefficient suggests a strong positive linear relationship between quality service and passenger satisfaction at the bus terminal, and the very low p-value (0.000) indicates that this relationship is statistically significant.

4.7.3 Hypothesis 2: Conveniences

Table 4.16: Relationship between conveniences and satisfaction level of passenger using terminal bus

	IV	DV
IV 2	IV	
Pearson Correlation Sig. (2-tailed)	1	0.955
N	199	199

In Hypothesis 2, the examination focused on the relationship between conveniences (independent variable 2) and the satisfaction level of passengers using the bus terminal (dependent variable). The findings are presented in Table 4.16. The Pearson Correlation coefficient for this relationship is 0.955, with a significance level of 0.000 (2-tailed). The sample size for this analysis is 199, indicating the number of observations considered in the study. The notably high correlation coefficient suggests a robust positive linear relationship between conveniences and passenger satisfaction at the bus terminal, and the very low p-value (0.000) signifies the statistical significance of this relationship.

4.7.4 Hypothesis 3: Securities

Table 4.17: Relationship between securities and satisfaction level of passenger using terminal bus

IV3	IV	DV
Pearson Correlation Sig. (2-tailed)	1	0.962
N	199	199

In Hypothesis 3, the relationship between securities (independent variable 3) and the satisfaction level of passengers using the bus terminal (dependent variable). The results are outlined in Table 4.17. The Pearson Correlation coefficient for this relationship is 0.962, and the associated significance level is 0.000 (2-tailed). With a sample size of 199, reflecting the number of observations considered, the analysis indicates a notably strong positive linear relationship between securities and passenger satisfaction at the bus terminal. The extremely low p-value (0.000) underscores the statistical significance of this relationship.

4.7.5 Hypothesis 4: Digital Transformation

Table 4.18: Relationship between Digital Transformation and level satisfaction of passenger using bus terminal

IV 4	IV	DV
Pearson Correlation Sig. (2-tailed)	1	0.940
N	199	199

Hypothesis 4 delved into the exploration of the association between Digital Transformation (independent variable 4) and the satisfaction level of passengers using the bus terminal

(dependent variable). The findings are encapsulated in Table 4.18. The Pearson Correlation coefficient for this specific correlation is 0.940, with a corresponding significance level of 0.000 (2-tailed). With a sample size of 199, representing the number of instances examined, the analysis reveals a robust positive linear relationship between Digital Transformation and passenger satisfaction at the bus terminal. The remarkably low p-value (0.000) emphasizes the statistical significance, underscoring the substantial correlation between these variables.

4.8 Summary / Conclusion

The chapter explained about the preliminary analysis, demographic profile of respondent, descriptive analysis, validity and reliability test, normality test, multiple regression analysis and hypothesis testing. In this study extracted the data from the respondents' questionnaires and performed results of the study. The preliminary analysis contains a small group of respondents that have been chosen to answer the questionnaire given by the previous study. After the pilot test have been tested, the researcher will collect the data to analysis for the reliability test.

This study has been analysed using SPSS system and to study the independent variables which is quality service, conveniences, securities and digital information and the dependent variables is satisfaction level passengers using bus terminal. As the result, there are significant relationship between quality service, conveniences, securities and digital information and satisfaction level passengers using bus terminal in Kota Bharu, Kelantan. The result had been described that all hypothesis accepted and rejected the null hypothesis.

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1 Introduction

This section takes a close look at what we discovered in our research on service quality and passenger satisfaction at the Bus Terminal in Kota Bharu, Kelantan. Exploring how things like service quality, conveniences, securities, and digital transformation relate to how satisfied passengers are at the terminal.

We also use two theories, structuration theory and contingency theory, to understand how the terminal's setup, processes, and policies, as well as the actions of passengers and staff, all work together to impact satisfaction. These theories help us make sense of the complex factors influencing passenger happiness.

We highlight the importance of service quality, conveniences, securities, and digital transformation in influencing passenger satisfaction, connecting our findings to similar studies done in Malaysia and around the world. Zooming in on the Bus Terminal in Kota Bharu, Kelantan, we talk about the unique challenges and opportunities it presents. Understanding what specifically makes passengers happy or unhappy at this terminal gives practical insights for those managing it and policymakers.

In conclusion, our research adds valuable knowledge about what makes passengers satisfied at a bus terminal, especially in Kota Bharu, Kelantan. The insights we gained can be used to improve services at the terminal, making it more convenient, secure, and technologically advanced. This isn't just useful locally; it can provide lessons for making public transportation better and enhancing people's lives. Our study fills a gap in what we know and sets the stage for more research in this area.

5.2 Key Findings

Our research uncovered several key findings that shed light on the factors influencing passenger satisfaction at the Bus Terminal in Kota Bharu, Kelantan. These findings provide valuable insights for both terminal management and policymakers, offering opportunities for improvement in service quality and overall passenger experience.

Firstly, service quality impact. The study revealed a significant correlation between service quality and passenger satisfaction. Passengers who perceived higher levels of service quality reported greater satisfaction, emphasizing the pivotal role of quality services in enhancing the overall terminal experience.

Secondly is digital transformation influence. Digital transformation initiatives, such as online ticketing and real-time information updates, emerged as influential factors. Passengers who experienced seamless digital services expressed higher satisfaction levels, pointing to the importance of technological advancements in modernizing terminal operations.

Thirdly are security concerns. Security measures at the terminal played a crucial role in shaping passenger satisfaction. Passengers who felt secure within the terminal premises reported higher satisfaction, emphasizing the need for robust security protocols to in still confidence among terminal users.

Lastly are convenience matters. Convenience emerged as a key determinant of passenger satisfaction. Facilities and services that contributed to passenger convenience, such as well-designed waiting areas and accessible amenities, positively influenced overall satisfaction levels.

These key findings not only underscore the critical elements contributing to passenger satisfaction but also provide actionable insights for terminal administrators and policymakers.

Addressing these findings can lead to an enhanced passenger experience, improved terminal reputation, and increased overall satisfaction among users.

Table 5.1 Summary of Findings

Research Question and Objective	Hypothesis Result	Findings
<p>RQ1: What is the nature and strength of the relationship between service quality and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan?</p> <p>RO1: To determine the relationship between service quality towards satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.</p>	<p>P=0.000 (p<0.005)</p> <p>R=0.960</p>	<p>There is a relationship between quality service and satisfaction level of passenger using terminal bus.</p>
<p>RQ2: What is the relationship between conveniences and satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan?</p> <p>RO2: To investigate the relationship between conveniences towards the satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan.</p>	<p>P=0.000 (p<0.005)</p> <p>R=0.955</p>	<p>There is a relationship between conveniences and satisfaction level of passenger using terminal bus.</p>
<p>RQ3: What is the relationship between security implemented and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan?</p> <p>RO3: To assess the relationship between the level of security implemented towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.</p>	<p>P=0.000 (p<0.005)</p> <p>R=0.962</p>	<p>There is a relationship between securities and satisfaction level of passenger using terminal bus.</p>
<p>RQ4: What is the relationship between the current state of digital transformation initiatives and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan?</p> <p>RO4: To assess the relationship between the current state of digital transformation initiatives towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan.</p>	<p>P=0.000 (p<0.005)</p> <p>R=0.940</p>	<p>There is a relationship between quality service and the satisfaction level of passenger using terminal bus.</p>

5.3 Discussion

This section summarises the result in Chapter 4, which focuses on the research objective, research question, and hypothesis for this analysis.

5.3.1 Hypothesis 1 (There is a relationship between quality service and satisfaction level of passenger using terminal bus)

From the previous chapter, the first objective of this research is to determine the relationship between service quality and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. The first research question is the nature and strength of the relationship between service quality and passenger satisfaction at the bus terminal in Kota Bharu, Kelantan? The hypothesis of this variable is that service quality influences the satisfaction level of passengers at the bus terminal in Kota Bharu, Kelantan. This study's findings showed a high positive relationship between quality service and satisfaction level of passenger using terminal bus with correlation coefficient of 0.960 and a P value 0.000 which is a $P < 0.005$. Based on beta value from coefficient regression analysis, quality service has the second highest beta value which is 0.296. So, quality service positively influences the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. This discussion indicates that this research objective was achieved, and hypothesis 1 (H1) is accepted.

5.3.2 Hypothesis 2 (There is a relationship between conveniences and satisfaction level of passenger using terminal bus)

Based on the previous chapter, the second objective of this research is to investigate the relationship between conveniences towards the satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan. The second research questions what is the relationship between conveniences and satisfaction levels of passengers using the bus terminal in Kota Bharu, Kelantan? The hypothesis of this variable is that conveniences significantly influence

the satisfaction level of passengers using the bus terminal. This study's findings showed a high positive relationship between conveniences and satisfaction level of passengers using terminal bus with a correlation coefficient of 0.955 and a P value of 0.000 which is $P < 0.005$. Based on beta value from coefficient regression analysis, conveniences have the last highest beta value which is 0.087. To conclude, conveniences positively influence the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. This discussion indicates that this research objective is achieved hypothesis 2 (H2) is accepted.

5.3.3 Hypothesis 3 (There is a relationship between securities and satisfaction level of passenger using terminal bus)

Based on the previous chapter, the third objective of this research is to assess the relationship between the level of security implemented towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. The research question for this objective is what is the relationship between security implemented and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan? The term "security" refers to the prevention of unlawful interference with passengers and transportation infrastructure and must instill confidence in users, whereas the term "safety" refers to methods and measures to protect people from risks directly related to and arising from transportation (Safety and Security, 2014). The hypothesis of this variable is that securities significantly influence the satisfaction level of passengers using the bus terminal. The results of this study show a high positive relationship between safety and the level of passenger satisfaction at the Kota Bharu bus terminal. This point is supported by the results with a correlation coefficient of 0.962 and a P value of 0.000 which is $P < 0.005$. Based on beta value from coefficient regression analysis, securities have the highest beta value which is 0.401. Yatskiv et al. (2016) show the terminal's passenger flow and traffic analysis based on simulations modelling, which was implemented in 2015 and provided an appropriate instrument for managing a successful and effective safety and security concept

development in the terminal. So, securities positively influence the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. This discussion indicates that this research objective was achieved, and hypothesis 3 (H3) is accepted.

5.3.4 Hypothesis 4 (There is a relationship between digital transformation and satisfaction level of passenger using terminal bus)

Based on the previous research, the last objective of this study is to assess the relationship between the current state of digital transformation initiatives towards the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. The research question for this objective is what is the relationship between the current state of digital transformation initiatives and the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan? The hypothesis of this variable is that digital transformation significantly influences the satisfaction level of passengers using the bus terminal. The results of this study show a high positive relationship between digital transformation and the level of passenger satisfaction at the Kota Bharu bus terminal. This point is supported by the results with a correlation coefficient of 0.940 and a P value of 0.000 which is $P < 0.005$. Based on beta value from coefficient regression analysis, digital transformation has the third highest beta value which is 0.207. European Commission (2011) states that, transportation research and innovation should foster the development and implementation of technologies and solutions for more efficient and effective transport network utilisation, as well as safer and more secure operations via information and communication systems. So, digital transformation positively influences the satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. This discussion indicates that this research objective was achieved, and hypothesis 4 (H4) is accepted.

5.4 Implications of the study

The implication of a study describes what the results of the research indicate for researchers or for specific subgroups or populations in addition to the fundamental facts and interpretations of the results (Kevin, 2022). The implication of a study on the relationship between conveniences and passengers' satisfaction levels at bus terminals has significant implications for improving the quality of service in the public transportation sector by technology integration. In this new era of globalization, technology is important in our daily lives, so by exploring the integration of technology to improve conveniences, such as providing real-time information on bus schedules, digital ticketing options, and interactive maps within the terminal can improve the passenger's satisfaction.

After that, passengers' satisfaction leads to retention, which leads to market share and profitability. It is vital to remember that the public transport system incorporates many stakeholders, and that their impact is critical in striving for higher service quality and, as a result, enhanced sustainability. However, the public transportation system will not be effective until travel speeds and other dimensions of transportation service quality are more competitive with private cars; hence, the necessity to eliminate system inefficiencies is obvious. If it is vital to expand regional usage of public transport, it is critical to stop the contraction of routes in Kota Bharu public transport service in order to reduce travel times, cover larger regions, and enhance service.

Furthermore, a thorough examination of safety and security procedures at bus terminals may help increase passenger confidence. Knowing that the terminal has strong security measures may encourage more people to use public transit in Kota Bharu Kelantan. This is said because the operation of the terminal could affect the safety of the firms that operate buses through it. If the terminal is well managed and has a complete security system, unwanted problems such as embezzlement, theft and smuggling of prohibited substances can be dealt with. If passengers

are satisfied, it will have a positive impact on the reputation and financial performance of the transport firm, which affects the value of their assets. With this, good security can exist indirectly through the economic impact of infrastructure development, transport-related companies, and the wider investment landscape.

Finally, a study on the use of digital transformation at the bus terminal in Kota Bharu, Kelantan can be beneficial to make more educated decisions, optimize resource allocation, and improve overall terminal performance is being developed in Malaysia as a whole. This can be mutually beneficial because the digital transformation of bus terminals is an important and dynamic process that seeks to revolutionize traditional transport hubs through the integration of advanced technologies. Bus terminals may contribute to wider goals such as sustainability, safety, and seamless connection within the transportation ecosystem by embracing digital advancements. For example, a change to digital transactions, electronic communication, and optimised transportation scheduling can all have a positive impact on the environment. Paper reduction, effective route planning, and other digital activities can all help to achieve sustainability goals. With this, research on digital transformation in bus terminals emphasizes the revolutionary role of technology in transforming urban transport.

5.5 Limitations of the study

While our research aimed to provide valuable insights into passenger satisfaction at the Bus Terminal in Kota Bharu, Kelantan, it is crucial to acknowledge certain limitations that may impact the interpretation and generalisation of the findings. These limitations include:

Firstly, is sampling bias. The study's reliance on a sample of 200 respondents, including UMK students and local residents, may introduce sampling bias. The findings may not be fully representative of the diverse perspectives of all terminal users, limiting the generalizability of the results.

Secondly are temporal factors. The study's findings reflect a snapshot of passenger satisfaction at a specific point in time. Changes in terminal management practices, services, or external factors beyond the study period may impact the relevance and applicability of the results over time.

Thirdly is limited qualitative insights. The study primarily employed quantitative methods, such as surveys, limiting the depth of qualitative insights into passengers' experiences. Qualitative approaches, such as interviews or focus groups, could provide a richer understanding of passenger perspectives.

Acknowledging these limitations is essential for interpreting the study's findings accurately. Future research endeavours should consider addressing these limitations through more extensive sampling, broader geographical representation, longitudinal studies, mixed methods approach, and a more comprehensive exploration of qualitative aspects to enrich the understanding of passenger satisfaction dynamics.

5.6 Recommendations / Suggestion for Future Research

From the findings of our study on passenger satisfaction at the Bus Terminal in Kota Bharu, Kelantan, several recommendations, and suggestions for future research have emerged. These proposals aim to enrich our understanding, mitigate identified limitations, and contribute to the continual enhancement of public transportation services. Firstly, there is a suggestion to broaden the geographical scope of investigations by exploring passenger satisfaction across various bus terminals in diverse locations. This comparative approach could illuminate contextual variations in the factors influencing satisfaction. Additionally, longitudinal studies tracking changes over time could provide insights into the temporal dynamics of passenger satisfaction, allowing for a more nuanced understanding of trends and the effectiveness of interventions. Another avenue

for future research involves incorporating qualitative methods, such as interviews or focus groups, to delve deeper into passengers' experiences and perceptions, complementing the quantitative findings.

Furthermore, there is a recommendation to conduct cross-cultural analyses to explore how cultural factors within Malaysia influence passenger preferences and expectations. This could aid in tailoring services to specific demographic groups. Investigating the role of emerging technologies, such as mobile applications or contactless payment methods, is also suggested to assess their impact on enhancing passenger satisfaction. Implementing more inclusive sampling strategies, beyond UMK students and local residents, is proposed to ensure a more representative study population, considering the diverse demographics of all terminal users. Exploring the feasibility and impact of personalized services based on individual preferences is another intriguing avenue, shedding light on how tailoring services influences overall satisfaction. Lastly, collaborative efforts with terminal management, policymakers, and other stakeholders are recommended for future research to ensure practical implementation of recommendations and alignment with broader transportation goals. Pursuing these recommendations will allow future researchers to build upon the foundations laid in this study, contributing valuable insights to the discourse on passenger satisfaction and facilitating the improvement of bus terminals and public transportation systems.

5.7 Overall Conclusion of the Study

In concluding the study, it is imperative to encapsulate the key insights garnered from the comprehensive research on factors influencing passenger satisfaction at the Bus Terminal in Kota Bharu, Kelantan. Through a rigorous methodology encompassing research design, data

collection, and analysis, this study aimed to shed light on the complex dynamics of service quality and its impact on passenger satisfaction in the context of public transportation.

The examination of Quality Service, Conveniences, Securities, and Digital Transformation as independent variables vis-à-vis passenger satisfaction as the dependent variable revealed significant findings. The hypotheses were scrutinised using Pearson Correlation Analysis, uncovering substantial positive linear relationships. Quality Service demonstrated a strong correlation (0.960), followed by Conveniences (0.955), Securities (0.962), and Digital Transformation (0.940), all bearing statistical significance ($p < 0.001$).

These findings imply that an enhancement in quality service, conveniences, securities, and digital transformation positively contributes to heightened passenger satisfaction at the Bus Terminal. The study contributes valuable insights for terminal management, policymakers, and the broader field of public transportation, offering a foundation for informed decision-making, service improvements, and future research endeavours.

However, it is crucial to acknowledge the study's limitations, such as the specific context of Kota Bharu, Kelantan, and the reliance on self-reported data. Recommendations for future research involve expanding the study to other terminals and incorporating diverse methodologies to triangulate findings.

In essence, this research provides a significant stepping stone in understanding and improving passenger satisfaction in public transportation settings, emphasising the need for continuous efforts in elevating service quality and meeting the evolving expectations of passengers.

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APPENDIX A -DRAFT OF QUESTIONNAIRE

QUESTIONNAIRE SECTION A: DEMOGRAPHIC PROFILE

Before beginning to answer the question, be sure to read the instructions on this page.

Sila baca arahan soalan sebelum memulakan menjawab soalan.

Please read each statement carefully and tick (/) on your answer.

Sila baca setiap setiap kenyataan dengan teliti dan tandakan (/) pada jawapan anda.

1. Gender / *Jantina*
 - Male / *Lelaki*
 - Female / *Perempuan*
2. Age / *Umur*
 - 18- 25 years old / *tahun*
 - 26 - 33 years old / *tahun*
 - 34 – 41 years old / *tahun*
 - 42 – 49 years old / *tahun*
 - 50 years old and above / *tahun dan ke atas*
3. Race / *Bangsa*
 - Malay / *Melayu*
 - Chinese / *Cina*
 - Indian / *India*
 - Others / *Lain-lain*
4. Occupation / *Pekerjaan*
 - Student / *Pelajar*
 - Self-employed / *Bekerja sendiri*
 - Employee / *Bekerja*
 - Unemployed / *Tidak bekerja*
5. How often do you ride the bus? / *Berapa kerap anda menaiki bas?*
 - Daily / *Harian*
 - Weekly / *Mingguan*
 - Monthly / *Bulanan*
 - Yearly / *Tahunan*

SECTION B: DEPENDENT VARIABLES

This section will measure your opinion about quality service and passengers' satisfaction level using the bus terminal in Kota Bharu, Kelantan. Please mark your answer based on the scale from 1-5.

Bahagian ini akan mengukur pendapat anda tentang kualiti perkhidmatan dan tahap kepuasan penumpang menggunakan terminal bas di Kota Bharu, Kelantan. Sila tandakan jawapan anda berdasarkan skala dari 1-5.

Strongly Disagree (SD) <i>Sangat Tidak Setuju</i>	Disagree (D) <i>Tidak Setuju</i>	Neutral (N)	Agree (A) <i>Setuju</i>	Strongly Agree (SA) <i>Sangat Setuju</i>
1	2	3	4	5

Satisfaction level of passengers using the bus terminal in Kota Bharu, Kelantan. <i>Tahap kepuasan penumpang menggunakan terminal bas di Kota Bharu, Kelantan</i>		1	2	3	4	5
1.	The staff at the terminal were courteous and helpful. <i>Kakitangan staff di terminal adalah sopan dan membantu.</i>					
2.	The terminal facilities (seating, restrooms, waiting areas) were clean and well-maintained. <i>Kemudahan terminal (tempat duduk, tandas, tempat menunggu) bersih dan diselenggara dengan baik.</i>					
3.	The availability of real-time information about bus schedules and routes was satisfactory. <i>Ketersediaan maklumat masa nyata tentang jadual dan laluan bas adalah memuaskan.</i>					
4.	The security measures in place at the terminal made me feel safe. <i>Langkah keselamatan yang dilakukan di terminal membuatkan saya berasa selamat.</i>					

5.	<p>The convenience of access to and from the terminal (transport options, parking) was adequate.</p> <p><i>Kemudahan akses ke dan dari terminal (pilihan pengangkutan, tempat letak kereta) adalah mencukupi.</i></p>					
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SECTION C: INDEPENDENT VARIABLE

Please mark your answer based on scale from 1-5.

Sila tandakan jawapan anda berdasarkan skala dari 1-5.

No.	QUALITY SERVICE	1	2	3	4	5
1.	<p>Priority boarding for pregnant women, the elderly and the disabled.</p> <p><i>Pendaratan keutamaan untuk wanita hamil, warga emas, dan orang kurang upaya.</i></p>					
2.	<p>Variety of restaurants to choose from at the bus terminal.</p> <p><i>Pelbagai restoran untuk dipilih di terminal bas.</i></p>					
3.	<p>Sound speaker clarity and accuracy of bus stop announcements.</p> <p><i>Ketelusan pengeras suara dan ketepatan pengumuman terminal bas.</i></p>					
4.	<p>Passengers provide feedback in a straightforward manner by QR Code and comment box.</p> <p><i>Penumpang memberikan maklum balas dengan cara yang mudah melalui Kod QR dan kotak komen."</i></p>					
5.	<p>Cleaning service on the spot and always clean.</p> <p><i>Perkhidmatan pembersihan segera pantas dan sentiasa bersih.</i></p>					

No.	CONVENIENCE	1	2	3	4	5
1.	<p>The availability of clean and well-maintained restrooms at the bus terminal enhances my satisfaction as a passenger.</p> <p><i>Ketersediaan tandas yang bersih dan diselenggara dengan baik di terminal bas meningkatkan kepuasan saya sebagai penumpang.</i></p>					
2.	<p>Convenient access to public transportation information, such as bus schedules and routes, significantly contributes to my overall satisfaction as a passenger.</p> <p><i>Akses mudah kepada maklumat pengangkutan awam, seperti jadual dan laluan bas, menyumbang dengan ketara kepada kepuasan keseluruhan saya sebagai penumpang</i></p>					
3.	<p>Adequate seating and waiting areas make my experience at the bus terminal more comfortable and enjoyable.</p> <p><i>Tempat duduk dan ruang menunggu yang mencukupi menjadikan pengalaman saya di terminal bas lebih selesa dan menyenangkan</i></p>					
4.	<p>Having easy access to amenities like food stalls, shops, or vending machines adds to my convenience and satisfaction during my time at the bus terminal.</p> <p><i>Mempunyai akses mudah kepada kemudahan seperti gerai makanan, kedai atau mesin layan diri menambah keselesaan dan kepuasan saya sepanjang berada di terminal bas</i></p>					

5.	<p>Clear and informative signage and directions within the bus terminal contribute to my sense of convenience and positively impact my overall satisfaction as a passenger.</p> <p><i>Papan tanda dan arah yang jelas dan bermaklumat dalam terminal bas menyumbang kepada rasa selesa saya dan memberi kesan positif kepada kepuasan keseluruhan saya sebagai penumpang</i></p>					
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No.	SECURITIES	1	2	3	4	5
1.	<p>The security measures in place at Kota Bharu Bus Terminal make me feel safe and secure.</p> <p><i>Langkah keselamatan yang dilaksanakan di Terminal Bas Kota Bharu membuatkan saya berasa selamat dan terjamin.</i></p>					
2.	<p>I believe that the security personnel at the bus terminal are attentive and responsive to passengers' safety concerns.</p> <p><i>Saya percaya anggota keselamatan di terminal bus prihatin dan responsif terhadap kebimbangan keselamatan penumpang.</i></p>					
3.	<p>The presence of visible security cameras and surveillance systems at the bus terminal reassures me about my safety.</p> <p><i>Kehadiran kamera keselamatan yang boleh dilihat dan sistem pengawasan di terminal bas meyakinkan saya tentang keselamatan saya.</i></p>					
4.	<p>I am aware of the emergency procedures and exits at the bus terminal in case of security-related incidents.</p> <p><i>Saya mengetahui prosedur kecemasan dan pintu keluar di terminal bas sekiranya berlaku insiden berkaitan keselamatan.</i></p>					

5.	<p>Overall, how satisfied are you with the security measures and safety provisions at the Kota Bharu Bus Terminal?</p> <p><i>Secara keseluruhan, sejauh manakah anda berpuas hati dengan langkah keselamatan dan peruntukan keselamatan di Terminal Bas Kota Bharu?</i></p>					
No.	DIGITAL TRANSFORMATION	1	2	3	4	5
1.	<p>Self-service ticket machines are uncomplicated and easy to operate.</p> <p><i>Mesin tiket layan diri tidak rumit dan mudah dikendalikan.</i></p>					
2.	<p>The digital displays at the bus terminal are easy to read and understand.</p> <p><i>Paparan digital di terminal bas mudah dibaca dan difahami.</i></p>					
3.	<p>The availability of mobile apps or online platforms for checking bus schedules, purchasing tickets, and receiving updates has enhanced convenience for travelers.</p> <p><i>Ketersediaan aplikasi mudah alih atau platform dalam talian untuk menyemak jadual bas, membeli tiket dan menerima kemas kini telah meningkatkan kemudahan untuk pelancong.</i></p>					
4.	<p>Launching of a dedicated online page or application by the bus terminal administration to provide additional benefits or promotions to registered passengers.</p> <p><i>Pelancaran halaman atau aplikasi dalam talian khusus oleh pentadbiran terminal bas untuk memberikan faedah atau promosi tambahan kepada penumpang berdaftar.</i></p>					

5.	<p>Digital transformation has improved the efficiency of bus operations and reduced delays, leading to a more satisfying travel experience.</p> <p><i>Transformasi digital telah meningkatkan kecekapan operasi bas dan mengurangkan kelewatan, membawa kepada pengalaman perjalanan yang lebih memuaskan.</i></p>					
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APPENDIX B – GANTT CHART

Weekly Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PPTA briefing for Programme SAK															
Identify research title															
Start writing for Chapter 1															
Correction for Chapter 1															
Start writing for Chapter 2&3															
Correction for Chapter 2&3															
Submission full report Chapter 1&3 and video presentation															
Data Collection															

Start writing Chapter 4																			
Submit presentation poster																			
Submit Chapter 4																			
Submit full report Chapter 4&5 and research paper																			
Physical presentation																			
Submit full report and Research paper																			