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**THE EFFECIENCY IN “LADIES COACH” SERVICE THROUGH USER
PERSPECTIVE**

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AINA AMIRA BINTI BAHAROM

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PENGAKUAN

“Saya akui laporan ini adalah hasil kerja saya sendiri kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya”

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DEDICATION

This research is dedicated to my beloved parents, my lovely family and to all my fellow friends that directly or indirectly help me during four years of my university life at Universiti Teknikal Malaysia Melaka (UTeM)

- ❖ Baharom Bin Mohd Isa
- ❖ Zaharah Binti Ahmad
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ABSTRACT

Mass media nowadays often show and reported about pick pocket and sexual harassment cases faced by the user of public transport in Malaysia. These issues also actively been argued by the user of online application such as blog, face book also twitter. Every single user has their own different opinion compare to other users. Malaysia citizens already know that users of public transport need to be faced and deal with several problems every single time when they used these services. At the same time, organization also gained complaint from a user informed that happened pick pockets and sexual harassment activities in public transport in which many of the cases involved women passenger. This is the main reason behind launching of “Ladies Coach” service by KTMB. “Ladies Coach” is a coach especially reserve only for women passenger. This service started available for its user on 28 April 2010. This service is one of the many available services provided by KTMB to its user. “Ladies Coach” objective is to provide female commuter with comfortable and safe journey and at the same time to reduce the risks of sexual harassment cases in a congested environment. According to KTMB General Manager, majority user of KTMB commuter train composed of women. So, as a majority user, women need to been provided with their own right which is to be provided needed for safety during travel used public transport. These improvements seem impressive because majority of user feel satisfied with this innovation. In addition establish different reasons why users choose to use these services compared to other service. Based on a few positive feedbacks and opinion that have been received from user of KTMB “Ladies Coach”, the researcher identified three main factors that influence the efficiency in “Ladies Coach” service between convenience, privacy and safety factor. These research been conducted to find the most important factor that influence the efficiency in “Ladies Coach” service based on the three listing factor.

ABSTRAK

Media massa sering kali melaporkan kes berkaitan penyeluk saku dan gangguan seksual yang dihadapi oleh pengguna pengangkutan awam di Malaysia. Isu ini juga sering kali diperdebatkan oleh pengguna aplikasi laman sesawang seperti blog, face book dan juga twitter. Setiap pengguna mempunyai pendapat mereka yang berbeza berbanding dengan pengguna yang lain. Kita juga sedia maklum bahawa pengguna terpaksa berhadapan dengan beberapa masalah setiap kali mereka menggunakan perkhidmatan awam. Dalam masa yang sama, organisasi juga telah menerima beberapa aduan daripada pengguna memaklumkan bahawa terdapatnya aktiviti penyeluk saku dan gangguan seksual di dalam perkhidmatan awam dan kebanyakan kes tertumpu kepada pengguna wanita sebagai manganya. Masalah yang dinyatakan menjadi sebab utama pelancaran “Koc Wanita” oleh KTMB. “Koc Wanita” merupakan koc khas yang disediakan hanya untuk pengguna wanita sahaja. Perkhidmatan ini mula beroperasi pada 28 April 2010. Perkhidmatan ini merupakan salah satu daripada pelbagai perkhidmatan yang disediakan oleh KTMB kepada penggunaanya. Objektif “Koc Wanita” adalah untuk menyediakan komuter wanita yang selamat serta selesa dan dalam masa yang sama dapat mengurangkan risiko berlakunya kes gangguan seksual. Berdasarkan Pengurus Besar KTMB, majoriti pengguna perkhidmatan komuter KTMB terdiri daripada wanita. Jadi, sebagai majoriti pengguna perkhidmatan ini, wanita mempunyai hak mereka yang tersendiri untuk disediakan dengan keperluan keselamatan sepanjang menggunakan pengangkutan awam. Penambahbaikan ini dilihat berkesan kerana kebanyakan pengguna berpuas hati dengan inovasi ini. Selain daripada itu, wujud juga beberapa sebab mendorong pemilihan penggunaan “Koc Wanita” berbanding dengan perkhidmatan lain. Berdasarkan kepada beberapa pendapat serta komen positif yang diterima daripada pengguna, wujud tiga sebab utama yang mempengaruhi keberkesanan terhadap “Koc Wanita”. Tiga sebab utama tersebut dapat dilihat daripada faktor keselesaan, privasi serta keselamatan. Kajian ini dijalankan untuk mengenalpasti faktor utama yang mempengaruhi keberkesanan “Koc Wanita” berdasarkan faktor yang telah disenaraikan.

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LIST OF ABBREVIATION

UTeM	Universiti Teknikal Malaysia Melaka
SPSS	Statistical Package for the Social Sciences
KTMB	Keretapi Tanah Melayu Berhad

LIST OF SYMBOL

%	Percent
R-value	Pearson correlation
R-value	Coefficient
Sig-value	Significant value

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Title selected for this final year research report is, the efficiency in “Ladies Coach” service through user perspective. Chapter one will fully discuss and explain nine important elements consist of introduction, background of the study, problem statement, research question, research objective, scope of the study, significant of the study, importance of the study and last but not lease summary. Background of the study under this research will used 5W 1H concept, started from why this title has been choose, what component involve under this research, who will involve under this research, where and when this research will be conducted and last but not lease how to conduct this research. “Ladies Coach” has been introduce in their ways to prevent several crucial problem faced by the user of KTMB commuter service. KTMB user need to scramble, push and fight among them just in order to ride a commuter train. This situation creates wide opportunity to other users done improper activities such as pick pocket and sexual harassment. Under this chapter, three research questions have been provide as a guideline that researcher used to achieve two research objectives. In addition, this chapter will explain the importance and significant of this research. This research has been conducted to identify the main factor that influences the efficiency in “Ladies Coach” service through user perspective.

1.2 Background of the study

Under background of the study parts, researcher decided to use 5W 1H concept. This concept has been used in order to explain more about what this research are about. First element consists under background of the study for this research is why researcher decided to choose this title. Title choose by researcher is efficiency in “Ladies Coach” service through user perspective. Chosen title has been select based on a current issues faced by a Malaysia citizens nowadays. In addition, innovation process also will actively been discuss under this research. As a student under technopreneurship course, innovation itself already been tough and has been applied under several subject, in which deeply understanding about it need to be mastered. “Ladies Coach” was one successful example under innovation process done by KTMB. In addition, in order to protect women safety as a majority uses of commuter service, KTMB provided uniqueness in their existing service. This innovation process change has gained much attention from all parties such as gain extensive coverage from mass media, printed media, user and others. It can be said, the main reason why researcher choose to use this title is researcher own desire to understand more about innovation concept.

Second element under background of the study for this research is what will involve under this research. Several real problems have been arising under this topic which is pick pocket and sexual harassment. As a majority user of KTMB commuter service, women have their own right to be served and needed for a safety environment of travel used public transport. To fulfill their responsibility as a student, housewife, professional worker and other, women independently leave the house without being company by anyone. Sometime, women need to come out from home early in the morning and come back late in the night. This situation create wide opportunity happened improper activity such as case of sexual harassment and pick pocket. Recently, issue regarding this has gained much concern and full attention from Malaysia citizens. Although the presence of these issues was invisible and has no term for this problem almost two years, sexual harassment has plagued Malaysia women for a year. These issues causes KTMB decided to improve their existing service by introduce

“Ladies Coach”. Crucial problem faced by women as a user of public transport will be listed in this research and deeply explanation about innovation and “Ladies Coach” will be provided in this research.

Third element under background of the study for this research is who will involve directly or indirectly way during completing this research. 100% cooperation from “Ladies Coach” user really needed in order to complete this research. This is because, this research focused to the efficiency in “Ladies Coach” service through user perspective. As a user, they will definitely know the reason why they decided to choose and used this service. Through conducted survey, researcher will gained the answer and achieve research objective. Innovation in “Ladies Coach” has been done in order to protect women right’s as a majority user of public transport, women have their own right’s to be provided with safety environment during travel used public transport. This issue becomes opportunity for a company-based service in Malaysia comes out with provided “Magic pill” to its user with improve their public transport services.

Forth element under background of the study for this research is where the strategic location to conducted research under this topic. Researcher will focus onto Lembah Klang area between commuter stations started from Bandar Tasik selatan, Selangor until Tanjong Malim, Perak. This area has been targeted as the main area for implementation of innovation change or improvement in public transport services which is “Ladies Coach” service by KTMB.

Fifth element under background of the study for this research is when to conduct this research. After clearly understand research question and research objective under this topic, collected information about it need to be done. Quantitative research method already been selected by researcher in the way of completing this research. It means that survey will be conducted. Other than that, secondary data collected also will be gained through research on internet. For survey, researcher will randomly choose 100 “Ladies Coach” user be survey respondent. Survey conducted in order to find out the three main factors that influence the efficiency in “Ladies Coach” service through user perspective.

Questionnaire will be spread during semester two or semester break. Researcher also will directly face with “Ladies Coach” user in order to conduct or completed this survey. Data gained from survey conducted will be evaluated used SPSS program.

Last element under background of the study for this research is how to complete this research. Survey will be conducted to identify why women choose to used “Ladies Coach”. Innovation means process of improvement existing product or services. Through innovation, some companies gain business competitive advantages. Competitive advantage will guide entrepreneur to have a creative thinking skill. This is because, the uniqueness of a certain product or services, will catch attention of its user. In order to know whether all this is true or not, the survey needs to be conducted. Through this survey, research objective in which to identify the main importance factor that influence the efficiency in “Ladies Coach” service will be gained. For this research, innovation through “Ladies Coach” will become as a main subject. This innovation can be said as a successful innovation which its give many benefits to the user. This innovation done after gained report related to several cases such as sexual harassment and pick pocket.

1.3 Problem statement

Unwanted activities such as pick pockets and sexual harassment activities can happen everywhere especially during travel used public transport services. Opportunity of sexual harassment and pick pockets activity happened can be seen when women need to scramble, pushing between each other, fight among themselves or being surrounded with men in order to ride or get placed on a commuter train. Other than that, real situation faced by users of KTMB commuter is needed to be pushed by others while trying to get in and out of commuter train. This is the reason why innovation in public transport services needs to be done. Innovation done in order to protect women's safety during travel used public transport. In addition, the impact from pick pockets and sexual harassment activities can become as a main problem contributes to the decreases of productivity also losses quality of work especially when it involve the women workforce. Malaysia citizen know, sexual harassment activity can give a serious impact to its victim in which, certain will feel traumatized, will decide to suicide, feel insecure environment and others. Through this research, the impact of sexual harassment, also understanding and knowledge about sexual harassment and pick pockets activities can be spread broadly to the society. Apart of it, several areas in commuter station are quiet without having any co-user for example at Batu Caves, Selangor commuter station. Sometime user didn't expect to back home late in the night especially by using a commuter service in which sometimes this situation becomes a factor contribute to happen unwanted crime activity. All this is a reason behind emergence of "Ladies Coach" service in which its objective is to provide female commuter with comfortable and safe journey and at the same time, to reduce the risks of sexual harassment in a congested environment.

1.4 Research question

- ❖ What are the three factors that influence the efficiency in “Ladies Coach” service through user perspective?
- ❖ Which one from three factors is the main important factor that influences the efficiency in “Ladies Coach” service?

1.5 Research objective

- ❖ To identify the factor that influences the efficiency in “Ladies Coach” service through user perspective.
- ❖ To determine the main important factor that influences the efficiency in “Ladies Coach” service through user perspective.

1.6 Scope of the study

Party involved directly under the scope of the study for this research is users of “Ladies Coach”. “Ladies Coach” will become as a main subject because this research will explain more about the process of innovation done by KTMB by introduce “Ladies Coach” service. “Ladies Coach” is one successful example under process of innovation. Therefore, users of “Ladies Coach” will be used as the target audience for this research. Feedback from users will be gained through conducted survey under this research. Several positive feedbacks already been gained and the feedback shows that women choose this service because it’s provided convenience, privacy and safety environment for its user. Other than that, the reason why researcher conducted this research is to find out which one from convenience, privacy and safety becomes the main factor that influences the efficiency in “Ladies Coach” service through user perspective.

1.7 Significant of the study

Private organizations can use this research as their reference or additional information on how to create and provide a competitive advantage in their business. For example innovation done can be seen through “Ladies Coach” service provided by KTMB. These modes of public transport provide a specialty service focused toward women safety while travelling. Their targeted user is women as a majority user of commuter service. Statistics showed that 60% of KTMB Commuter passengers are women. As a majority user, woman has their own right’s, in which to be provided with a safety environment while travel used public transport services. Through this fact, KTMB decided to provide their user with “Ladies Coach” service. Their competitive advantage makes women prefer to use this kind of service and at the same time, knowledge about women right’s itself will be gained. Sometime several users didn’t notice with the innovation done through the lack of information spread to the society. So, user need to take note and pay attention every improvement done even though it’s just a small improvement.

1.8 Importance of the study

The main reason why researcher wants to do this research is to explain about innovation done by company-based services towards their public transport services in a way to fulfilled women right’s towards needed for a safety environment while travel used public transport. Other than that, the reason why researcher conducts this research is to find out the main importance factor that influences the efficiency in “Ladies Coach” service. This report will provide a positive and negative feedbacks from users of “Ladies Coach”. Through this research, hopefully the users will gained more knowledge about their rights and at the same time it could avoid improper activity from happened. In addition, this research will explain why innovation can benefit both sides through “win-win situation”.

1.9 Summary

As a conclusion, this chapter will provided nine important elements consist of introduction, background of the study, problem statement, research question, research objective, scope of the study, significant of the study, importance of the study and last but not lease summary under this chapter. 5W 1H concept has been used in order to explain more about what this research are about. This concept will explain in a deeply way why this title has been choose, what will involved in this research, how and where to conduct this research, who will involved in the process of completing this research and last but not lease is where this research will be conducted. This research will focus to innovation done towards “Ladies Coach” by KTMB in their ways to protect women rights. Innovation did also provide a safety environment of travelling needed for women itself. Several crucial issues faced between women and public transport services will be used to guide researcher complete this research. Apart of it, problem statement also will be used to leads the researcher achieve objective of this research. This research focused to identify the main importance factor that influences the efficiency in “Ladies Coach” service through user perspective between convenience, privacy and safety.