

FACTORS AFFECT CUSTOMER SATISFACTION OF TRANSPORTATION

PANORAMA MELAKA SDN. LIMITED.

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FACTORS AFFECT CUSTOMER SATISFACTION OF TRANSPORTATION
PANORAMA MELAKA SDN. LIMITED.

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APPROVAL

“I/ We admit was read this report and on my view this report is sufficient from scope and quality for purpose the certificate Bachelor of Technopreneurship”

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**FACULTY OF TECHNOLOGY MANAGEMENT AND
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DECLARATION

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“I hereby declare that the work of this research is mine, except for the quotations and summaries that have been duly acknowledged”

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DEDICATION

This research is dedicated to my beloved family, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one step at a time.

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ABSTRACT

This study was carried out to identify factors affecting the Customer Satisfaction of public transportation in Panorama Melaka Sdn. Limited. This study also serves to evaluate consumer perception of public bus transportation on the existing service satisfaction now. Appropriate questions were submitted and the data collected have been shown in the figures to better explain the results. Furthermore, the results clearly attached to the data provided. In addition, the interviews and interrogations are done as a means to obtain the desired information. Factors that act as independent variables are as Customer Service, Price Fare Price, Safety and Comfortability, while the dependent variable is Customer Satisfaction. Therefore, this research performs the results finding of a relationship between independent variables and dependent variables through correlation and hypothesis testing as well as to achieve the objective of the study. Indeed, customer satisfaction is essential in creating and maintaining customer loyalty Panorama Melaka Sdn. Limited.

Keywords: Customer Satisfaction; Customer Services; Fare Price; Safety; Comfortability

ABSTRAK

Kajian ini dijalankan adalah bertujuan untuk mengenal pasti faktor-faktor yang memberi kesan kepada Kepuasan Pelanggan para pengguna syarikat pengangkutan awam Panorama Melaka Sdn. Limited. Kajian ini juga berfungsi untuk menilai persepsi pengguna kepada pengangkutan bas awam mengenai tahap kepuasan perkhidmatan yang sedia ada kini. Soalan-soalan yang sesuai telah dikemukakan dan data yang dikumpul telah ditunjukkan dalam bentuk angka untuk lebih menjelaskan lagi keputusan. Tambahan pula, keputusan yang jelas telah disertakan bersama-sama data yang disediakan. Selain itu, proses temuduga dan soal siasat dilakukan sebagai kaedah untuk mendapatkan maklumat yang dikehendaki. Faktor-faktor yang bertindak sebagai pembolehubah bebas adalah seperti Perkhidmatan Pelanggan, Harga Tambang, Keselamatan dan Keselesaan, manakala pembolehubah bersandar adalah Kepuasan Pelanggan. Oleh itu, kajian ini melaksanakan keputusan yang mencari hubungan antara pembolehubah bebas dan pembolehubah bersandar melalui korelasi dan ujian hipotesis disamping untuk mencapai objektif dalam persoalan kajian. Sesungguhnya, kepuasan pelanggan adalah penting dalam mewujudkan dan mengekalkan kesetiaan para pelanggan Panorama Melaka Sdn. Limited.

Keywords: Kepuasan Pelanggan; Perkhidmatan; Harga Tambang; Keselamatan; Keselesaan.

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LIST OF ABBREVIATION

SPSS **Statistical Package for The Social Sciences**

CHAPTER 1

INTRODUCTION

1.0 Background of the study

Transport is one of the alternatives in the communication system world. It is considered as the driving force and income for some society. Development of a place closely associated with system transportation. In Malaysia, the public transport system is the important aspect in either communications systems for urban and community rural areas. As developing countries, system relations within a country should have the competence and progress in terms of service and technology used. The Malaysian government has been working to create the various reforms and strategies new to improve the quality of public transport services in order to community interests. Change after change has occurred with the changing times and when, where transportation and traffic patterns are constantly changing.

Public transport services are said to be one of the alternatives for help traffic congestion and particularly in urban areas. Therefore, the use of this service should be improved further to help in attracting more people to use public transport services available in addition to reduce the problems faced by consumers. However, what the extent of the current public service to improve community satisfaction? This study has

focused on a public transport company Panorama Melaka Sdn. Limited. as a medium to measure the extent of their satisfaction level was used.

Customer satisfaction is important to achieve the strategic objectives of the public service industry. To survive and make a profit, the owner must act to meet customer needs and satisfy them. Although there are many factors related to customer satisfaction, but previous empirical studies in this field only emphasize on the quality of service. This study will examine four key factors, including quality of service, fares, safety and comfort, which is closely related to customer satisfaction.

1) Definition / Terminology

The terms that used in this paper relates to the terms relating specifically to the research. The use of this term is to avoid the perception of understanding of the different studies as was required in a study.

2) Customer Services

Customer Services is the provision of service to customers before, during and after a purchase. According to Turban (2002), customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.

3) Public Transport

According to Kamus Pelajar Bahasa Melayu, Second edition (2008: 29) states that public transport means such as motorized transportation system, taxis, buses and trains that can be used by people in a specific area with fares set. Public transport meant here is that researchers want to study the bus transport services the only focus for short-haul services only (the Malacca) which services that are used daily.

Customers are each wearer, receiver, processor or the continuation of its products or services from us with frequencies often and for a specific time period. The absence of a strong track record and a repeat application or acceptance, then the matter cannot we call our customers. Refers Vincent Gasversz (1997), definition of customers, namely; customers are people who do not depend on us, but it is we who depend on them. Customers also are the people who brought us to desire. However, no one ever wins arguments with customers compete and client is extremely important that the person must be satisfied.

1.1 Background of Company

Panorama Melaka Sdn Bhd, formerly known as PM Cultural & Tourism Pvt. Limited. is a privately held company and owned by the state government of Malacca. The biggest holders are Malacca Foundation (40%), followed by (CMI) of the Chief Minister Incorporated (40%) and lastly Group Malacca Berhad (20%). Panorama Melaka offered many services such as public bus, taxis, cars rental and car service centre under the branding of Proton Edar.

Panorama Melaka (PM) at the beginning of its establishment is a company known by the name of Pulau Besar (Malacca) Island Resort SDN. BHD. The company

was established on the 10 January 1989 which was incorporated under the Companies Act 1965 as a private company and is a company limited by shares.

However, on the 10 May 1991, its name was changed to the Syarikat Kemajuan Perlancongan Melaka SDN BHD. After eight years under Syarikat Kemajuan Perlancongan Melaka SDN BHD, on 18 August 1999 it was reworked again by the Board to change the name of the company once again be known as PM Cultural & Tourism Pvt. Limited. Once the company name changed 2 times, finally on 8 March 2012, the Board of Directors has unanimously decided to give the name Panorama Melaka Sdn. Limited. Led by Mr. Mohd Sultan Bin Mohd Faruk General Manager and Ms Siti Binti Mohammad Kassim Faizah as Operations Manager. Now the largest service conducted by Panorama Melaka is buses were all the public bus in Malacca came under the management Panorama Melaka Sdn. Limited.

Motto

"1 PANORAMA, 1 TRANSFORMASI, KEPUASAN DAN KESELESAAN
ANDA ADALAH MATLAMAT KAMI"

1.2 Research Problem

Problem definition can be defined as a broad statement of the general marketing research problem and identification of its specific components, (Malhotra, 2007). However, proper timing of customer satisfaction surveys depends on the type of product or service provided the type and number of customers served, the longevity and frequency of customer/supplier interactions, and the intended use of the results. (Scott Smith, 2012).

The research intends to study these issues on customer satisfaction in Panorama Melaka Sdn. Limited. according to the Customer Services, Fare Price, Safety and Comfortability. Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Pascoe (1983) also expressed satisfaction is the response against the state, the process and the result of the experience of services received. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are more likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. What is clear about customer satisfaction is that customers are most likely to appreciate the goods and services that they buy if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them.

Satisfaction is as a judgment following a consumption experience - it is the consumer's judgment that a product provided (or is provided) a pleasurable level of consumption-related fulfilment (adapted from Oliver 1997). Most research confirms that the confirmation or disconfirmation of pre-consumption expectations is the essential determinant of satisfaction. This means that customers have a certain predicted product performance in mind prior to consumption. During consumption, customers experience the product performance and compare it to their expected product performance level. Satisfaction judgments are then formed based on this comparison. The resulting judgment is labelled positive disconfirmation if the performance is better than expected, negative disconfirmation if it is worse than expected and simple confirmation if it is as expected. In short, customers evaluate product performance by comparing what they expected with what they believe they received.

Customer satisfaction is very closely related to the public transport in general in our country, it is an important aspect in either communications systems for urban and rural communities (Siti Faridah Bt Sunif, 2011). As a nation of increasing advanced communication systems within a country should have the competence and progress in terms of the services affected by the technology used. But is the public transportation system really achieves user satisfaction? Thus, customer satisfaction is a determinant of whether the level or quality of public transport services provided is really satisfying and rewarding each individual who uses it.

1.3 Research Question

In this research, the focus is to determine the customer satisfaction by using public transport Panorama Melaka Sdn. Limited. So, the research question constructed as:

- 1) What is the customer's perception of Customer Service in Panorama Melaka Sdn. Limited. that influencing Customer Satisfaction?
- 2) What is the satisfaction level of Fare Price in Panorama Melaka Sdn. Limited. that influencing Customer Satisfaction?
- 3) What is the satisfaction of Safety factors in Panorama Melaka Sdn. Limited. that influencing Customer Satisfaction?
- 4) What is the satisfaction of Comfortability factors in Panorama Melaka Sdn. Limited. that influencing Customer Satisfaction?

1.4 Research Objective

In this research, the objective that must be achieved is:

- 1) To study the relationship between Customer Services factors with Customer Satisfaction of Panorama Melaka Sdn. Limited.
- 2) To examine the relationship between Fare Prices factors with Customer Satisfaction of Panorama Melaka Sdn. Limited.
- 3) To measure the relationship between Safety factors with Customer Satisfaction of Panorama Melaka Sdn. Limited.
- 4) To investigate the relationship between Comfortability factors with Customer Satisfaction of Panorama Melaka Sdn. Limited.

1.5 Limitation and Scope

This study has certain limitations. Which is?

- 1) The research was conducted on consumers who use public transport services Panorama Melaka Sdn. Limited. in Malacca.
- 2) There are four elements identified in this research which are regarded on service, fare price, safety and comfortability.
- 3) The questionnaire distributed randomly to customers those customers of Panorama Melaka Sdn. Limited.

- 4) The study was conducted at the Universiti Teknikal Malaysia Melaka (UTeM), Faculty of Technology Management and Technopreneurship (FPTT).

This research is to examine how users or customers of public transport services in Malacca which is Panorama Melaka Sdn. Limited. according to customer satisfaction. It is conducted in order to identify the satisfaction, customer regarding services, fare price, safety and comfortability. The random respondent of customers that already uses the Panorama Melaka Sdn. Limited. asked to answer the questionnaire to complete this research.

1.6 Significant of Project

From this research, we know the importance of public transport because it helps us in assessing the level of satisfaction of public transport services which is Panorama Melaka Sdn. Limited. in discharging their responsibilities to consumers, especially customers using the service provided. Through this research, Panorama Melaka Sdn. Limited. transportation company operators can make plans to further enhance customer satisfaction with the service offered. In addition, it can be a line guide to specific companies to improve the system management and quality of service.