

CUSTOMER SATISFACTION ON RAILWAY TRANSPORT SERVICE IN MALAYSIA (KTMB)

Isfanoorzaty Hayat binti Mohammad Ismail, Mr.Nizamuddin bin Zainuddin

¹College of Business, School of Technology Management & Logistics Building, Universiti Utara Malaysia, 06010, Sintok, Kedah

Email: is_fa@ymail.com, nizamuddin@uum.edu.my

ABSTRACT

This study is an overview of the perceptions of users of railway transport services in Malaysia. The survey also aims to obtain feedback on the perception of service user's railway transportation and the satisfaction level of railway transport services in Malaysia. In addition, the survey was also made to identify the factors least demand for rail services in Malaysia. This study used statistical methods previous train service consumer perception, consumer demand data and other resources related to identifying the cause of the lack of demand for rail freight services.

Keywords

Customer's satisfaction, customer's perception, lower demand, statistic demand, transportation, services.

1.0 INTRODUCTION

Perception and satisfaction level of rail transportation services has resulted in less use of their rail services. This has affected the operations of the service and lead to the demand for rail freight services also decreased. Low levels of consumer satisfaction causing them would prefer to use public transport such as buses, taxis, private cars, rental cars, and air transport. Users would prefer public transport because they get great satisfaction from the public transport services. More so for a long journey and take a long time to be in the public transport and can provide comfort to those with facilities provided. Compared with outside countries are more focused on the rail transport services as their primary transportation. In addition, users will be more focused on transport services and member satisfaction guarantee level.

The objective of this study was to examine consumers' perceptions of rail services and users' satisfaction on railway transport services in Malaysia. In addition, to find a solution to the lack of demand

for railway transportation and good benefit to all parties such as railway companies, drivers and consumers and the economy.

1.1 PROBLEM STATEMENT

The problems associated with public transport services will no longer be a new problem for transport industry in Malaysia. Every year the government made a statement to improve and enhance the quality of public transport. But year after year the issue remains to be seen whether the government is serious in addressing the issue. To what extent the efficiency of public service management implemented to ensure the welfare and safety of consumers.

If the service is good and comfortable transportation, they will choose the transport services. But if not, consumers will choose to other transport services. Therefore, the research was carried out to study on public transport in Malaysia specifically for railway transportation by giving focus to consumer perception, satisfaction and also the factors that influence and suggestions for improvement.

1.2 RESEARCH OBJECTIVES

The research aims to assess the customer perception of railway service and user satisfaction on railway service in Malaysia. Secondly, the objective of this study is to determine the factor for this problem and create the solution for this problem.

2.0 LITERATURE REVIEW

Transport refers to a vehicle carrying someone or something from one place to another place. This transport system is intended to facilitate public relations either in the city or countryside. Development and reforms made in the railway system can increase consumer demand for railway

transportation and change the negative perception of consumers. The increase in the construction of the tracks, the establishment of high speed rail to the safety and comfort of users will increase the level of consumer demand for rail freight services. There are several factors that can cause the user to give a negative perception on railway transport services and the satisfaction level of the railway transport services, poor security system, the level of comfort, take a long time to reach the destination, the speed, the rate of pollution and facilities and services provided.

2.1 SAFETY SYSTEM

The safety system is important in all transportation services, regardless of whether public transport or any other kind of vehicle. This is necessary to ensure the safety of the passengers on the carrier. In the Land Public Transport Commission (SPAD) has outlined a number of ethics to the construction of public transport. Among them are security systems, emergency alarm, emergency braking, speed limits and other safety system.

2.2 TRAIN CONDITON (COMFORT LEVEL)

Along with the development of people-oriented, the focus should be on improving service quality, safety and comfort to improve the experience of passengers using public transport by land. This can be initiated by increasing regulation of the land transport system and driving efficiency and effectiveness. This in turn can be achieved by better coordination of the various agencies and authorities involved in enforcement.

2.3 TIME TO ARRIVE THE DESTINATION

Time is an important asset to anyone. this is because time is valuable and worth of each person's life. Users will find public transport services that can save their time to a place. Therefore, the construction of high speed rail is highly recommended, and eagerly awaited by consumers. More pleasant speed rail users from other public transport services due to more rapid and free from traffic congestion. Construction of the high speed rail will also attract more users to use the rail service and remove the negative perception on the services the railway transport.

2.4 POLLUTION

The increases in the share of land public transport modes have an impact on the level of congestion and

pollution by reducing the release of carbon vehicle on the road. Therefore, land public transport system must be designed not just to improve sharing mode, but also to promote a healthy lifestyle in addition to using land transport. Furthermore, infrastructure and land transport operations also need to be more environmentally friendly by adopting green technologies in the implementation.

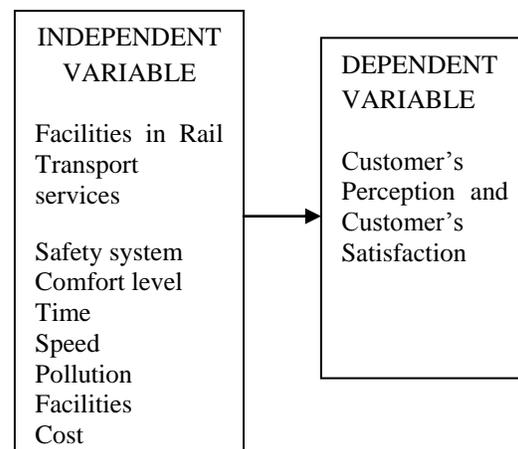
2.5 FACILITIES

Infrastructure development has contributed to a strong increase in passengers and offers land transport high impact on mobility needs. This is evidenced by the increasing sophistication of network and land transport services and increasing the connectivity between the town center through the provision of rail light rail transit (LRT), Monorail, KTM and stage buses. In addition, there is also increasing land transport connectivity between different regions across the country.

2.6 COSTS

Changes over the past decade have resulted in the consolidation step through the government-owned entities. At the same time, the land transport industry sound can also be operated by the public sector. This is done to ensure that public transport is provided affordable and accessible to everyone.

2.7 THEORITICAL FRAMEWORK



The improving the facilities in rail transport services can improve the demand for rail transport industry. The efficient and effective the development in transport industry can give more advantages for

customers, department, company, and economy of country.

3.0 RESEARCH METHODOLOGY

The research used the questionnaire as main reference to collect the data. This study is a descriptive study according to Van Dalen in Abdul Fatah (1993). Descriptive study is not a study of a limited form of data collection alone but includes survey that asks questions and reports the answers about the situation at that time until the study provides detailed statement of the relationship between variables. To know what the relationship between the customer perception in transport service and customer satisfaction level in transport service, the questionnaire must to distribute to the respondents. For this paper, around the 92 questionnaire have been distributed, and just around 90 respondents give a feedback. The questionnaire is covered about the personal information, facilities and about the railway services. The hypothesis statement should be come out to make a first expectation for the test. In the study, there are three of hypothesis have been identified.

H₀: *There is no relationship between train facilities and the customer perception*

H₁: *There is a relationship between the facilities of train and the customer perception*

H₀: *There is no relationship between the safety system of train and the customer perception*

H₁: *There is relationship between the safety system of train and the customer perception*

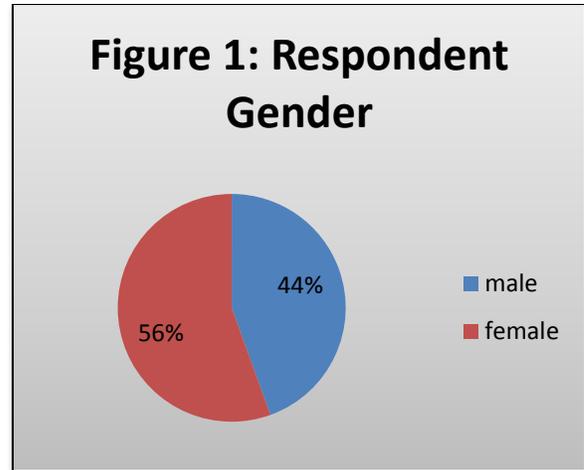
H₀: *There is no relationship between the customer satisfaction and the train service*

H₁: *There is relationship between the customer satisfaction and the train service*

The purpose of hypothesis test is to evaluate the evidence. The test determines whether the results of the research are sufficient to reject the null hypothesis and justify a conclusion that the treatment has an effect. The null hypothesis is statement about the population, or being examined and always says that there is no effect, no change, or no relationship. If the probability or p-value is less than 0.05, the null hypothesis should be rejecting and conclude that two variables are considering have a relationship.

4.0 RESEARCH FINDINGS

Figure 1: Respondents Gender



From figure 1, it shows that majority of the respondents are female with 54.3% (50) and the male is 43.5% (40). This is because, the student and staff in UUM majority is female.

Figure 2: Respondents Career Status

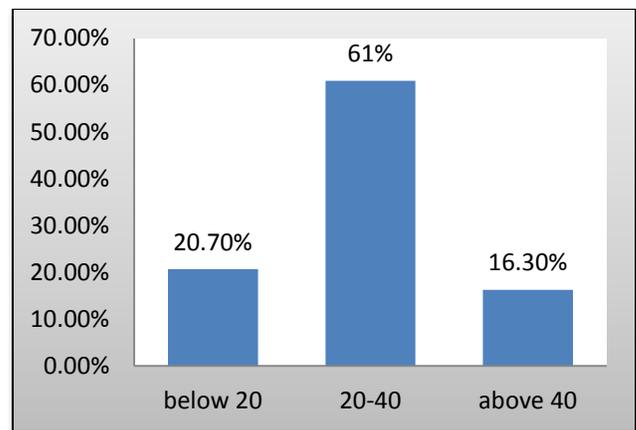
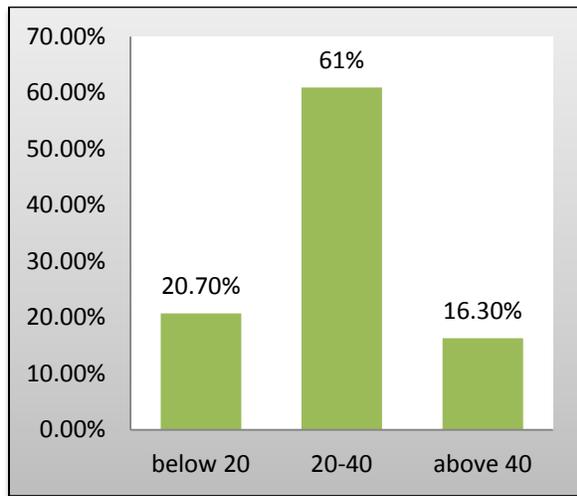


Figure 2 shows career status for respondents. Majority respondents are come from students include 71.7% (66) persons, and other come from government sector around 26.1% (24) persons. It is because, the majority respondents in UUM still student and they use the public transport for go to another place because don't have private car.

Figure 3: Respondents Age



From figure 3, it shows majority respondents age is around 20- 40 (56 or 60.9%), below 20 around 19 (20.7%) and above 40 around 15 (16.3%). It is because the majority students are still young.

5.0 DISCUSSIONS AND CONCLUSION

Transportation is the key leads to harmony in a multiracial society. I find that many Malaysians low and middle income rely on public transportation. Although we have the local car manufacturing industry, yet there are still people who can not afford to own their own vehicles. The majority of people still relies on public transportation and should be evaluate in all country. Roads have been developed a little better than developing countries, but we still lag when compared with European countries, Japan, and the United States. We still need to invest and develop the transport network because we do not have a string of road wide and many people still rely on the train and bus transportation to go to from one place for another place.

For "one Malaysia" if we have a rail and road network is good, it will help people to travel faster and better either to traders or students and anyone who uses the train service. If rail transport links satisfy consumers, according to a good standard, comfort and safety are good, and then there will be no negative perception of this rail service. (Aminuddin, 2012)

KTMB is the main rail network operator in Malaysia. Requests can be expanded rail service in this country by providing commuter service in cities growing

developed as in Penang and Ipoh, and also provides transportation services at a faster rate in the future. The customer perception can be change and the are can choose the train service. With the construction of the electrified double track platform also aims to get more electric locomotives to provide faster service. At the same time, this will be an eco-friendly system that will reduce the emission of carbon dioxide, CO₂. The government should give priority to the construction and establishment of a string of high speed rail and twin track railway facilities to the user. In addition, can reduce global warming and climate change to the country for the construction of more efficient and effective. Increased competition in the public transport industry country needs the former to find alternative and wise step to deal with this competition. Moreover to provide the desired level of user satisfaction when using rail transport services. This is so because when the user is satisfied with the level of service provided, they will be more willing to use this rail service.

Therefore, the construction of high speed rail transportation should be provided greater attention as construction will provide many benefits not only for consumers, but also companies especially KTM.

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