

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS MYRAPID BUS SERVICES

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ABSTRACT: The purpose of this research is to evaluate the customer perceptions towards service quality in the public transport services in Kuala Lumpur, Malaysia. Five dimensions from the service quality were measured in order to identify which dimensions play important roles towards customer satisfaction. The research uses questionnaires to collect data. 300 questionnaires distributed among the people who commute daily using the public transport. Data collection was done at selected bus station and based on convenience sampling. 221 usable questionnaires were collected for data analysis using SmartPLS. The results indicated that only reliability and tangibles are significant towards customer satisfaction while the other three dimensions are not supported. The results can be used by the service provider to study further on the customer perceptions towards their services. It can be used to improve their services and gain more trust from customer.

KEYWORDS : SERVQUAL, Public transport, Customer satisfaction, Kuala Lumpur

INTRODUCTION

Public transport plays a very important role in the customers' daily activities. The most popular public transport in Malaysia is the government-owned Kuala Lumpur Rapid Integrated Transport Network (Rangkaian Pengangkutan Intergrasi Deras Kuala Lumpur or RapidKL), which was integrated in July 2004 [1]. MyRapid bus services are regarded as the most efficient public transport in Malaysia. MyRapid bus services were first routed through the Klang Valley. With bus fare discounts and expanded facilities, there are 161 crosswise directions for MyRapid bus services, which allow the bus operator to increase its performance and capacity to sustain and generate profits [2]. Apart from MyRapid bus services, there are other bus operators in Kuala Lumpur and Klang Valley, such as Metrobus. It is important to build public awareness on MyRapid bus services, such as through the use of online platform or social media. It is a valuable opportunity for MyRapid bus to expand the bus business through specific values that differentiate its service quality from competitors, satisfy the customers by meeting their expectations, and avoid customer complaints. Essentially, good service quality can help the bus business to gain the customers' trust, which contributes to its competitive advantages [3].

It is imperative that the public transport industry addresses key issues of public transport according to the market segments. MyRapid bus business specifically targets working people, students, and customers without their own transport who require bus services to reach their destination. The bus operator effectively executes its strategic planning for different target audiences in their selection of specific routes, such as Kuala Lumpur. Nevertheless, MyRapid bus business may encounter potential problems such as bad attitude of certain bus drivers, poor bus system, inadequate bus capacity, and unsatisfactory bus condition [4]. Therefore, MyRapid bus business comes out with opportunity sources, such as training for bus drivers, make use of technology for bus check-ups, and regular upgrades for the bus condition.

This study focused on establishing the needs of customers through better service quality. When it comes to the behaviour of bus drivers, it is important that bus drivers build good attitude and stay alert with how they communicate with their passengers. A friendly bus driver who is attentive to customer needs reflects good moral and manner. The competition among different bus operators can be an issue as well. After all, every public bus service operator aims to create good customer experience, which explains the need to have strategic planning to generate profits. Furthermore, technology has become a very important tool for the development of bus system. Providing better facilities and implementing a good bus system with the use of cashless payment system (e.g. Touch 'n Go smartcard) have been well-accomplished. As more passengers make use of the Touch 'n Go smartcard to pay the bus fare, MyRapid bus services must also efficiently address the machine troubleshooting.

A good relationship between MyRapid bus services and customers can increase the service quality. Excellent service experience can meet customer satisfaction. In fact, it is important to match the value fulfilment whether the services provided meet the customers' needs. Hence, it is important that the bus operator has effective communication with different target audiences in order to deliver great service quality[3]. Improving the accessibility of MyRapid bus services for all customers is crucial. Besides that, MyRapid bus business needs to have good financial services in order to sustain and grow the business smoothly, with a specific objective to improve its service quality and remain alert with any potential problems during the improvement process. Focusing on customer satisfaction, this study attempted to increase the number of bus passengers through good service quality and service experience. The obtained findings of this study were expected to contribute positive outcomes in terms of public transport services across diverse target audiences.

Customer Satisfaction

Customer satisfaction is defined as how products and services can fulfil customer expectations[5]. In other words, unsatisfied customers would return the products or make complaints about the services. Customer satisfaction is basically linked to service quality, where customer complaint reflects service failure. Organisations must focus on succeeding in the modern economies to achieve their long-term operation goals[6]. For the marketing activities of an organisation, a leader plays an important role in creating, delivering, and communicating values to customers. Employees also play similar roles of executing the organisation's strategies and services. Customer satisfaction reflects revenues and brand loyalty. For example, through customer satisfaction, an organisation can easily analyse the normal risk of unhappy customers and the need to improve[7]. Differentiation in the competitive market today helps organisations to maintain their existing customers and attract new customers.

As part of an organisation, customers contribute efforts and other services, where effective customers can increase business needs and development of effective promotional strategies. Basically, customers help an organisation to run its business for profits. Apart from increasing the morale and attitude of employees, customers play a great role in motivating the leadership to plan improved operating processes and business activities. For instance, products can be improved based on the outcomes of customer survey on product quality improvement. After all, customers are in the position of informing the organisation on the market expectations. In this case, the appointment of a market researcher is necessary for an organisation to study its target niche that is the primary segment to sell their products and services effectively. Through ratings and surveys for marketing analysis, organisations can collect valuable data of strategic interests and product branding from customers[6]. Customers may also ask questions and have a specific understanding of their roles. As customers deal with the organisation, they would ensure that they receive the services according to the promised standards. Moreover, some customers have strong opinions that allow the organisation to make good, effective decisions.

Hence, it is important for organisations to execute effective communication strategies and build long-term relationships with their customers for a smooth and consistent business operation. After all, customers are the reasons for an organisation's success. Building strong relationships with customers helps organisations to create more powerful marketing products in the future. Customer satisfaction provides valuable insights on the improvements required for an organisation[8]. Through customer satisfaction, regardless of whether the feedback is positive or negative, the influence of its service quality can be determined based on customer satisfaction. With that, organisations can determine how to best improve or change its products and services effectively[7]. Meeting the needs and expectations of customers should be one of the long-term goals of business and marketing strategies, including the promotion of products and services.

Apart from improving the products and services for customers, organisations are able to gain customer trust, as satisfied customers are typically loyal customers. Such customers are valuable assets for an organisation[9]. For that, the marketing team of an organisation should be adequately trained to be attentive to the customers' needs, instead of forcing the customers to purchase the products or services. Besides that, as customers often expect quick service, there must be a specific internal deadline for employees to complete the required task on time and deliver good standard service promptly[10]. All standards must be well understood by all employees and promoted to the customers for a smooth business operation. An effective salesperson should approach customers confidently and communicate effectively with the customers to determine their needs. Employees must be adequately trained and competent to use their talent and skills to deliver the required services effectively in order to prevent any unexpected problem or unpleasant situation and satisfy the customers[11].

Besides that, customer feedback should be encouraged to identify any unsatisfied customer needs for the organisation to promptly address and resolve. Most unsatisfied or dissatisfied customers would make complaints through regular emails or feedback forms and express the intention of not purchasing the products or services in the future. Another way to identify the needs and expectations of customers is by conducting surveys[12]. A

customer satisfaction survey helps an organisation to confirm whether the organisation successfully meets the customers' expectations of the products and services provided and to identify any weaknesses in its business operation. It is also important that the organisation offers effective solutions for any potential customer-related issues—for example, provide warranty for electronic products in the case of faulty products.

The best way to increase regular and potential customers is to gain their trust. Nowadays, most customers look for a strong brand image. Therefore, it is important for an organisation to know the current interests and needs of customers. Different factors influence purchase decision of customers. An organisation can launch a rewards and recognition programme through the online platform or social media in order to achieve customer satisfaction. With that, the organisation can keep track of the customers' needs and even collaborate with the customers [13]. This also demonstrates the organisation's sense of responsibility and honesty in delivering the best service quality. Organisations have to also demonstrate appreciation towards their customers through incentives by giving gifts or special discounts. Setting up a loyalty programme that promises continuous sponsorship is a typical way to make regular customers feel appreciated and satisfied. For example, establishing point rewards with large discounts on birthday month is a simple way for business to implement and for customers to follow. Organisations can also know their customers better through their online order history and payment information, while customers can earn extra points for every purchase of the products and services provided. Building an online support group and engaging with the customers through social media (e.g. online contests) are other examples of making customers feel that they are being part of a brand image. Gaining and sustaining customers' trust are important in order to create brand loyalty.

Organisations need to continuously measure and improve the products and services and establish business goals in order to deliver good customer service and identify any potential issues that can affect customer satisfaction [14]. Through customer relationship management (CRM) software, organisations can measure customer satisfaction and track their business operation. Despite the use of software, organisations still need to know their customers very well, such as the target audience and market segment. Focusing on the brand image and company reputation, organisations need to conduct data collection and analysis to predict the figures or obtain conclusions on the target audience and market segment for customer satisfaction [15], [16]. Organisation must share their values to maintain long-term relationships with its customers for the development of brand image. Maintaining customer loyalty and preventing customer complaints can be achieved by understanding the customers' needs and expectations.

Hence, achieving customer satisfaction is important for the company reputation and business success in terms of profits and sales. Providing excellent customer experience can be a great driver for advertising as well, as customers tend to trust the recommendations provided by those who are close to them, such as family and friends [10]. Providing satisfying experience for customers when they first visit the company website or learn about the products and services can initiate long-term relationships and good feedback and review. This builds trust and interest among customers over time [12]. Organisations must identify their strengths and weaknesses in order to deliver quality products and services and have the knowledge and strategic planning to market its products and services globally. Without any improvements in the products or services, customers' loyalty would be affected, which eventually affects the brand image. Moreover, organisations must be responsive or even deal with hiring other employees to help satisfy customers, as customers prefer quick and effective solutions if they have any issues with the products or services provided [17]. The faster the response, the better the job they do for the brand image—employees who satisfy customers certainly add value to the brand image.

An unhappy customer is one who feels that the business does not deliver a quality product or service as promised. Unhappy customers indicate negative responses to the particular brand image [14]. Therefore, the complaints of unsatisfied or dissatisfied customers should be promptly assisted and resolved based on the provided opinions and feedback. For examples, by providing discounts or refunds. One of the most effective ways to address negative feedback is by requesting the customers to complete the customer satisfaction survey in order to identify the problem [18]. Customers who are loyal to a specific brand tend to be more tolerant and patient if they encounter any issues with the brand. For instance, loyal customers would be more tolerant and share honest feedback if they are requested to test newly introduced products [19]. There are also those who repeat their purchase and eventually become regular customers. Such customers follow the introduced programmes and offers in order to maximise discounts. Besides that, there are customers who are loyal to the prices offered [20]. Such customers would conduct research to get the best (possibly the lowest) price for the products or services and do not simply move to other brands of products or services [21]. In short, customer loyalty is important for an organisation due to its cost-effectiveness in attracting new customers, while maintaining regular customers. New customers can support an organisation as they add value to the products and services offered. Based on the customers' honest feedback, organisations can focus more on improving customer experience [18].

In conclusion, organisations need to realise the importance of customer satisfaction for their business success. Customers easily share their concerns with their family or friends by word of mouth or through social media or other communication tools[22]. They can influence other customers to either choose the company brand or other competitors given the importance of referral of sources, where satisfied customers would share their positive experience of the brand to other customers by word of mouth. Moreover, customers often build emotional connections with specific brands and some are willing to pay more for memorable lasting experience[15]. Customer satisfaction brings new ways of thinking for the organisations to increase their profits and revenues and ensure smooth business operation. Effective communication with customers is important in the approach of attracting new customers. Most importantly, the goals of marketing strategy should be meeting the needs and expectations of customers. Industries today are passing through a customer-oriented era, where customer satisfaction is very important for their survival[21]. For best results in customer satisfaction, organisations should be deeply connected with their customers[14], [22].

Service Quality

Service quality has been the focus of many studies on customer satisfaction[9], [23], [24]. Apart from knowledge and skills, service quality is important for the expansion of business globally. There are five dimensions of service quality ("SERVQUAL") that are often related to customer satisfaction[25], [26]. Overall service quality with the emphasis on the needs of customers is important for customer satisfaction. Organisations in any industry of products and services cannot focus on only one dimension of service quality.

Firstly, tangibles are related to physical appearance, such as product presentation, employees' appearance and uniform, equipment, and work areas[27]. Considering the importance of first impression, employees need to look sharp and demonstrate high reliability or responsiveness. This is similar to the current situation of MyRapid bus services. Customer satisfaction towards MyRapid bus services can be a unique selling point. MyRapid bus services must offer excellent service quality through good physical facilities and competent employees to gain competitive advantages and attract new customers.

Next, reliability, as another dimension of service quality, is related to the ability to deliver the products and services accurately[26], as promised. Organisations perform and achieve the quality standard for their products and services. For employees to perform and complete their job on time, organisations can provide training on how to assist customers with relevant and timely information[28]. Through reliability, organisations are able to attain customer loyalty and customer satisfaction as well as to plan and implement improved service quality. Similarly, as for the case of MyRapid bus services, the bus operator should display the ability to deliver the promised services through improved technology, upgraded equipment, or proper uniform for the bus drivers. This can also be part of the marketing effort for the target audiences[27], [29].

Besides that, responsiveness means providing first-class service quality swiftly. This dimension offers significant service quality for customers b, which is associated to unusual risks or circumstances. Customer satisfaction affects the profitability of almost all business operators[30], [31]. As customers are not willing to wait and do not stay loyal to inefficient services, responsiveness is important in creating the best impression towards products that are guaranteed of service quality, such as establishing internal services (e.g. return phone calls, emails, and online responses). Organisations that are responsive to customers' requests and employees who are willing to assist and respond to customers promptly under all circumstances can instantly satisfy customers[8]. Customer satisfaction is an asset that should be monitored and managed by employees. Similarly, quick and punctual MyRapid bus services provide customer satisfaction[8]. Focusing on flexibility and responsiveness, this dimension guides MyRapid bus employees in addressing customer complaints that require return phone calls or emails.

Moreover, customers have high expectations on assurance as well. Employees communicate with their customers directly or indirectly. This dimension is associated to customer satisfaction in terms of the level of quality[9]. It can influence the service quality provided to the customers. Employees who have the knowledge to convey trust and display confidence through their appearance, attitude, and work performance can increase customer satisfaction[24]. In customer service, it is important to communicate this particular ability to the customers. After all, service providers are expected to be the experts of the service offered[13]. Thus, in the case of MyRapid bus services, apart from facilities and time routing, the bus operator requires the skills and knowledge to attract customers and ensure their comfort. Employees must communicate their expertise and competencies in order to manage customer expectations. This can be done in many ways that can be repeatedly seen by customers, such as bus logo on the uniform[12].

The final and most challenging dimension of service quality is empathy. Empathy is basically a concept that involves customers' decision-making process[23]. Employees should have the ability to put themselves in the

customers' position. Service quality is fully performed when the customers' preferences are recognised and responded properly. Empathy helps organisations to understand the impact of service quality on customer satisfaction [11]. Basically, empathetic service quality makes the customers feel extremely good as their needs are carefully taken care of at the point of the service delivered [9]. Organisations should make effort to provide personalised services according to the needs and requirements of customers and improve the communication among the employees and train them on how to interact with customers and end-users. Organisations can consider giving a brief session on the job scope during the orientation for employees. Services for various types of products should be continuously improved [11]. Likewise, MyRapid bus services must take care of the services provided as well as their customers. Apart from daily cleaning for the buses, customers should feel that the bus drivers care about them during the bus routing. MyRapid bus services need to consider improving the long-term experience for customers.

METHODOLOGY

This study aimed to investigate service quality and customer satisfaction towards MyRapid bus services. In particular, the characteristics or descriptions of the variables affecting customer satisfaction were identified in this study. This study obtained evidence on the cause-and-effect of the relationship between MyRapid bus services and customers. For this study, all data were gathered using Google forms in a survey that involved 221 purposively sampled customers of MyRapid bus services in Kuala Lumpur from February 2020 to March 2020. These customers were conveniently approached in the MyRapid bus. The objectives of the survey on the key concepts of service quality and the privacy and confidentiality of the information provided were explained to the survey respondents. The SERVQUAL instrument was deemed best to measure the service quality and customer satisfaction towards MyRapid bus services. The instrument consists of three parts: (1) Section A contains questions on the personal information of the respondents, which include gender, age, race, marital status, income level, highest education level, occupation, and frequent usage of bus; (2) Section B includes customer satisfaction; (3) Section C is related to five dimensions of service quality (i.e. tangibles, reliability, responsiveness, assurance, and empathy), where the respondents were asked to provide their opinions and feelings towards the services provided. Apart from the open-ended questions for the respondents to provide their opinions, a five-point Likert scale was also applied (for 22 questions) with the endpoints of strongly disagree (1) and strongly agree (5).

FINDINGS

Analysis of the Research Model with the Method *Partial Least Square (PLS)*

This study uses the PLS analysis technique with the SmartPLS Program. From the results of data processing, PLS analysis can be done by evaluating the structural equation model. In this evaluation, there are two basic evaluations. *First*, evaluating the measurement model (*outer model*) to find out the validity and reliability of indicators that measure latent variables; the instrument validity and reliability test criteria in this study refer to *discriminant validity*, *convergent validity*, and *composite reliability*. *Second*, assess the *inner model* or *structural model* to see the relationship between constructs, the significance value and the *R-square* of the research model. Testing *Inner model* in PLS analysis is done through *bootstrap resampling*.

Reliability Test

Hair et al., (2014) opined that if the Cronbach alpha is less than 0.60, the study data is considered poor, while it is acceptable at 0.70 whereas, for Cronbach alpha over 0.80 is considered to be more reliable. In agreement with Nunnally (1978), the value of Cronbach's alpha should be 0.700 or above. According to Gerrard, Cunningham, and Devlin, (2006), some of the studies also considered 0.600 as an acceptable value. In this study, the study of Cronbach's alpha is more than 0.8 which is considered to be highly reliable as the value is more than 0.70).

No	Construct	Cronbach's alpha
1	Assurance	0.938
2	Customer Satisfaction	0.937
3	Empathy	0.952
4	Reliability	0.945
5	Responsiveness	0.950
6	Tangibles	0.868

Evaluation of the Measurement Model

Measurement model is an assessment of the validity and reliability of research variables. There are three criteria for assessing the *outer models* namely *discriminant validity*, *composite reliability*, and *convergent validity*. Based on the three criteria for measuring the measurement model from the results *bootstrapping* in the PLS method, testing the measurement model for each indicator that reflects the construct or latent variable can be explained as follows.

Discriminant validity

Apart from a series of assessments on reliability and validity of all the reflective items and constructs used in the study. This study finds it essential to further assess on its discriminant validity that is complementary to the prior assessments. Testing *discriminant validity* in research using score *square root of average (AVE)* to check (testing) whether the research instrument is valid in explaining or reflecting latent variables. *Discriminant validity* used is *square root of average variance extracted (√AVE)*. If the *square root of the average variance extracted (√AVE)* value of each variable is greater than the correlation value between the latent variable and other latent variables, the instrument variable is said to be valid discriminant.

Table 4.1 Average Variance Extracted (AVE)

No	Construct	Average Variance Extracted (AVE)
1	Assurance	0.844
2	Customer Satisfaction	0.798
3	Empathy	0.840
4	Reliability	0.819
5	Responsiveness	0.832
6	Tangibles	0.793

Test results in Table 4.1 show that the value of *average variance extracted (AVE)* are more than 0.5. According to Hair, Sarstedt, & Ringle (2017) the *average variance extracted (AVE)* of each latent construct should 0.5 or higher. All constructs showed a satisfactory which explained more than 50% of variances of its items that ranges from 0.793 to 0.844.

The result from the *square root of average variance extracted (√AVE)* values of all variables are greater than the correlation between latent variables and other latent variables so that the instruments of each variable are valid discriminant. In compliance to the Fornell-Larker’s criterion this study is keen to report that the constructs and items used in this study had confirmed its discriminant validity.

Convergent validity

Convergent validity measures the validity of an indicator as a measure of construct, which can be seen from *outer loading*. From the value *outer loading*, it can also be interpreted as the contribution of each indicator to the latent variable. *Outer loading of* an indicator with the highest value means that the indicator is the strongest measure of the latent variable in question. More clearly follows the results of the analysis and evaluation of measurement models for each research variable.

Table 4.3 Outer Loading Each Indicator

	Assurance	Customer Satisfaction	Empathy	Reliability	Responsiveness	Tangibles
AS1	0.907					
AS2	0.910					
AS3	0.909					
AS4	0.948					
CS1		0.870				
CS2		0.908				
CS3		0.874				
CS4		0.896				

CS5		0.918				
EP1			0.907			
EP2			0.945			
EP3			0.936			
EP4			0.928			
EP5			0.863			
RB1				0.895		
RB2				0.893		
RB3				0.904		
RB4				0.916		
RB5				0.918		
RP1					0.908	
RP2					0.921	
RP3					0.902	
RP4					0.919	
RP5					0.911	
TG1						0.908
TG2						0.936
TG3						0.823

All indicators in each variable have value *outer loading* above 0.70, which means that the indicators are valid and able to measure latent variables.

4Composite Reliability

Composite reliability tests the value *reliability* between the indicators of the construct that constitutes it. Results are *composite reliability* said to be good, if the value is above 0.70. Test results of *composite reliability* the measurement model are presented in Table 4.4.

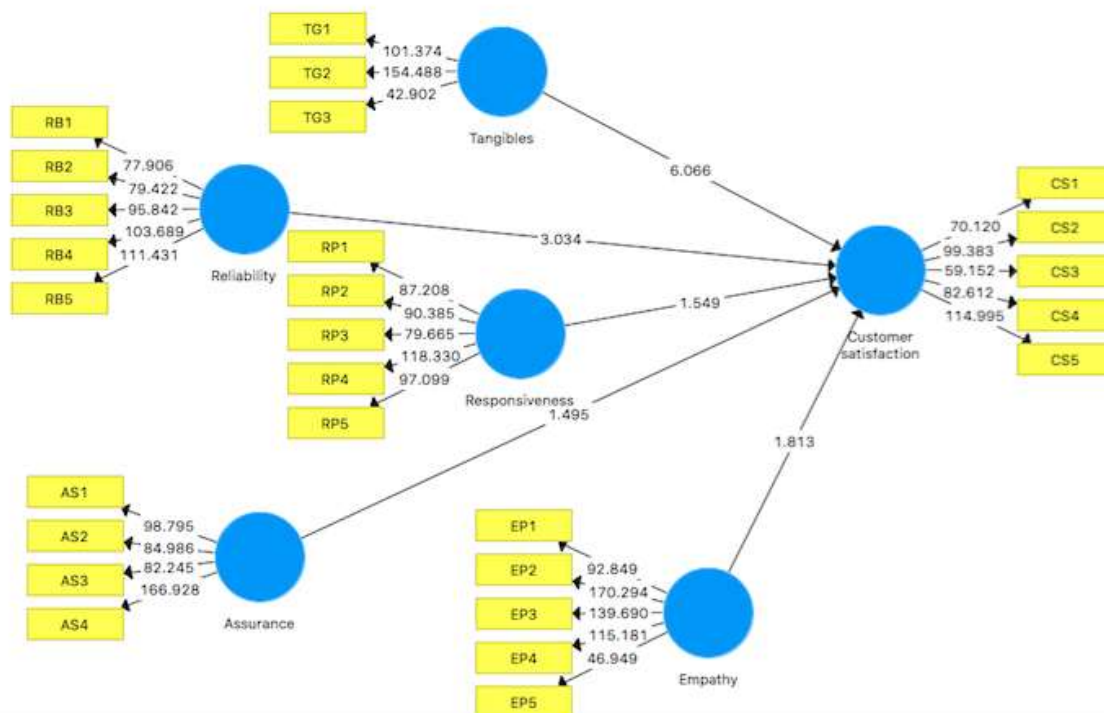
Table 4.4 Composite Reliability of Constructs

No.	Construct	Composite Reliability
1	Assurance	0.956
2	Customer Satisfaction	0.952
3	Empathy	0.963
4	Reliability	0.958
5	Responsiveness	0.961
6	Tangibles	0.920

Based on the test results in Table 4.4 obtained the value of composite *reliability* of all variables above 0.70. These results mean that the six latent variables analyzed have good composite reliability and it is concluded that all instruments used in this study have met the criteria or are suitable for use in the measurement of the six latent variables: reliability, tangibles, assurance, empathy, responsiveness and customer satisfaction.

Testing of Inner Models and Research Hypotheses

The following table showed the result of direct hypotheses. The result supported two hypotheses out of five. Reliability and tangibles have direct effect on customer satisfaction; on the other hand, assurance, empathy and responsiveness don't have direct effect on customer satisfaction.



Relationship	Original sample (β)	T Statistics	P-Values	Decision
Assurance -> Customer Satisfaction	0.116	1.495	0.136	Not Supported
Empathy -> Customer Satisfaction	0.137	1.813	0.070	Not Supported
Reliability -> Customer Satisfaction	0.222	3.034	0.003	Supported
Responsiveness -> Customer Satisfaction	0.144	1.549	0.122	Not Supported
Tangibles -> Customer Satisfaction	0.269	6.066	0.000	Supported

Based on Table 4.5 obtained *p-value* and *t* statistics for each variable is explained as follows.

Based on table 4.5 explains the assessment of relationship between reliability, tangibles, assurance, empathy, responsiveness and customer satisfaction. The value of path coefficient for assurance to customer satisfaction was $\beta 0.116$, which is considered as small magnitude identification. According to Cohen (1988) indicates the magnitude of the path coefficient as small (0.02), medium (0.15) and large (0.35). The result of *t*-value and *p*-value shows that the relationship between assurance and customer satisfaction are not significant because the value of *t*-value is 1.495 and *p*-value is 0.136 which less than cutoff of 1.96 and *p*-value that is more than 0.05.

The value of path coefficient for empathy to customer satisfaction was $\beta 0.137$, which is considered as small magnitude. The result of *t*-value and *p*-value shows that the relationship between empathy and customer satisfaction are not significant because the value of *t*-value is 1.813 and *p*-value is 0.070.

For reliability to customer satisfaction the path coefficient value was $\beta 0.222$, which is considered as medium magnitude. The result of *t*-value and *p*-value shows that the relationship between reliability and customer satisfaction are significant because the value of *t*-value is 3.034 and *p*-value is 0.003. The result shows significant and supported because the *t*-value more than 1.96 and *p*-value of less than 0.05.

The result of relationship between responsiveness and customer satisfaction showed that the relationship are not significant. The path coefficient value for responsiveness and customer satisfaction was $\beta 0.144$ that is considered as small magnitude. The result of t-value and p-value shows that the relationship between responsiveness and customer satisfaction are not significant because the value of t-value is 1.549 and p-value is 0.122. The result show not significant and not supported because the p value and t value less than cutoff of 1.96 and p-value that is more than 0.05.

Lastly, the result of relationship between tangibles and customer satisfaction showed that the relationship is significant. The path coefficient value for tangibles and customer satisfaction was $\beta 0.269$ that is considered as medium magnitude. The result of t-value and p-value shows that the relationship between tangibles and customer satisfaction are significant because the value of t-value is 6.066 and p-value is 0.00. The result show significant and supported because the t-value more than 1.96 and p-value of less than 0.05.

From that result, this had confirmed that the relationship between assurance, empathy, and responsiveness towards customer satisfaction is not significant and not supported while relationship between reliability and tangibles towards customer satisfaction is significant and supported.

DISCUSSIONS

The results indicate that only reliability and tangibles are positively related to customer satisfaction. The other dimensions were reported not significant and it became more interesting in searching for the actual reasons that lead to such decision. It was reported that assurance, empathy and responsiveness were negative towards the customer satisfaction. Further investigation lead to the following reason to support the responses given based on the survey.

Customer perception on public transportation in Malaysia at the 21st century is still poor delivery and becoming second choice of their options especially related to bus services. People preferred to choose trains rather than bus because of the perceived negative services provided by the service provider in the past. Due to the negative perception, people who have no choice will rather hope on the reliability and tangibles which is true enough as most important rather than the other three dimensions (assurance, empathy and responsiveness)

It is about time when the public transport to be rebrand and take necessary actions to gain the trust of customer. Public transport in other part of the worlds is remain important and they managed to provide efficient services that lead people to use them rather than driving their own. Service provider may take this opportunity to prepare their long term strategic planning to gain trust and support from people. It is no doubt that there are many other factors that may lead to negative acceptance on their services such as the long waiting hours, traffic jams during peak period and perhaps involving cash flow problems that may contribute to poor services. Governments and local municipal may take the challenge the provide a better service for the benefits of the customer.

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