



**CUSTOMER SATISFACTION TOWARDS QUALITY SERVICES
AT LRT STATION MASJID JAMEK, KUALA LUMPUR**

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DECLARATION OF ORIGINALITY FORM

This final year project paper about Customer Satisfaction towards Quality Services at LRT Station Masjid Jamek, Kuala Lumpur is made by our group and submitted to Department of Commerce in Polytechnic Sultan Salahuddin Abdul Aziz Shah in partial fulfilment for award of Diploma in International Business Certificate.

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ABSTRACT

Nowadays, many people choose public transport rather than private transport. In order to reduce transport externalities such as car accidents and traffic congestion, public transport playing a role to make sure the transport externalities can be understated. A lot of issues and customers' complaints of LRT system problems. The objective of this research is to examine the level of customer satisfaction on quality service at LRT Station Masjid Jamek. There are three independent variables that are reflected in the outlined research framework such as cleanliness, safety and security, and ticketing service. The quantitative approach was conducted using quota sampling by distributing 384 questionnaires to the public at Masjid Jamek LRT Station. As a result, a Cronbach alpha of 0.87 was attained which allowed further analysis. A KMO and Bartlett Test of 0.8 and 0.1 were accomplished indicating that the variables used were to fit to be in study framework Cleanliness, ticketing service, and safety and security showed positive relationship between customers satisfaction on quality services at Masjid Jamek LRT Station. In the future, similar studies should be conducted on other stations with additional variables that contribute to the customers satisfaction.

Keywords— Customers satisfaction, quality service, LRT, level, public transport

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LIST OF ABBREVIATION

- LRT - Light Rail Transit
- KTM - Keretapi Tanah Melayu
- MRT - Medium Rail Transit
- PIES - Platform Intrusion Emergency Stop
- MTA - Metropolitan Transportation Authority
- LOS - Level of Service
- TQS - Total Quality Services
- SPSS - Statistical Package for Social Science

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter presents a review of selected literatures related to present study. The aim of this study mainly focuses on understanding the level of customer satisfaction towards service quality at Masjid Jamek LRT Station in Kuala Lumpur. This study begins with the background of study, problem statement, following by objectives of study, research question, scope of study, significance of study, definition of operational term and summary.

1.2 RESEARCH BACKGROUND OF STUDY

Many people nowadays choose public transport rather than their own transport. Public transport is divided into a few types like public bus, cab, MRT, KTM and LRT. This is because there are many strategies implemented, including to encourage the usage of public transportation and carbon reduction (Mairul & Kamariah, 2013). The number of people also increases day by day in each country, so the need for public transportation is very high to cater to all the human beings going from one place to another (Dahlan et.al, 2018).

At the same time, a declining trend has been found in the usage of the car when the transit system, including the light rail transit (LRT) system, has been implemented (Dahlan et.al, 2018). Now, due to the innovations of modern vehicles' in the city, passengers' need

better transportation from the service provider company in order to make their life easier than ever and consequently to increase their satisfaction level (Ovuezireie et al 2014, Habtamu 2017). The average consumer of LRT is increasing every day because they are a preferable public transport. At the same time, many people want to avoid traffic jam and LRT or railway transportation mode is the true and best choice since it is ease of use.

The quality of service would determine the efficiency and the accessibility of every transit system for a better ridership (Saritha, 2013). As people know quality of service need to maintain and improve day by day because every day average of consumer will increase. This is because of increasing population number, accessibility of jobs and foreign direct investment in the city (PSDH 2019, Habtamu 2017). Economy of consumer also plays an important role because most of them are from middle income people that need to them choose public transportation like LRT to save their living expenses.

On the other hand, when an area is filled with people, we will be able to see different patterns of walking behaviours, various kinds of interactions of each person and various movements that lead to different levels of comfortability and disrupt of service (Farhan, 2017). So this is important to some agencies or government to know what and how customers need and feel about the services provided.

Based on selected LRT station for this research, the research proposed to analyse customer satisfaction towards quality of service at LRT station.

1.3 PROBLEM STATEMENT

Riding the LRT has been hard for a lot of people, since a lot of issues and customers' complaints of LRT system problems are increasing in several years (Ng Ying Peng et.al 2008). The busyness combined with technical problems is a hassle for a lot of customers and this disrupts the flow of movement of the customers.

Based on The Sun (2001) report, one Argentina passenger fell suddenly on the track at Station Bangsar. If not for the Platform Intrusion Emergency Stop (PIES) system to stop the PUTRA-LRT train, the passenger may threaten by this accident. Besides that, a STAR-LRT train overshoot at the ends of its track and daggling around 30m heights at Sentul Timur Station, Kuala Lumpur. Pondering whether did the LRT

Company really service or maintain their train regularly to ensure public safety as this is not the first time accident (Ong 2006, Ng Ying Peng 2008).

Many customers have given feedbacks on the service quality, many of which especially in terms of safety and security, cleanliness and ticketing service. At the same time according The Star (2011) report, in every LRT station currently, almost all ticket vending machines are out of order. It is really a disgrace, especially as the service is popular with foreign tourists. When the machines are out of order, customers have no choice but to queue up at the one and only ticket counter.

1.4 RESEARCH OBJECTIVE

1. To examine the level of customer satisfaction on quality service at LRT Station Masjid Jamek.
2. To determine the effect of customer satisfaction on quality service at LRT Station Masjid Jamek.

1.5 RESEARCH QUESTION

1. What is the level of customer satisfaction on quality service at LRT Station Masjid Jamek.
2. How quality service affects customer satisfaction at LRT Station Masjid Jamek.

1.6 RESEARCH SCOPE

The scope of this research is based at LRT Station Masjid Jamek, Kuala Lumpur. Consumers of LRT flow is considered on this scope of study. Ranged volume for this research is 1 month.

1.7 IMPORTANCE OF RESEARCH

The notion of customer satisfaction is important in any business. Customer's overall evaluation of the performance reflects the service given by the business. This

overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories (Gustafsson, 2005).

Customer satisfaction towards service quality is important to know because it can give feedbacks to MyRapidKL which service attributes add value and increase satisfaction of customer and at the same time it can help transit operator, transport planner and building designers to improve their plan and work. This is essential to meet the satisfaction of the customers that use public transport because the number of people using LRT increases year by year.

This research can also be a reference to other people for future studies or other researches for others to investigate at the same area or system. Additionally, this research can help to improve the quality of service on train stations, this research could be an input for further studies on customer satisfaction towards quality of service of passenger in the area of study.

1.8 DEFINITION OF OPERATIONAL TERM

1.8.1 Customer Satisfaction

A function of perceived performance and expectations. Perceived performance is the consumer's belief about the product or service experience (Wikipedia).

1.8.2 Cleanliness

Being clean or keeping things clean (New Oxford Dictionary Second Edition).

1.8.3 Safety and security

According to Pietre and Chaudet, (2010), safety is the relative freedom from danger, risk, or threat of harm, injury or loss to personnel and/or property, whether caused deliberately or by accident. Security on the hand, refers to the prevention and protection against assault, damage, fraud, invasion of privacy, theft, unlawful entry and other such occurrences caused by deliberate action (Norlida et.al, 2015).

1.8.4 Ticketing service

A management tool that processes and catalogues customer service request. A ticketing system is a piece of a technology that receives a service request from an

end-user. This end-user receives a service ticket after submission to use when referencing the submission (Wikipedia).

1.8.5 Quality

How good or bad something is (New Oxford Second Edition).

1.8.6 Services

A system or an organization that provides the public with something that it needs or the job that an organization does (New Oxford Second Edition).

1.8.7 Customer

A person who buys goods or services in a shop, restaurant, etc (New Oxford Dictionary Second Edition).

1.8.8 Station

A building on a railway line where trains stop so that passengers can get on and off (New Oxford Dictionary Second Edition).

1.9 SUMMARY

This chapter explained about the issues or problem on customers' satisfaction towards quality service on Masjid Jamek LRT Station. The scope of this study is done at Masjid Jamek LRT Station. Overall, this research shows whether the customer is satisfied or not with the quality services.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Railway station is essential for the transportation of most people living in Kuala Lumpur and its surrounding area. People depend on this particular transportation to run errands and daily commute. The mismanagement of the LRT service will lead to the dissatisfaction of customers' contentment. This chapter involves with discussion of on the concept or theory and followed by previous research and summary.

2.2 LITERATURE REVIEW

2.2.1 Customer Satisfaction

Customer satisfaction is a rather abstract ideology and the literature offers a wide amount of related explanation and concept. Nowadays, a popular and widely used model in satisfaction research is the expectancy-disconfirmation model. The Consumer Satisfaction (CS) or Dissatisfaction (D) is a core concept in marketing. It is determined based on the overall feelings or attitude of a person about a product or service after it purchased or experienced. (Odafivwotu Ohwo, 2018). In this research, we study about the customers' satisfaction toward customer service at Masjid Jamek LRT station.

2.2.2 Cleanliness

MTA found that cleanliness had received a high attention from the subway user and the demand for improvement in the cleanliness was overwhelming. (Lu et al., 2016).

2.2.3 Safety and Security

According to Pietre and Chaudet, (2010), safety is the relative freedom from danger, risk or threat of harm, injury, or loss to personnel and/or property, whether caused deliberately or by accident. Security on the other hand, refers to the prevention and protection against assault, damage, fraud, invasion of privacy, theft, unlawful entry and other such occurrences caused by deliberate action. Security also refers to malicious and voluntary actions (unauthorized, access, against, sabotage, achieving, actions, and malicious) with some specific terms related to information security (example like confidentiality, integrity, and availability).

2.2.4 Ticketing Service

Contactless smartcards offer opportunities for transport agencies to coordinate fare collections with other agencies, improve data collection about how riders use transit, and reduce fare fraud. (Fasang et al., 2019).

2.3 RESEARCH FRAMEWORK

The research framework is outlined in Figure 1. The dependent variable is the level of customer satisfaction towards quality service in Masjid Jamek LRT Station. Furthermore, there are three independent variables that are reflected in the outlined research framework such as cleanliness, safety and security and ticketing service. This study to examine the level independent variables and dependent variables that are mentioned earlier.

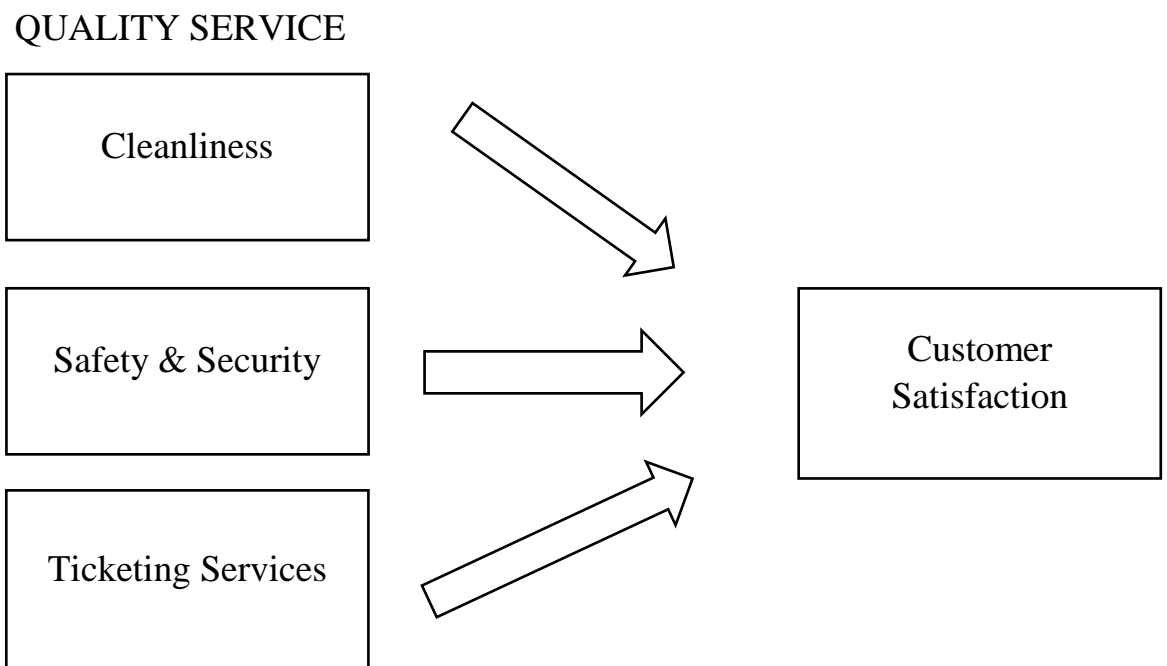


Figure 1

2.4 PREVIOUS RESEARCH

The main objective of this study is to determine the level of service of platform at Kelana Jaya Line KL Sentral station, in order to identify the current operational conditions. Objectives are achieved by referring to LOS standards from Highway Capacity Manual (2000) and Transit Capacity and Quality of Service Manual (TCQSM). Additionally, analysis has been carried out for peak hours and focus on KL Sentral Station platform. There are 6 levels to this and each is assigned a letter designation from A to F, with LOS A representing the best operating conditions, and LOS F the worst. Results showed that, LOS at platform was LOS E and there are a few LOS D and LOS A during the peak hours. The probability of worse LOS levels in the future are high. Based on analysis data, access way front and the end of platform edge were identified as areas that are highly crowded.

Results from this study could be used as a guide by authorities and management team of the station to detect and monitor the level of service (LOS) of the platform. Hence, could provide better service that matches the right level of service and provide higher passenger comfort, while using the service. The service dimensions that are needed to focus includes cleanliness, efficiency, staff service at station as well as safety and security.

Based on the result of decision, LRT Company should take actions to improve the service quality in those dimensions which are classified in dissatisfied group in order to increase the service quality and customer satisfied. Total Quality Service (TQS) is an important concept which is used to improve the service quality. According to Stamatis, (1996), TQS is indicated as a sincerely commitment to concept operation which focuses on customer, increasing service performance, measuring performance company by using reference measurement, respect and provide a reward to staff, and to attain customer demand on anytime. TQS was suggested to implement on LRT Company because it is a good strategy system which can integrate management system to involve all leader and company staff by using combination method of qualitative and quantitative for continually improvement process in order to meet customer needs.

2.5 SUMMARY

This study aims at understanding consumers' satisfaction with LRT services at Masjid Jamek station using the data collected from questionnaires. The finding will provide evidence that overall consumers' satisfaction in each of the three sectors which is cleanliness, ticketing service, and safety and security.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter, the methodology in conducting this research is discussed. There are five parts are mentioned elaborately of this chapter, which is research design, data collection method, research instruments, sampling techniques and data analysis. For each sector, more are presented as follow.

3.2 RESEARCH DESIGN

Research design is a way to examine the hypothesis which is used as a tool to analyse the relationship between variables. The project paper is attended through research design. By referring to research design the details of each move in the research can be observed (Zikmund, 2003). As for data collection and data analysis, a framework of this research is used as a guide. The research will be conducted using quantitative method.

Thus, a bundle of questionnaires will be given to respondents for them to answer. The questionnaire session will be done at LRT Station Masjid Jamek for one month. Since the research is a non-probability research, sampling technique of quota sampling will be used to represent the population of people that use LRT service at Masjid Jamek station and as much as 384 respondents (Krejcie and Morgan, 1970) will be given the questionnaires. The questionnaire was designed in a set of structured on-field survey questions, and the respondents have to answer those questions which are related to their daily travel mode.

3.3 DATA COLLECTION

Data collection begins with the help of data collection methods. The data collection methods are the means to gather data in order to study, answer the research questions and others to make the research more reliable and effective. There are two ways to gather the data, which are from primary and secondary data.

Primary data collection involves collecting information specifically for the study in hand from the actual sources which is in this research is respondents. The primary data is therefore collected fresh and for the first time, and thus happens to be original in character. Methods of collecting primary data include questionnaires, interviews, observations, and others.

In this research, questionnaires method will be chosen to collect the primary data. A questionnaire is simply a ‘tool’ for collecting, and recording information from respondents, which normally within rather closely defined alternatives. Questionnaires are the popular and efficient method to collect data used by the researchers, because the researchers know exactly what is necessary and how to evaluate the interested variables (Sekaran & Bougie, 2010). It is very convenient to gather information from a target population (Walonick, 1993).

The quantitative method will be used in this research for data collection conducted using the questionnaires. The data collection will last a month from beginning of February to the end of February. In this research, the questionnaires will include the questions about personal details, motivational factors about knowledge sharing, as well as knowledge sharing willingness.

3.4 RESEARCH INSTRUMENT

In order to know the customer satisfaction towards quality service and the level of its potential predictors (i.e. Cleanliness, Safety & Security, and Ticketing service) data are collected using self-administered questionnaire forms with ordered- choice answers. There are five sections in the questionnaire form namely section A, B, C, D and E. Each section represents each independent variables and dependent variables. In section A, there are six items that are related to the demographic and background of the respondents. This section

uses nominal and ordinal scale to measure respondent answers. From section B to section E, the answer was measured by using likert scale. Table 3.1 shows the question based on the section.

SECTION	QUESTION
A	Demographic
B	Cleanliness
C	Safety & Security
D	Ticketing Service
E	Customer Satisfaction

Table 3.1

Sections in questionnaire form

Systematically, the questionnaire consists of five major sections to fulfil the following purposes; Section A: to obtain respondents' demographic information, ii) Section B to E: to obtain respondents' perception on each construct under study (i.e. Cleanliness, Safety & security, Ticketing services, and Customer satisfaction).

The five-point Likert scale has been utilized to measure respondents' perceptions on the observed variables. The full label Likert scale was used as the following; 1 = very dissatisfied, 2 = dissatisfied, 3 = unsure, 4 = satisfied, and 5 = very satisfied. Five points scale may produce reliable responses and easier also quicker to use over seven-point scale (Malhotra et al., 2009). Moreover, it is supported that five-point scale was adequate to obtain information from the respondents and discriminate the items (Malhotra et al., 2009). Besides, Weijters et al., (2010) also suggested that five - points scale format is more appropriate for general respondents.

DIMENSION	CODE	MEASUREMENT ITEM DESIGN	SOURCES
Cleanliness	B1	Hygiene of toilet (floor, sink, toilet bowl).	Indian Railway Catering & Tourism Corporation
	B2	Cleanliness and hygiene around vending machines (food waste, cigarette butts).	
	B3	Cleanliness of platform areas (rubbish).	
	B4	Cleanliness of advertisement signage.	
	B5	Cleanliness of flooring surface at LRT platform.	
Safety & Security	C1	Safety against crimes at LRT station.	Hiroyuki Iseki Brian D. Taylor Joan Eisenstodt Suhana Koting
	C2	Sufficient security guard is available at LRT station.	
	C3	Secured platform during the day.	
	C4	Secured platform during at night.	
Ticketing Service	D1	Safe and easy.	Alexander Davenport Catherine Solari Daniel Hill Thomas Brereton
	D2	Flexibility and efficiency.	
	D3	User friendly.	
Customer Satisfaction	E1	I am pleased with the transport service	Yenju Gnawali Yirgalem Fanta
	E2	I am satisfied with the accuracy of receipt	
	E3	I am satisfied with the available methods of ticket payment	
	E4	I feel secured while using LRT service at Masjid Jamek station	
	E5	Overall, I am satisfied with the service provided by Masjid Jamek LRT Station	

Table 3.2

Measurement Items of Quality Service

3.5 SAMPLING TECHNIQUE

Sampling may be defined as the selection of some part of the population on the basis of which a judgement or inference about the entire population is made. Population refers to the entire group of people, events, or things of interest that the researchers wish to investigate. Because the population is very large, so samples are collected to represent the population. Then, the statistics from the samples are calculated to make inferences or extrapolations from the sample to the population. The process of collecting information from a sample is called sampling. In this research, a number of 384 (Krejcie and Morgan, 1970) people will be selected and become respondents.

3.6 DATA ANALYSIS METHOD

By using any form of primary data, which information was obtained first hand by the researcher on the variables of interest for the specific purpose of the study. This report focuses on customer satisfaction towards quality service of Masjid Jamek LRT station. After all of the data gathered from the respondents, they will be organized and tested.

This research will be using a pilot test which is an important component in the data collection process is that of the pilot study, which is “a small-scale trial run of all the procedures planned for use in the main study’ (Monette et al., 2002). Pilot testing of an instrument (e.g. questionnaire) administered for research purposes is the standard in social sciences. The data are analysed SPSS.

3.7 PILOT STUDY

A pilot study is a method that is used before carrying out the research. It involves conducting an initial test of data collection instruments and process to spot and eradicate errors. Meanwhile, a pilot study is small scale which is conducted before the actual research that will be carried out. Researcher use small scale respondents to answer the questionnaires that have been prepared to ensure the suitability of the questionnaires for actual records.

Researchers randomly pick the respondents to answer the questionnaires. In our research, 30 respondents were picked to answer the questionnaires of our pilot test. Next, the data collected has been done in the reliability test by using SPSS software. As a result, the table below shows the information gained from the pilot test:

VARIABLE	ITEMS	CRONBACH'S ALPHA
Cleanliness	5	0.807
Safety and Security	4	0.827
Ticketing Services	3	0.765
Customer Satisfaction	5	0.686

Table 3.3

Based on the table above, the results corroborates the value and reliability of questionnaires for a pilot test. The result for the level of cleanliness is 0.807, while safety and security is 0.827, followed by ticketing services is at 0.765, and ending with customer satisfaction at 0.686. The Cronbach's alpha for cleanliness and safety and security are good while ticketing services and customer satisfaction is considered acceptable. It can be said that questionnaires are reliable and researcher can use the same questionnaires for the actual research.

3.8 SUMMARY

This chapter explained that method for research data that will be using to study the customer satisfaction towards quality service at Masjid Jamek LRT Station in Kuala Lumpur, especially the explanation in independent variables and dependent variable has provided. Population and sampling methods are shown besides; quantitative method is used.

CHAPTER 4

ANALYSIS AND RESEARCH FINDING

4.1 INTRODUCTION

All questionnaires are distributed to 384 respondents at Masjid Jamek LRT Station which is the public mass that use the LRT services at that particular station as our sample size for this research. Then, those results from the questionnaires will be transferred into statistical data which will further explain in this chapter. The data is seen clearer and easy to differentiate due to pie charts and tables that will be provided from the results of the questionnaires. All the data is converted using IBM SPSS (Statistical Package for Social Science) version 20.0 for Windows. This software is among the widely and famously used programs for statistical analysis in social science.

All the data in the questionnaires such as three independent variables in this study have been analyzed using the Descriptive Statistics to see its reliability when entering data into the program, information such as mean, percentage, and also frequency distribution. The relationship of each independent variables has then been analyzed the Spearman/Pearson correlation.

4.2 RESEARCH FINDING

4.2.1 Demographic

This research is conducted to cater the public mass at the Masjid Jamek LRT Station that use the LRT services. From the questionnaires, we have also able to identify the respondents' gender, race, age, working status, marital status, and monthly income.

a) Gender

Under gender, there are male and female, this question helps to study who is the major respondent that there is to study the factor that affects the public mass to use the LRT services at Masjid Jamek Station.

Gender	Frequency (Person)	Percentage (%)
Female	210	54.7
Male	174	45.3
TOTAL	384	100.0

4.1: The gender of respondents

Table 4.1 shows the results from the gender of our respondents. As shown above, majority of our respondents are females which holds 54.7% followed by male which is 45.3%.

b) Race

The public mass comes from a variety of ethnic groups. So, researcher would like to know the perception of these groups.

Race	Frequency (Person)	Percentage (%)
Malay	236	61.5
Chinese	83	31.6
Indian	52	13.5
Others	13	3.4
Total	384	100.0

4.2: The respondents' ethnic group

The table above 4.2 shows the result of respondents' ethnic group. As stated above, Malay have the highest respondent which is 61.5%. Second highest goes to Chinese which accumulates 31.6%, next Indian at 13.5% and the others getting a minimal 3.4% out of the table.

c) Age

The reason researchers ask the respondents' age because researchers' title focuses on the public mass which the range is between 13 years of age up to 42 years old. But at the same time, researchers would also like to know the perception of people from the age 43 and above.

Age	Frequency (Person)	Percentage (%)
13 - 17	14	3.7
18 - 22	138	36.2
23 - 27	125	32.5
28 - 32	69	17.9
33 - 37	14	3.7
38 - 42	12	3.0
43 and above	12	3.0
Total	384	100.0

Table 4.3: The age of respondents

Table 4.3 shows the result of age respondents. Our highest respondents' age gap is 18-22 which is 36.2% followed by 23-27 which is 32.5%. The third highest goes to 28-32 that holds 17.9%. The rest averages from 3.0% to 3.7%.

d) Working status

Researchers would like to know whether the respondents' working status will affect their perception of the LRT service or not.

Working Status	Frequency (Person)	Percentage (%)
Employed	239	62.2
Unemployed	145	37.8
TOTAL	384	100.0

Table 4.4: The working status of respondents

This question helps to identify the working status of each respondent that are involve with the research. Table 4.4 shows more than half of respondents are employed with 62.2% from the table. On the flipside, 37.8% of the respondents are unemployed, with the possibility of them being students of high schools or universities.

e) Marital status

Researchers would like to know whether the respondents' marital status affect their perception of the LRT service.

Marital Status	Frequency (Person)	Percentage (%)
Single	281	73.1
Married	101	26.3
Others	2	0.6
TOTAL	384	100.0

Table 4.5: Marital status of respondents

Referring to the table 4.5, the highest percentage of the respondents are single with 73.1%, conquering the table, while 26.3% of the respondents are married. Despite that, the others have a 0.6% in the table.

f) Monthly income

The public mass comes from different income every month. So, researcher would like to know the perception from each category of income.

Monthly Income	Frequency (Person)	Percentage (%)
Below RM 1000	105	27.3
RM 1001-RM 2000	73	19.0
RM 2001- RM 3000	84	21.9
RM 3001- RM 4000	57	14.8
Above RM 4001	19	4.9
Others	46	12.0
Total	384	100.0

Table 4.6: Monthly income of the respondents

Table 4.6 shows the monthly income of the respondents. The highest is below RM1000 which holds 27.3%. Next, is the range from RM2001-RM3000 with 21.9% and followed by RM1001-2000 that collected 19%. RM3001-RM4000 collected 14.8% with others nearing with a whole 12%. Lastly, above RM4001 has the lowest percentage at 4.9%.

4.3 Descriptive Statistics for Variable

The descriptive were also calculated for each items and variable for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 – 3.67), and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

Table 4.7: Descriptive Statistics for Cleanliness (N = 384, Mean = 3.87)

Cleanliness

ITEM	N	MEAN	LEVEL
B1. Hygiene of toilet (floor, sink, toilet bowl)	384	3.71	High
B2. Cleanliness and hygiene around vending stalls (food, cigarette butts)	384	3.77	High
B3. Cleanliness of LRT platform areas (rubbish)	384	4.01	High
B4. Cleanliness of advertisement signage	384	3.84	High
B5. Cleanliness of flooring surface at LRT station	384	4.04	High

Mean = 3.87

Table 4.7 shows the descriptive statistics for the cleanliness variable. Overall, the cleanliness at Masjid Jamek LRT Station is at high level (Mean = 3.87). All the items are at high level and this indicates the cleanliness of the LRT station is well maintained.

Table 4.8: Descriptive Statistics for Safety and security (N = 384, Mean = 3.67)

ITEM	N	MEAN	LEVEL
C1. Safety against crimes at LRT stations.	384	3.75	High
C2. Sufficient security guard is available at LRT stations.	384	3.60	Medium
C3. Secured platform during the day	384	3.87	High
C4. Secured platform during at night.	384	3.45	Medium

Mean = 3.67

Table 4.8 shows the descriptive statistics for safety and security. Overall the safety and security of Masjid Jamek LRT Station is at medium level (Mean = 3.67). However, there are two items at high levels which is “safety against crimes at LRT stations” and “secured platform during the day”.

Table 4.9: Descriptive Statistics of Ticketing service (N = 384, Mean = 4.00)

ITEM	N	MEAN	LEVEL
D1. Services innovation (new and attractive designs)	384	3.79	High
D2. Flexibility and efficiency	384	4.01	High
D3. User friendly	384	4.20	High

Mean = 4.00

Table 4.9 shows the descriptive statistics of the ticketing service. Overall, the ticketing service of Masjid Jamek LRT Station is at high level (Mean = 4.00), with “services innovation (new and attractive designs)” being the lowest with the mean of 3.79

Table 5.0: Descriptive Statistics of Overall Customer Satisfaction
(N = 384, Mean = 4.09)

ITEM	N	MEAN	LEVEL
E1. I am pleased with the transport service	384	4.10	High
E2. I am satisfied with the accuracy of receipt.	384	4.03	High
E3. I am satisfied with the available methods of ticket payment	384	4.04	High
E4. I feel secured while using LRT services at Masjid Jamek station.	384	3.99	High
E5. Overall, I am satisfied with the service provided by Masjid Jamek LRT stations.	384	4.30	High

Mean = 4.09

Table 5.0 shows the descriptive statistics of the overall customer satisfaction. Generally, the overall customer satisfaction is at a high level (Mean = 4.09) making it the highest mean out of all sections in the questionnaire.

4.4 Relationship between Cleanliness, Safety and security, and Ticketing Service with Customer Satisfaction.

A correlation analysis was used to study the relationship between cleanliness, safety and security, and ticketing service with customer satisfaction. The Pearson correlation coefficient is a measure of the strength and direction of association that exists between two variables measured. The correlation coefficient (r) is a value that measures the direction and strength of a relationship between two variables (McMillan, 2012). The r value ranges from +1.00 to -1.00 and the strength of correlation are based on Chua (2013).

Size of Correlation	Strength of Correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or 0.01 until 0.30	Very Weak
0.00	No correlation

Figure 2

Table 5.1: Relationship between Cleanliness and Customer Satisfaction

Correlations

		Cleanliness	Customer Satisfaction
Cleanliness	Pearson Correlation	1	.536**
	Sig. (2-tailed)		.000
	N	384	384
Customer satisfaction	Pearson Correlation	.536**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

H1: There is a significant positive relationship between cleanliness and customer satisfaction

Based on table 5.1, the relationship between cleanliness and customer satisfaction is moderate ($r=0.536$). The relationship is also significant at level 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between cleanliness and customer satisfaction.

Table 5.2: Relationship between Safety and Security and Customer Satisfaction

Correlations

		Safety and security	Customer satisfaction
Safety & security	Pearson Correlation	1	.479**
	Sig. (2-tailed)		.000
	N	384	384
Customer Satisfaction	Pearson Correlation	.479**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

H2: There is a significant positive relationship between safety and security and customer satisfaction

Based on Table 5.2, the relationship between safety and security and customer satisfaction is weak ($r=0.479$). The relationship is also at level 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between safety and security and customer satisfaction.

Table 5.3: Relationship between Ticketing Services and Customer Satisfaction

Correlations

		Ticketing services	Customer satisfaction
Ticketing Services	Pearson Correlation	1	.589**
	Sig. (2-tailed)		.000
	N	384	384
Customer satisfaction	Pearson Correlation	.589**	1
	Sig. (2-tailed)	.000	
	N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

H3: There is a significant positive relationship between ticketing services and customer satisfaction.

Based on table 5.3, the relationship between Ticketing Services and Customer Satisfaction is moderate ($r=0.589$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between ticketing services and customer satisfaction.

4.5 Linear Regression Testing

Linear regression testing is conducted in order to test the influence of an independent variable towards a dependent variable. The linear regression in this study is conducted to the separately by cleanliness, safety and security and ticketing services for their influence towards customer satisfaction.

4.5.1 Cleanliness and Customer Services

Table 5.4: Linear regression for Cleanliness and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.536 ^a	.287	.285	.46440	1.649

a. Predictors: (Constant), Cleanliness

b. Dependent Variable: Customer satisfaction

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	33.188	1	33.188	153.884	.000 ^b
Residual	82.385	382	.216		
Total	115.573	383			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), cleanliness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.122	.161		13.218	.000
Cleanliness	.508	.041	.536	12.405	.000

a. Dependent Variable: Customer satisfaction

Table 5.4 shows the linear regression testing for cleanliness and customer satisfaction. The change in variance in customer satisfaction explained by cleanliness is 28.7% (R square). From the table, it is indicated that there are significant positive influence of cleanliness towards customer satisfaction ($F = 153.884$, $p < 0.05$). This means that when service quality goes up by 1 standard deviation, customer satisfaction goes up by 0.536 standard deviation.

4.5.2 Safety and Security and Customer Satisfaction

Table 5.5: Linear regression for Safety and Security and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.479 ^a	.230	.228	.48272	1.578

a. Predictors: (Constant), Safety and security

b. Dependent Variable: Customer satisfaction

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	26.560	1	26.560	113.984	.000 ^b
Residual	89.013	382	.233		
Total	115.573	383			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Safety and security

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.588	.143		18.094	.000
IV2	.410	.038	.479	10.676	.000

a. Dependent Variable: Customer satisfaction

Table 5.5 shows the linear regression testing for safety and security and customer satisfaction. The change in variance in customer satisfaction explained by safety and security is 23.0% (R square). From the table, it is indicated that there are significant positive influence of safety and security towards customer satisfaction ($F = 113.984$, $p < 0.05$). This means that when service quality goes up by 1 standard deviation, customer satisfaction goes up by 0.479 standard deviation.

4.5.3 Ticketing Services and Customer Services

Table 5.6: Linear regression for Ticketing Services and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 ^a	.347	.345	.44456	1.730

a. Predictors: (Constant), Ticketing services

b. Dependent Variable: Customer satisfaction

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	40.079	1	40.079	202.798	.000 ^b
Residual	75.494	382	.198		
Total	115.573	383			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Ticketing services

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.189	.135		16.160	.000
Ticketing Services	.476	.033	.589	14.241	.000

a. Dependent Variable: Customer satisfaction

Table 5.6 shows the linear regression testing for ticketing services and customer satisfaction. The change in variance in customer satisfaction explained by ticketing services is 34.7% (R square). From the table, it is indicated that there are significant

positive influence of safety and security towards customer satisfaction ($F = 202.798$, $p < 0.05$). This means that when service quality goes up by 1 standard deviation, customer satisfaction goes up by 0.589 standard deviation.

4.6 Multiple Regression Test

Multiple regression is conducted in order to the influence of a multiple independent variables towards the dependent variable. Major assumptions in multiple regression can be seen as below.

1. There must be a linear relationship between the outcome variable and independent variables.
2. The residuals are normally distributed.
3. There was no multicollinearity.
4. The variance of error terms are homoscedasticity.

For assumption 1, it is shown by all the significant linear regression testing that was fulfilled by all the independent variable towards the dependent variable. For assumption 2, it is shown by histogram and plot below.

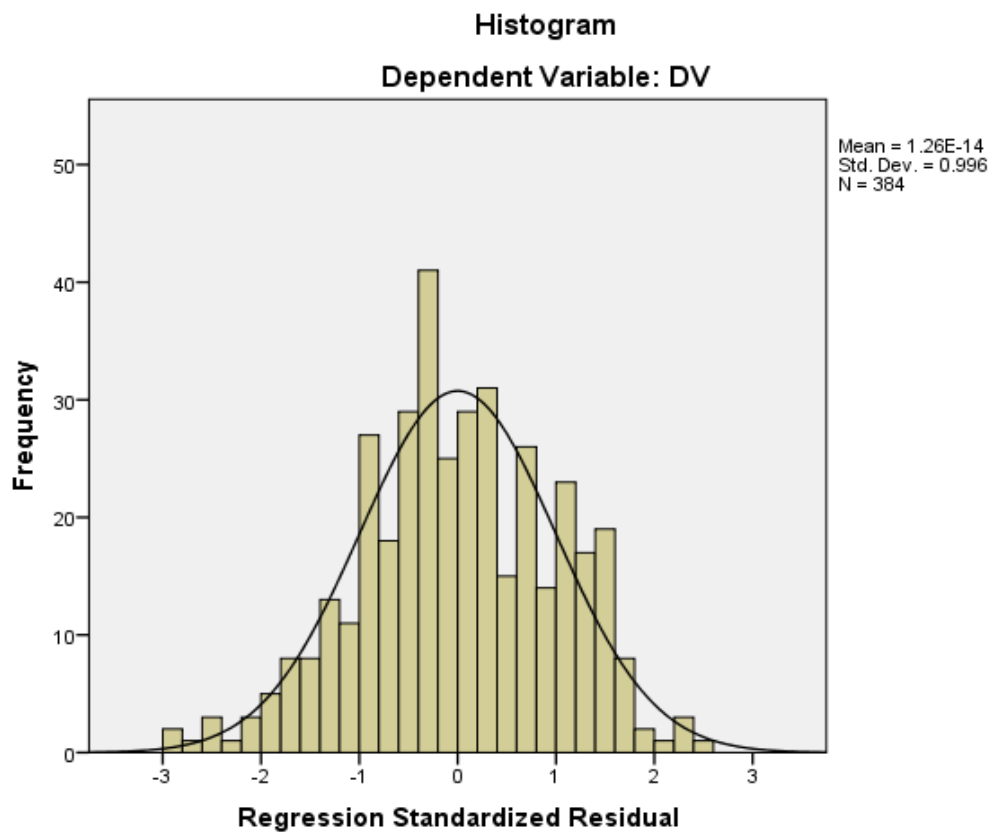


Figure 3

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: DV

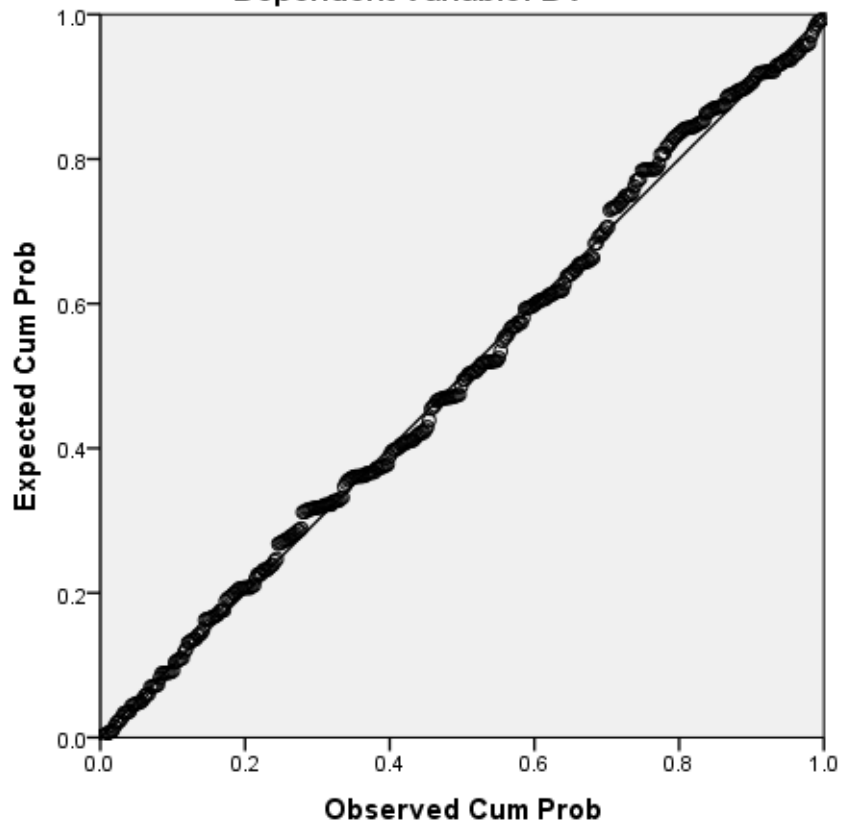


Figure 4

As for assumption of multicollinearity, the VIF values of the variable were used to address this assumption. Based on the table below, there is no multicollinearity that exists since that the value of VIF for all the variables below 5 (Hair, 2010). Furthermore, a correlation between independent variables which are below 0.8 also indicate that there is no multicollinearity.

Table 5.7: Variance Inflation Factor (VIF) (N = 384)

Variables	VIF
Cleanliness	1.437
Safety and Security	1.285
Ticketing Services	1.483

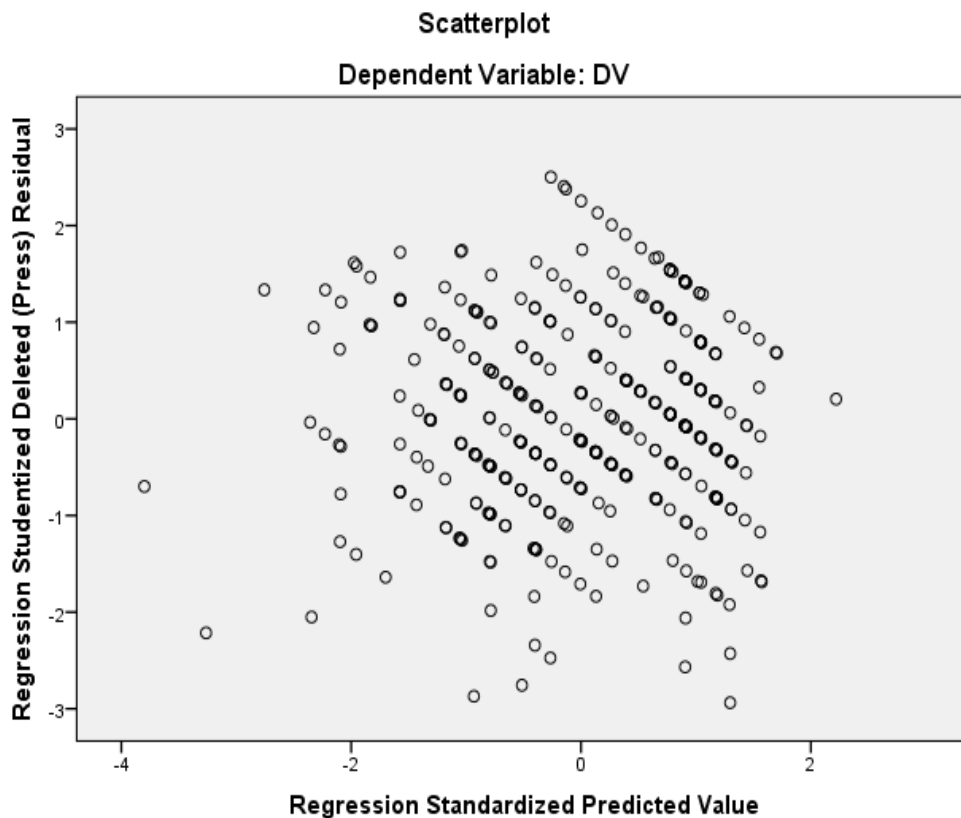


Figure 5

Homoscedasticity is the last assumption where the variability in scores for variable X should be similar at all values of variable Y. The scatterplot should show a fairly even cigar shape along its length. This last assumption stated that the variance of error terms were homoscedasticity which means that they were similar across the values of the independent variables. A plot of standardized residuals versus standardized predicted value will show whether points were equally distributed across all values of the independent variables. Since there was no clear pattern or cone shaped pattern in the distribution, the data was homoscedasticity. Therefore, the last assumption was fulfilled.

Table 5.8: Multiple Regression Testing

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.677 ^a	.459	.455	.40569	1.784

a. Predictors: (Constant), Ticketing services, safety and security, cleanliness

b. Dependent Variable: Customer satisfaction

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	53.032	3	17.677	107.408	.000 ^b
Residual	62.541	380	.165		
Total	115.573	383			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Ticketing services, safety and security, cleanliness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.268	.162		7.840	.000
Cleanliness	.249	.043	.263	5.805	.000
Safety & Security	.192	.037	.224	5.237	.000
Ticketing services	.289	.037	.358	7.787	.000

Table 5.8 shows the multiple regression testing for cleanliness, safety and security, and ticketing services with customer satisfaction. The change in variance in customer satisfaction explained by the independent variables is 45.9% (R square). From the table, it is indicated that there is a significant positive influence of the independent variables towards customer satisfaction ($F = 107.408$, $p < 0.05$). There are three independent variable that significantly influence towards customer satisfaction that is cleanliness (Beta = 0.263, $p < 0.05$), safety and security (Beta = 0.224, $p < 0.05$), and Ticketing Services (Beta = 0.358, $p < 0.05$). This means that if every quality goes up by 1 standard deviation, for cleanliness, customer satisfaction goes up by 0.263 while for safety and Security, customer satisfaction goes up by 0.224, and for ticketing Services, customer satisfaction goes up by 0.358.

4.7 Summary

Overall, the level of cleanliness, safety and security, and ticketing services towards Masjid Jamek LRT Station services is at high level. There is significant positive relationship between all cleanliness, safety and security and ticketing services with customer satisfaction. There is also linear relationship between cleanliness, safety and security, and ticketing services with customer satisfaction. For multiple regression, all the variable has significant influence towards customer satisfaction.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter discusses the statistical results in Chapter 4. The recapitulates main findings of the study and discuss in the next section. Implication and limitations of study are discussed and suggestions for future research will be highlighted for future use.

5.2 SUMMARY OF STATISTICAL ANALYSIS

5.2.1 SUMMARY OF DESCRIPTIVE ANALYSIS

Quantitative summaries are in the form of summary statistics and visual summaries are in the form of graphs to provide more simplicity. These summaries may either form part of a more extensive statistical analysis description of the data, or they may sufficient in and of themselves for a particular investigation. Many types of data can be summarized with the help of descriptive analytics. (Amber, 2002)

5.2.1.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Based on the descriptive analysis in Chapter 4, out of 384 respondents participated in the survey, result of gender analysis consists of 174 males and 210 females. Percentage of male is 45.3% while female is 54.7%. These respondents were majority from age 18-22 which are 138 respondents (36.2%). It followed by age from 23-27 which are 125 respondents (32.5). The third highest came from the age gap of 28-32 which accumulated 69 respondents (17.9%). Majority of the respondents are single with the frequency of 281 (73.1%) out of total 384 respondents. While the married ones, 101 respondents gained 26.3%, and others with the balance of 2 (0.6%). Chapter 4 also shows 239 respondents are employed (62.2%) while the rest of 145 respondents are not working (37.8%).

5.2.1.2 SUMMARY OF CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCTS

B5 has the highest mean value at 4.04 with standard deviation of 0.824 while B1 has the lowest mean value at 3.71 with standard deviation of 0.920. C3 has the highest mean at 3.87 with standard deviation of 0.802 while C4 has the lowest mean value at 3.45 with standard deviation of 0.918. D3 has the highest mean level at 4.20 with standard deviation of 0.772 while D1 has the lowest mean level at 3.78 with standard deviation of 0.935.

5.2.2 SUMMARY OF SCALE MEASUREMENT

For the reliability test, questions for independent variables (cleanliness, safety and security, and ticketing services) and dependent variable (customer satisfaction) are reliable since each test indicates its value to be more than 0.7. Thus, all the variables (cleanliness, safety and security, and ticketing services) are reliable.

5.2.3 SUMMARY OF INFERENTIAL ANALYSIS

5.2.3.1 PEARSON CORRELATION TEST

All the three independent variables are free from multicollinearity problem as all correlation values are less than 0.9. Pearson correlation test also used to measure the relationship between each individual independent variables and dependent variable. All of these three independent variables establish significant relationship with customer satisfaction as their p-values are less than 0.05. All cleanliness, safety and security, and ticketing services established positive relationship towards customer satisfaction with the services from Masjid Jamek LRT Station.

5.2.3.2 MULTIPLE LINEAR REGRESSION (MLR)

According to the output of MLR, the $R^2 = 0.459$ implies 45.9% of the variation in the customers satisfaction towards quality service of Masjid Jamek LRT Station can be explained by three independent variables in this recent research. Cleanliness (C), Safety and Security (SS), and Ticketing Services (TS) established significant positive relationship with customer satisfaction. Meanwhile, MLR also concluded that TS has the strongest influence towards customer satisfaction.

5.3 DISCUSSIONS OF MAJOR FINDINGS (SIGNIFICANT)

While the previous section of this chapter focuses more onto the summary description of the entire descriptive and inferential analysis, this section is more onto the discussion on major findings in order to validate the research objectives and hypothesis.

Hypothesis	Significant	Conclusion
H1: There is an impact from cleanliness towards customer satisfaction	0.000	Supported
H2: There is an impact from safety and security towards customer satisfaction	0.000	Supported
H3: There is an impact from ticketing services towards customer satisfaction	0.000	Supported

Table 5.9

5.3.1 RELATIONSHIP BETWEEN CLEANLINESS AND CUSTOMER SATISFACTION

H1 indicates that cleanliness has significant influence on customer satisfaction. Result shows P-value is 0.000 and β -value is 0.508 which expressed that H1 is supported.

5.3.2 RELATIONSHIP BETWEEN SAFETY AND SECURITY AND CUSTOMER SATISFACTION

H2 indicates that safety and security has significant influence on customer satisfaction. Result shows that P-value is 0.000 and β -value is 0.410 which expressed that H2 is supported.

5.3.3 RELATIONSHIP BETWEEN TICKETING SERVICES AND CUSTOMER SATISFACTION

H3 indicates that ticketing services has significant influence on customer satisfaction. Result shows that P-value is 0.000 and β -value is 0.476 which expressed that H3 is supported.

5.4 IMPLICATIONS OF THE STUDY

5.4.1 MANAGERIAL IMPLICATIONS (SIGNIFICANT)

Based on the information gathered from the study on the impact of marketing strategy on customers' satisfaction on quality service of Masjid Jamek LRT Station, the researchers have established several implications that might be useful in assisting the LRT company to increase the demand of customers that use the LRT service. A lot of the public mass use the LRT as a way of transportation to run errands, so it is a necessity for the company to make further improvement and used various marketing strategies to boost the sales for the company.

According to the research done, ticketing services has the highest significant impact among other independent variables in influencing the customer satisfaction towards the quality service provided by Masjid Jamek LRT Station. Cleanliness also plays an important role as public mass consider the level cleanliness as a main aspect of their service usage. Safety and security scores the lowest and needs to be improvise to ensure the safety level of the customers.

Exploring the safety and security of Masjid Jamek LRT Station, the study implies that the public mass really wants a high level of safety and security at the LRT station. Perception of safety and security of the facility is highly concern by the people. Therefore, the LRT company needs to increase the level of safety and security to give assurance to the public that it would be safe and sound for them to use Masjid Jamek LRT station as their way to get around the vicinity of the main city regardless of the time and situation. For more impact, a sufficient number of security guards on the station would boost the public's perception on the security level and be content with the service provided. This would also level up the ticket sales of the number of riders using the LRT service.

For cleanliness, LRT company can make a difference by upgrading the level of hygiene in the restrooms and platforms to increase the level of impression that the public mass have towards the cleanliness of the Masjid Jamek LRT station. A constant cleaning routine done by the company would help the process of bettering the cleanliness level.

In terms of ticketing service, by far needs the less approach of leveling up. However, consistent new and attractive designs that is up to date with the current trend would help step up the approach of customers toward the LRT service.

5.5 LIMITATION OF THE STUDY

There are several limitations in this research. The result may not be generalized for the management because the samples only collect on one area at Masjid Jamek LRT station. It cannot represent the whole population of Malaysia. Besides that, the statistic of demographic elements shows that there are majority of Malay respondents. This may cause in different demographic respondents may have different opinions about the service provided by Masjid Jamek LRT station.

Next, the place or scope of the study is challenging because the researchers are from Politeknik Sultan Salahuddin Abdul Aziz Shah in Shah Alam while the scope is at Masjid Jamek, Kuala Lumpur, inferring also the little time that the researchers have to get to the place of study. The number of involuntary respondents also played a part in this challenging research study. Researchers had a hard time getting the respondents to answer the research questionnaires that needs to be collected for the important database.

Lastly, all of these in the midst of the pandemic novel coronavirus; Covid-19. This is the most challenging factor that contributed to the hardship of the research. The involuntary respondents mostly rejected because of the fear of getting infected, hence not being the respondents that the researchers want. All of these factors play in hand that could reduce the accuracy and preciseness of the results.

5.6 RECOMMENDATION

There are a few recommendations for the researchers in the future. First of all, it is recommended to do the research on the whole country scale if there are enough time to do so, in order to get a more accurate data or research instead of picking one place to do it. It is advisable to include all the stations when doing the research because it tends to reduce the errors and void information that every demographic from different races have about the quality service provided by the LRT.

Besides that, future researchers also can further their study by incorporating other dependent variables that can determine the impact of marketing strategy on customer satisfaction towards the LRT service. However, researchers have to be cautious when choosing the independent variables as only the right variable can improve the value of R^2 . Lastly, the researchers are recommended to use interview when conducting the survey. The usage of interview will reduce the limitation that questionnaires have when people can

directly understand the questions that are asked to them by the researchers rather than interpreting the questionnaires on their own. This will lessen the misunderstanding of the people when deciphering the questions in the questionnaire.

5.7 CONCLUSION

Previous studies have contributed to understanding of customer satisfaction towards quality service of Masjid Jamek LRT Station. They showed that customers' opinions on the LRT services is a complicated process which various factors may play a role in customers satisfaction towards the service provided by the LRT station. By identifying the dimensions contributing to customers satisfaction and the attributes that make up for specific dimensions, this study provides practical knowledge for management to take effective actions to improve the identified service quality dimensions, especially those that are directly influencing the customers satisfaction. The correlation test was conducted to show the relationship of each dimension of service quality on customers' satisfaction towards quality service provided by Masjid Jamek LRT Station.

This study shows that the entire dimension namely cleanliness, safety and security, and ticketing services are all correlated. The findings of this study have been made to discuss the level of customer satisfaction and quality of service provided by Masjid Jamek LRT Station. Result of this study gives confidence to other potential customers to enjoy the service provided by the Masjid Jamek LRT Station.

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