[LOG 18] SERVICE QUALITY ON TRAIN SERVICES IN KUALA LUMPUR

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ABSTRACT

Train transportation is one of public transport mode ashore transportation. Trains, as mass public transport modes, have one of a kind attributes. It has vast limit, high wellbeing level, and free from traffic jam. Those qualities make prepare an essential public transportation. Actually, even railroad transportation has a considerable measure of advantages for society life yet despite everything they confronted by the issue. Benefit quality level of Railways transportation is still low contrasted and other transportation modes. At present train operation is still caught with the delays, restricted condition vehicle, and misty prepare travel data that frequently drawback travelers, and numerous different administrations offered neglect to pull in passengers. These days Service Quality of Kuala Lumpur train system impacts customer Satisfaction. Train system has a more prominent potential to draw monetary advantages from its operation if their administration quality is moved forward. Train service can perform well just if the passenger are happy with the service they give, yet train system are feeling the loss of the passenger benefit as contrast with Airline Services. The objective of this research plans to analyze the relationship between customer satisfactions towards provided service with factor from service quality that has significant influences to customer satisfaction towards train services Kuala Lumpur. Information was gathered utilizing a poll overview system. Data were appropriated to all UUM to get their feedback. We pick just 380 respondents from different demography. The findings are a relationship between the consumer satisfaction with the five elements by Parasuraman 1988, reliability, responsiveness, tangibles, empathy and assurance. The utilization of this study proposed train service need to enhance their quality of service to attract more passengers.

Keywords: *customer satisfaction, service quality, SERVQUAL, reliability, tangible, responsiveness, assurance, empathy*

PURPOSE OF STUDY

The research was built on customers' intention towards service quality on train services. In this context of research, the main focus of discussion is to investigate the level of service quality on train services in Kuala Lumpur system based on Theory of SERVQUAL approach. This chapter discuss about background of the study, problem statement, research questions, research objectives, significance of study as well as scope and limitations involved.

INTRODUCTION

In significant urban areas all through the world, open transport organize assumes an essential part. Labors, undergraduate and visitor are expecting open transport could give them the best administrations. A moderately decent open transportation organizes necessities to give simple get to and less expensive cost to the clients. In any case, in Malaysia people in general transportation system and administrations are distinctive when contrasted with other metropolitan urban communities. The utilization of Public transport in Malaysia is turned into the second need since most of people are like to utilize their own particular vehicle for a few reasons. Literature has found that working expense and altered cost are an imperative and detectable issue for Transit organizations.Additionally, going with abnormal state of offices, comfort and quality are huge for travelers. Concentrate on conduct of travelers towards the utilization of open transportation likewise is vital, for the client as well as for the organizations included. Starting late, the amount of vehicle proprietors in Malaysia is turning out to be rapidly. Subsequently this prompt to colossal vehicle over-burdens in the city center and including range (Hafezi and Ismail, 2011a).Malaysia is a making country where industry, business thing, populace besides, transportation is being are made, open transport is imperative for transportation of unrefined material and things and moreover the advancement peopleOpen transport organization is a bit of the crucial base and essential in the progression of a country. It has an extensive arrangement of transports, taxicabs, monorail, light rail travel and traveller readies that give favorable and quick access to various parts of this city and its including. As a push to lessening blockage, confined ceasing, air tainting and style of a city open transport light prepare framework (LRT) should be made as one other alternative to handle these issues.Open transportation is a method of transportation that been given by the state to the general population. It incorporates a few method of transportation, for example, transports, metros, taxicabs, rails and ship pontoons. The administrations that been given by the administration facilitate the general population's development whether they live in urban or provincial range. As indicated by Dridi (2005) and Behwal (2010), open transport administrations, must take after standard calendars; be protected and quick, ensure high administration quality, use assets proficiently and address clients' issue.

STATEMENT OF THE PROBLEM

The problem arise is the perception of the customer on the service quality towards the train services in Kuala Lumpur. Therefore, this research is to identify the factors that why did the citizens does not use train services as their main transportation method even though train does not involve with the traffic congestion. According to previous research being done, the main transportation mode chosen by the travelers is private car. This is mainly because they are dissatisfied with the service quality of the train services they received. There are lots of complaints regarding the train services made by the customers as they are dissatisfied with the services they received.

According to Kumar and Jitin (2015), the passengers of the train services faced a lot of problem such as over crowed, delay in arrival and poor safety measure. According to (says.com, 2016) based on the experience of the users itself, the new system which recently being implemented by the train operator where the Rapid KL commuters coming from the Ampang Line will now have to interchange at the Chan Sow Lin station if they need to get to Sentul Timur or Putra Heights stations was not really satisfied the customers due to the overcrowded LRT stations and chaos during the peak hours. Lots of the customers felt this new system troublesome them. Due to this situation, the customer does not know the exact traveling time and also the duration from the origin to the destination place. Therefore, most of them would not take the risk into taking train services as their mode of transport. Therefore, it can be said that the train services do not satisfied the customers who would lead them to use their private transport rather than the train services. Moreover, there are also complaints on the punctuality of the train where the train does not arrive on time and also insufficient passenger's seat.

Research have found that the factors that highly influence the customer satisfaction is the punctuality of the train and also reliability (Agajere, Bigotte, Proietti and Gerenska, 2014). The customers be likely to be more satisfied when the train service arrives according to the schedule.

There is a key concept that recognized within the service quality research field, which are service encounters or "moments of truth" critical incidents Carlzon (1989), cited by Davies, Douglas & McClelland (2008); Dale, 2003, cited by Douglas et al., (2008); Edvardsson and Nilsson-Wittell, 2004, cited by Douglas et al., (2008); Normann, 1984; Bitner and Zeithaml (2000), cited by Douglas et al., (2008) and involve direct interaction between service provider and service user. Many arguments argued that service quality is the key to success in a business. Yet, service quality is inherently difficult to define and measure, because services are intangible, inseparable heterogeneous and perishable technical specification.

LITERATURE REVIEW

The SERVQUAL model

The SERVQUAL model proposes that customers evaluate the quality of a service on five distinct dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The SERVQUAL instrument comprises of 22 statement for evaluating consumer perception and assumptions in regards to the quality of a service. Perceived service quality results from examinations by customers of desires with their perception of service conveyed by the service providers (Zeithaml et al., 1990). It can be contended that the component supporting the conveying of good perceived service quality is really meeting the desires of the customers. In this way, excellent service quality is surpassing the customer expectations. Zeithaml and Bitner (2000) proposed that customer expectation is convictions around a service that serve as models against which service performance is judged.

Parasuraman et al. (1988) recommended that customer expectation is what the customer thinks a service ought to offer as opposed to what may be on offer. Zeithaml et al. (1990) distinguished four variables that impact customers' expectations: word of mouth communications, personal needs, past experience and external communications. A gap is made when the perceptions of the conveyed service is not according to the desires of the customer. This gap is tended to by recognizing and executing procedures that influence perceptions, or expectations, or both (Parasuraman et al., 1985; Zeithaml et al., 1990). Parasuraman et al. (1988) stated that SERVQUAL had been intended to be pertinent over a wide range of service and the configuration could be adjusted to fit particular needs, and that it would be most important when used to track benefit quality patterns intermittently.

Customer satisfaction

Customers are the individuals that buy or purchase the goods or services offered by a company. Besides, customer can also be said as a stakeholder of an organization in which they made payment as in exchange of providing the offer to a person with the aim of fulfilling a need and maximize satisfaction (Agbor, 2011). However, there are differences between customer and consumer where people usually get them wrong or confused. A customer can as well be a consumer but a consumer could not be a customer. According to (Solomon, 2009), a customer is a person that buy the products and a consumer is a person that ultimately consume the product.

According to Machleit and Mantel (2001), customer satisfaction is known as the heart for all industry. According to Kotler and Clarke (1987) as cited by Abdullah, Hanaysha and Warokka (2011) satisfaction is defined as a feeling that being felt by an individual which who has experienced the performance or experienced an outcome which fulfill his or her expectation. Satisfaction also can be said as a function of relative level of expectation and it perceived performance.

Service quality

The definition of service quality means customer perception on how well does a service can meet or surpasses the desire (Czepiel 1990; cited by Prabha Ramseook-Munhurrun, 2010). The public sector is under expanding pressure to demonstrate that their services are customer concentrated and that consistent performance progress is being delivered. Service unlike tangible products are formed and utilize all at once in the existence of the customer and the service manufacturer. This error is due to intangible behavioral processes that cannot be easily monitored or controlled (Bowen, 1986).

The idea of service quality is in regards to results, fulfillment and different intangibles of train service desires and alongside the offices and more substantial part of train service physical elements (Foodness & Murray, 2007). Service quality also involves the perception and expectation of the service level delivered to the user which is meets their needs. The quality service also regarding the consumer expectations on service environments, process and the output quality they can see themselves and received (Lee Kum Chee & Low Yoke Kiew, 2009).

Not just that the environment of people in train service are great, additionally the driver, staff and the person who work in the administration line must have a decent heart in aiding and helping. Cleanliness and comfortable of train service are the fundamental appearances for customer. For the most part, customer will concentrate on the cleanliness of inside, seats, and windows of people in train. Because service delivery occurs during the interactions contact employees and customers, attitudes and behaviors of the contact employees can influence customers' perceptions of service quality (Bowen and Schneide, 1985).

Reliability

Reliability is one of the dimensions in the SERVQUAL theory. According to Sapura (2010) reliability can be defined as the ability in providing services promised accurately and also the ability to be trusted especially in proving services on time, in the same manner according to the promised scheduled without making mistakes every time delivering the services.

Responsiveness

The responsiveness implies the willingness of the staff or worker to help the customers and to give a superior and incite service to customers in the same time. Notwithstanding, the attitude of the driver or staff out in the train must be constantly had with a decent conduct. Staff and driver are required to carry on in respectfulness and well-disposed with the customers as opposed to indicating anger or rudeness to the customers. The way they address the customers and the way they give customer hand are imperative in the service quality of responsiveness. Educate the customers correct time concerning service deliveries. Workers are accessible for incite service (Cronin and Taylor, 1992)

Tangibles

Tangibles are characterized as parts of a service that can be felt without really acquiring the service. Tangibles are the obvious parts of the service that are utilized by organizations to enhance outer consumer satisfaction. Distinctive service businesses utilize diverse sorts of effects. The information technology and service industry makes utilization of hi-tech computer system and rich workplaces to give an impression of high caliber to their planned customers.

Assurance

In providing safe and reliable products and services to the customer and communities, assurance awareness plays a important role. Agencies that use “Good Quality”, “Reliable”, “Safe” as keywords in their objectives are the organization which is practicing assurance. So their employees will be more talented in reacting to situation that needs welfare, security, and protection. Assurance culture is vital to be practiced in all type of organization, but it requires the entire person in the organization to give their commitment. It will be very tough to execute this culture if anyone in the team fails to show their participation.

Empathy

According to Estopen (2011)**,** Empathy is the art of seeing a situation through a customer’s eyes and it is an important part to give a best customer service. Empathy includes attitude contact and company personnel to understand customer needs and difficulties, good communication, personal attention, ease of communication or conduct in the relationship.

METHODOLOGY

Types of research

Type of this research is Quantitative Research. Quantitative research is generally associated with the positivist or post positivist paradigm. It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn.

Theoretical framework

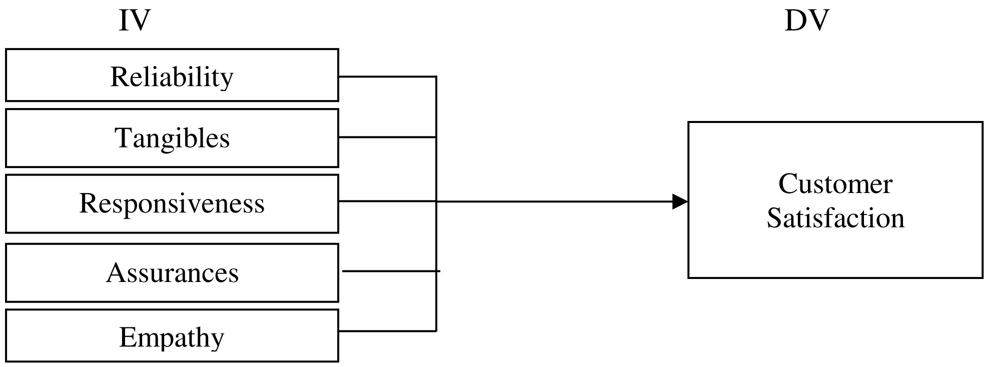

Figure 1
Schematic diagram for the relationship between reliability, responsiveness, tangibles, assurance, and empathy towards service quality

Research hypothesis
H1: There is a significant relationship between reliability and customer satisfaction.
H2: There is a significant relationship between tangibles and customer satisfaction.
H3: There is a significant relationship between assurance and customer satisfaction.
H4: There is a significant relationship between responsiveness and customer satisfaction.
H5: There is a significant relationship between empathy and customer satisfaction.

RESEARCH INSTRUMENT

Data collection

According to Bougi and Sekaran (2013), a questionnaire is a pre-formulated, written set of questions to which the respondent records his answers. There are several steps required to design and administer a questionnaire. This study is going to use online questionnaire as our first data collection method. Through this method, we can obtain the data about UUM students' satisfaction of the services that are provided in UUM. In order to ensure the reliability and validity of the data, we do pilot test around 30 students to answers the questionnaire to make sure that the questionnaire design is clear to all respondents. However, we cannot control how the respondents answering the questions because the questions may be passed on to another person and some questions may be left unanswered.

Population and sampling

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Population also a set of entities concerning which statistical inferences is to be drawn, often based on a random sample taken from the population. Therefore, we choose UUM as our place to conduct research. There have about 25,000 students study in UUM. According to Uma Sekaran and Roger Bougie, the suggested sample size for given population of 25,000 is approximately 379 respondents (Research Method for Business 5th edition: Table 10.3: Sample Size for a Given Population Size, pg 295). But we choose 380 respondents to do our research. In this study, the sampling design used is nonprobability sampling. We will use judgment sampling to select our target respondent. A questionnaire will use to collect data from UUM students. Judgment sampling contains the choice of subjects who are the best position to provide the information required to the researchers. The judgment sampling will use in a limited number or category of people has the information that is required. It's also including enlightened opinions, views, and knowledge from the respondents.

DATA ANALYSES / FINDINGS

The findings explain about descriptive analysis of demographic factor for the respondent on the survey. Overall of this survey, there are 380 of respondent covering 70.8% female and 29.2% male student of UUM. The demographic questions are covering gender, age, nationality, college, frequency usage, and travel partner, purpose of travel and train type. Based on the survey, 89.2% is Malaysian and 10.8% is non-Malaysian. Mast of the respondents aged 21-23 years old. Based on the survey, most of respondent is from COB which is 54.5%, then follow by COLGIS, 20.8% and CAS, 24.7%. Most of the respondents are from semester 1 until 7 which is semester 1 (10.8%), semester 2 (5.3%), semester 3 (7.9%), semester 4 (9.5%), semester 5 (18.7%), semester 6 (10.5%), semester 7 (37.4%). Based on the survey, majority of the respondent frequently used train occasionally (42.1%) followed by the yearly (27.4%), half-yearly (17.9%) and monthly (12.6%). Other than that, respondents usually travel by train in Kuala Lumpur with their friends which the highest percentage is (48.9%) followed by single (28.2%) and family (22.9%). Vacation has a highest percentage as a purpose of using train in Kuala Lumpur proportionate personal (29.2%), education (24.7%), official (7.9%) and others (3.7%). Lastly, most of the respondents choose KTM Commuter (36.8%) as a first train in Kuala Lumpur followed by STAR LRT (25.0%), PUTRA LRT (22.4%) and Monorail (15.8%).

Reliability

Table 1
Relibility test result

Construct	Cronbach's Alpha	No. of Item
REL	0.864	5
TAN	0.828	4
RES	0.721	4
ASS	0.717	5
EMP	0.663	5
DV	0.753	5

Reliability is the overall consistency of a measure. It is conducted to check to what extend the instruments used are consistent and reliable over time. Cronbach's Alpha "α" is the common of scale reliability. The Cronbach's Alpha value for 0.60 is not reliable and for 0.70 suggest that the measure is reliable.

The Cronbach's Alpha for our dependent variable which is Customer Satisfaction (DV) is 0.753 as shown in table above. The reliability value of customer satisfaction (DV) (0.753) is larger than 0.7. So, it is to consider that our item and question is reliable to measure our variable. While, the Cronbach's Alpha for independent variable which is reliability (REL), tangibles (TAN), responsiveness (RES), assurance (ASS) and empathy (EMP) show 0.864, 0.828, 0.721, 0.717 and 0.663 illustrated that the question for independent variable have high stability and internal consistency.

Correlation

Table 2

Correlation result

		REL	TAN	RES	ASS	EMP	DV
REL	Pearson Correlation	1	.745**	.265**	.598**	.599**	.783**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
TAN	Pearson Correlation	.745**	1	.331**	.632**	.669**	.806**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
RES	Pearson Correlation	.265**	.331**	1	.528**	.429**	.516**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
ASS	Pearson Correlation	.598**	.632**	.528**	1	.703**	.779**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
EMP	Pearson Correlation	.599**	.669**	.429**	.703**	1	.781**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
DV	Pearson Correlation	.783**	.806**	.516**	.779**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

Based on the above table, we can see that the p-value is .000 which is smaller value than α value of 0.01; therefore, we can conclude that there is relationship between reliability, tangibles, responsiveness, assurances, empathy and customer satisfaction. Firstly, a positive relationship exists between reliability (REL) and customer satisfaction (DV) in which with the correlation co-efficient value, r= 0.783. Secondly, we also see that positive relationship exists between tangibles (TAN) and customer satisfaction (DV) in which the highest correlation co-efficient value r=0.806. Thirdly, analysis also show a positive relationship exists between responsiveness (RES) and customer satisfaction (DV) with the lowest co-efficient value r=0.516. Fourthly, we also see that positive relationship exists between assurances (ASS) and customer satisfaction (DV) in which the correlation co-efficient value r=0.779. Lastly, a positive relationship exists between empathy (EMP) and customer satisfaction (DV) in which with the correlation co-efficient value, r= 0.781. This means that the higher affect is associated with the high student satisfaction and that strength of relationship is considered to be strong.

Regression

Table 3

Model summary

	R	R Square	Adjusted R Squared	Std. Error of the Estimate
1	.922^{a}	.850	.848	.27922

a. Predictors: (Constant), EMP, RES, REL, ASS, TAN

b. Dependent Variable: DV

Table 4
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	164.863	5	32.973	422.921	.000[b]
	Residual	29.159	374	.078		
	Total	194.021	379			

a. Dependent Variable: DV
b. Predictors: (Constant), EMP, RES, REL, ASS, TAN

Table 5
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.256	.110		-2.327	.020
	REL	.246	.026	.296	9.444	.000
	TAN	.205	.026	.259	7.745	.000
	RES	.173	.028	.148	6.213	.000
	ASS	.222	.035	.202	6.267	.000
	EMP	.253	.035	.225	7.188	.000

a. Dependent Variable: DV

From the above analysis, we can see that R^2 value is 0.850 which means reliability, tangibles, responsiveness; assurances and empathy explain 85% of customer satisfaction. The balance, 15% is explained by unknown factors. The overall P-value for the model is 0.000 which is smaller than α value indicates that the model significance (reject H_o). Furthermore, according to variables, all of the predictor variables are statistically significant. The multiple regression analysis suggests that there is significant relationship between i) reliability and customer satisfaction, ii) tangibles and customer satisfaction iii) responsiveness and customer satisfaction, iv) assurances and customer satisfaction and v) empathy and customer satisfaction. Overall, the model is significant ($F(5, 374) = 422.921$, $p < 0.001$). The R^2 value is 0.850 indicating that the predictors explain 85% of student satisfaction.

Regression coefficient equation:
Customer satisfaction= 0.256 + 0.246 (Mean REL) + 0.205 (Mean TAN) +0.173 (Mean RES) + 0.222 (Mean ASS) + 0.253 (Mean EMP) + e

DISCUSSION

The research objectives are determined relationship between five dimensions of Service Quality (Reliability, Responsiveness, Tangibles, Assurances and Empathy) with customer satisfaction by using train services in Kuala Lumpur. The research framework theorized that reliability, responsiveness, tangibles, assurances and empathy influence customer's satisfaction that using train services in Kuala Lumpur based theory SERVQUAL. As the results, all the objectives have been achieved.

Firstly, the results of the study that the purpose of most respondents using train services in Kuala Lumpur is for vacation. Based on our observation, most of UUM student's using train services in Kuala Lumpur with their friends. In addition, there were far less male students (29.2%) in comparison to female students (70.8%) in the sample of this study. Besides, majority of UUM student's using train in Kuala Lumpur occasionally (42.1%).

Secondly, the results of this study support the model where statistical show all SERVQUAL (reliability, responsiveness, tangibles, assurances and empathy) predictors are significantly correlated with the customer satisfaction that using train services in Kuala Lumpur.

CONCLUSION

All SERVQUAL components were significant predictors as expected. Importantly, the present study revealed that tangibles are the strongest predictor of service quality toward customer satisfaction that using trains services in Kuala Lumpur. Firstly, a positive relationship exists between reliability (REL) and customer satisfaction (DV) in which with the correlation co-efficient value, r= 0.783. Secondly, we also see that positive relationship exists between tangibles (TAN) and customer satisfaction (DV) in which the highest correlation co-efficient value r=0.806.

Thirdly, analysis also show a positive relationship exists between responsiveness (RES) and customer satisfaction (DV) with the lowest co-efficient value r=0.516. Fourthly, we also see that positive relationship exists between assurances (ASS) and customer satisfaction (DV) in which the correlation co-efficient value r=0.779. Lastly, a positive relationship exists between empathy (EMP) and customer satisfaction (DV) in which with the correlation co-efficient value, r= 0.781. This means that the higher affect is associated with the high student satisfaction and that strength of relationship is considered to be strong.

From the analysis, we can see that R^2 value is 0.850 which means reliability, tangibles, responsiveness; assurances and empathy explain 85% of customer satisfaction. The balance, 15% is explained by unknown factors. The overall P-value for the model is 0.000 which is smaller than α value indicates that the model significance (reject H_o).

Furthermore, according to variables, all of the predictor variables are statistically significant. The multiple regression analysis suggests that there is significant relationship between i) reliability and customer satisfaction, ii) tangibles and customer satisfaction iii) responsiveness and customer satisfaction, iv) assurances and customer satisfaction and v) empathy and customer satisfaction. Overall, the model is significant (F (5, 374) = 422.921, p< 0.001). The R^2 value is 0.850 indicating that the predictors explain 85% of student satisfaction.

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