

[POM 15] STUDENTS' SATISFACTION TOWARDS BUS SERVICE PERFORMANCE

Azreen Alia Natasya Azani¹, Noor Shuhada Abu Bakar², Siti Zulaikah Abd Rahman³,
Tengku Nur Syazleedza Edzry Tengku Jesceedza⁴ & Kamaruddin Radzuan⁵

¹⁻⁵*School of Technology Management and Logistics, College of Business, Universiti
Utara Malaysia, 06010 UUM Sintok, Kedah*

*azreenazani@gmail.com¹, shuhada_firhan@yahoo.com², zulaikah1405@gmail.com³,
syazedzry94@gmail.com⁴, kamaruddin@uum.edu.my⁵*

ABSTRACT

This research determines the level of students' satisfaction towards bus service performance at UUM. Bus services performance is very important for UUM student to help students to move in campus and enable students to conduct educational activities. But the quality bus service that provided does not meet the student's requirements. There are several factors that contribute to this problem which is the attitude of the bus driver's attitude, availability of the buses and lack of the bus service system. So, the study is based on a survey carried out from the questionnaire that is administered involving 100 students who stays at route C. All data are analyzed by SPSS software. By using the descriptive analysis the level of satisfaction among students towards bus service performance has provided are examined. The findings show that the levels of satisfaction among students are mixed. In case of Universiti Utara Malaysia, due to the current bus service, most students seem dissatisfied to use the services. Consequently, some of them choose to drive their own vehicles or take a taxi to move in campus. Thus, the influx of these vehicles is the main cause of traffic congestion. Hence, the need to plan for an efficient and effective bus system. The findings of this study will help the company or organization or the university to improve their service provided to the students in achieving the student's satisfaction due to the evaluation of satisfaction bus service performance.

Keywords: *bus service performance, SERVQUAL, student satisfaction*

INTRODUCTION

In the preceding decades, the services industry has become one of the most important industries. This service industry has many infrastructures in its category which the most important infrastructure is transportation industry.

Nowadays, customer demand and expectations are altering in the world. The customer satisfaction is a definite need for service organizations to achieve improvement, increasing profits or maintaining their service quality. In this case, it is important to provide a good bus services because it will help students to move in campus easily and enable for students to conduct their educational activities.

Therefore, measuring students satisfaction based on SERVQUAL Model is the most important part to achieve all aspect of an organization and its same goes to university

shuttle bus service. This is because measuring student satisfaction based on five dimensions SERVQUAL is only ways to know what customers wants and needs.

Hence, measuring student satisfaction is a key for bus service provider like UNIC Leisure company make the improvement and to achieve their passenger satisfaction. This study will discuss perceptions and expectation students through SERVQUAL Model in order to fulfil student satisfactions.

Problem statement

Service performance is important to ensure all the process that involved are performing according to the specifications especially in managing utilization of resources and requirements are being met. So, the bus services performance is very important to achieve and met the student's satisfaction due the evaluation of satisfaction level they have been received. There are many reasons why the bus services performance is very important for UUM student such as it will help students to move in campus and enable students to conduct educational activities.

Unfortunately, quality bus service that provided does not meet the student's requirements. There are several factors that contribute to this problem which is the attitude of the bus driver's attitude, availability of the buses and lack of the bus service system. Based on this issues, there are many model regarding service quality can be use and one of suitable model is SERVQUAL model. For this study, to determine the level of bus service performance and to investigate the critical factor that contribute to bus service performance in UUM campus based on SERVQUAL model of perception and expectation students are become main objective for this research .

LITERATURE REVIEW

The SERVQUAL Model and transportation services

There are many research that use SERVQUAL model to measure service quality in bus service performance. This is because, several researchers have used SERVQUAL model to measure service quality in various sectors such as public transportation (Aidoo et al., 2013). According Dziekan (2008), Public transportation can be grouped into three main groups namely. One of them is special public transportation. Special public transportation is refer to offers service to a specific group of people such as pupils, students, and person with disabilities. This is related because this study only focus to bus service performance in University Utara Malaysia (UUM).This is allow to measuring bus service performance based on dimensions tangibility, reliability, responsiveness, assurance and empathy given by (Parasuraman,1988).

Tangibility

For tangibility dimension, tangibility is the appearance of physical facilities, equipment, personnel and communication materials. Means that customers will assess the physical amenities such as seat bus was spacious for passengers and has ample legroom. Not only that, the shuttle buses are well maintained, have a shed enough for passengers to get buses and driver are neatly dressed and smart is also included in the tangibility dimension. From these elements, the customer will evaluate the effectiveness of the bus services performance. This is supported by Kolawole, Regina and William (2014) in

their research where they put these elements in tangibility dimension to measure customer satisfaction towards shuttle bus.

Reliability

It is the ability to perform the promised service dependably and accurately. Reliability means that the company makes promises about delivery, provision service, problem resolution and price. Customers want to do business with companies that keep their promises, especially on their promises regarding the services and features of the core service. It can see which perceptions of service quality may influence customer satisfaction (Burton, Sheather & Roberts 2003, Rajendran & Anantharaman 2002). In other words, quality can be refers to the totality of the characteristics of a service (Golder, Mitra & Moorman 2012).

Thus, all companies should be aware of customers' expectations of reliability. Firms which do not provide core services that customers think they are buying failed their customers with the most direct way. The most immediate evidence of the quality of service while meeting service or "moment of truth" (Grönroos, 1990) in which customers and service providers to interact with each other. That is the reason why bus provider should do their promise to ensure there is no misunderstanding between customers and bus providers.

Responsiveness

It is the willingness to help customers and provide prompt service. This dimension emphasizes the attention and promptness in dealing with customer inquiries, questions, complaints and problems. Responsive delivered to customers by the period of time they have to wait for help, the answer to the questions or attention to the problem. Responsive also captures the notion of flexibility and the ability to tailor services to customers' needs. According to Evans and Dean (2003), the customer is the judge of quality. So that, every bus company should practice a responsiveness in their service to ensure customer satisfaction either in quality or service performance. This is important part of maintaining good relationships with customers and gain experience good service to understand the mechanism of dynamic relationships.

Zeithaml *et al.* (1990) identified about four factors that influence customers' expectations such as word-of-mouth communications, external communications, personal needs, past experience. So that, bus service provider should know about those factors in order to help customers get their satisfaction as well. It is important to make sure that customers achieved what they want and what they expect from bus service provider.

Assurance

According to Robelo (2001) regards assurance as the knowledge possessed by employees, their courtesy and the ability of the organisation to inspire trust and confidence. This dimension has four determinants which is efficiency, courtesy, credibility and safety. In this dimension, we analyse whether students are satisfied or not with the bus service provided by the Unic Leisure company in terms of safety, punctuality and efficiency of the bus driver. The staff behaviour also plays an important role in convincing the students to use the service.

According to Rajeswari and kumari,(2014), their research found that the assurance dimension will have a significant impact on customer satisfaction level especially in service . This shows that the assurance dimension has a close relationship with customer satisfaction because it will influence customer to making the decision to repeat use that service in the future . Furthermore, in the assurance dimension also should has ability and communication skills from workers to get customer satisfaction towards the service provided (Wijaya,2009).

Empathy

According to Curry and Sinclair (2002), the empathy dimension refers to the caring, individualised attention that an organisation provides its customers. To this end, access, communication and understanding the customer are key elements. The basic idea behind this dimension is to provide appropriate and adequate facilities for current as well as potential customers. For this dimension, this study examines about level of students satisfaction with the bus performed in term of operating hours that the company provide with the class schedule of the students. We will also analyse how employees communicate with students if there is complaints or inquiries regarding the bus service.

This is coincides with a research by Raja Irfan Sabir, Sara Javed, Wasim Ahmad, Nabila Noor, and Hafiza Mubeen Munir (2014) through a case of Daewoo Express at Pakistan state that empathy is one of the important dimension for assessing customer satisfaction level especially in transport services and be one of positive feedback with customer satisfaction on Pakistan Daewoo bus service. From this statement, it can conclude as evident to know the level of customer satisfaction is based on customer feedback through this dimension.

METHODOLOGY

Population and sampling methods

Population of this study is focus about the population in INASIS Bank Muamalat and INASIS YAB at University Utara Malaysia (UUM). It is around the range 2,800 students regardless gender, race, religion and nationality. For sampling method a subset of the population that suitably represent that entire and distribute the sampling for 100 responden. A list of sample are student from INASIS Muamalat and INASIS YAB.

Questionnaire design

Primary questionnaire is design by collected the information from the survey questionnaire. Then secondary technique is examine of large and small population selecting and analyse sample choosen from population to the know and identify the relation incidence, distribution and interrelation of sociology and demograhic variables.

Data analysis

This study used descriptive which is cross-sectional survey based on one case-Universiti Utara Malaysia to collect the data. Descriptive technique used to examine the demographic distribution of passengers at Route C. Analysis emphasis to frequency and percentage of identify demographic group in this research. Mean score used to examine the level of satisfaction passengers towards bus services performance at Route C. Mean score is categorized to 5 level of satisfaction which is mean from 1.00-1.80 for Very not satisfied level, 1.90- 2.60 for Not satisfied level, 2.70-3.40 for Natural,

3.50-4.20 for Satisfied and 4.20-5.00 represent for Very satisfied level . Whereas Reliability Test technique also used to measure the internal consistency of our research questionnaire before continue with the research. Data that has been collected will key in and analyzed using Statistical Package for Social Science software.

Table 1
Satisfaction level and measurement scale

Scale	Mean Score
Very not satisfied	1.00-1.80
Not satisfied	1.90- 2.60
Natural	2.70-3.40
Satisfied	3.50-4.20
Very satisfied	4.30-5.00

Calculating Index

The average index formula is shown below.

Average Index = $\Sigma a_i x_i / \Sigma x_i$. whereas, a_i = constant which represent the weight for i , x_i =

variable that represent the frequency of respondents to the I ($i = 1, 2, 3, 4, 5$) (Al-Hammad and Assaf, 1996).

The average index based on the following formula (Al-Hammad et.al, 1996)

$$\text{Average Index} = \frac{\Sigma a_i x_i}{\Sigma x_i}$$

Where, a_i = constants as weighting variables to i

x_i = variables as frequency response for $i = 1, 2, 3, 4$, and 5 .

x_1 = "Very not satisfied ", the frequency of $a_1 = 1$
 x_2 = "Not satisfied", the frequency of $a_2 = 2$
 x_3 = "Natural", the frequency of $a_3 = 3$
 x_4 = "Satisfied", the frequency of $a_4 = 4$
 x_5 = "Very Satisfied" for the frequency $a_5 = 5$

This method is made using five category scales to indicate the frequency;

1 = Very not satisfied

2 = Not satisfied

3 = Natural

4 = Satisfied

5 = Very satisfied

FINDINGS

Respondent background (demographic)

Based on the data analysis below, the main respondents of our questionnaire which is 60 persons or 60% of students from 5 and above semester. Next, following by semester 1 and 2 which is 26 persons or 26%. Whereas, the respondents from 3 and 4 semester are only 14 persons or 14%.

Table 2
Respondent profile

Semester	Frequency	Percentage
1 & 2	26	26.0
3 & 4	14	14.0
5 & above	60	60.0
Total	100	100.0

Based on findings, the overall mean score for students perception of each dimension are stated as below are satisfied which is reliability mean score is 3.33 (19.90%) means the level of satisfaction is natural. For assurance dimension, the mean score is 3.54 (20.40%) which is the level of student satisfaction is satisfied. Tangible dimension has 3.60 mean score (20.75%), it show that the level of student satisfaction is also in satisfied level. The level of student satisfaction for empathy and responsiveness is satisfied where the mean score for empathy is 3.43 (19.77%) and for responsiveness is 3.45 (19.88%). From the mean score of this 5 dimension variables, this study show that the best service offer by UUM bus is assurance and tangible dimension with percentage is 20.40% and 20.75%.

On the others hand, this research also investigate the expectation of student towards bus service performance in UUM. The dimension of SERVQUAL model which consist of reliability, assurance, tangible, empathy, and responsiveness were evaluated. The result show that mean score for assurance is 4.32 (20.62%) which show the level of student satisfaction is very satisfied. While the other dimension show the mean score for reliability is 3.96 (18.90%) (satisfied), tangible is 4.10 (19.57%) (satisfied), empathy is 4.29 (20.48%) (satisfied) and responsiveness is 4.28 (20.43%) (satisfied). It can conclude that the level of student satisfaction is satisfied.

Table 3
Level student satisfaction based on perception and expectation

	Mean and Percentage			
	Perception	%	Expectation	%
Reliability	3.33	19.19	3.96	18.90
Assurance	3.54	20.40	4.32	20.62
Tangible	3.60	20.75	4.10	19.57
Empathy	3.43	19.77	4.29	20.48
Responsiveness	3.45	19.88	4.28	20.43

DISCUSSION AND RECOMMENDATION

This research shows best service offered by UUM bus service provider is tangible but equally important is assurance, empathy and responsiveness. In term of tangible critical factor, UNIC Leisure Company has been provided a good facilities to students such as provided adequate shed for passenger easy to get bus services. Besides, UNIC Leisure ensure their bus in well maintained and neat in terms to give good condition to student. However, other critical factors not less important also because overall result of assurance, reliability, responsiveness and empathy shows satisfied. To improve their service according to four others dimension, as bus service provider in UUM, UNIC Leisure should fulfil students expectation by be punctual during providing their service and ensure the bus never breakdown during operating time in order to increase level satisfaction toward bus service performance.

The most important element among these dimensions for students expectation is assurance, tangible, empathy and responsiveness and not less important also to reliability dimension. This study found that most of the students prefer that their safety is the most important to be considered first. So that bus service provider should know and be alert about customer needs. For example, it is important to make sure that students' safety during waiting for the bus at the bus stop and do monitoring to all the bus stops in order ensure the bus stop is always bright.. Furthermore, most of the driver are polite and they already have bus schedule and they tried to follow that schedule as possible will increase confident level of students during ride the bus even at night also.

CONCLUSION

In conclusion, overall most students satisfied with bus service provided by UNIC Leisure, however service provided not achieved expectation level in terms of five critical factors. Therefore, UNIC Leisure should focus on expectations that not achieved satisfaction level by emphasize the five of critical factor including reliability, responsiveness, assurance, empathy, assurance and tangible. Reliability can defined as ability to perform services accurately, responsiveness is willing to help and respond to customer needs, assurance is about ability of employees to inspire confidence and trust, empathy is the extent to which caring individualized services is given and tangible is the physical facilities, staff appearance and equipment.

REFERENCES

- Al-Hammad, A., and Assaf, S. (1996). Assessment of Work Performance of Maintenance Contractors in Saudi Arabia. *Journal of Management in Engineering*, 12, 44.
- Charbatzadeh, F., Ojiako, U., Chipulu, M., & Marshall, A. (2016). Determinants of Satisfaction with Campus Transportation Services: Implications for Service Quality. *Journal of Transport and Supply Chain Management*.
- Gholamreza khorasani, & Li, Z. (2014). A Study on Student's Satisfaction towards the Campus Transit System in Universiti Sains Malaysia. *International Journal of Research in Business Management*, 2(4), 7-16.

- Gronroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, 18(4), 36.
- Govender, J. P., & Qi, P. (2011). Enhancement of Service Quality in the Intercity Bus Transport Industry, Alternation Special 4th Edition.
- Kolawole, O.T., Regina, A.S., & William, A. (2014). Application Of Servqual in Campus Shuttle Service. *International Journal of Engineering Research*, 2(5), 66-79.
- Parasuraman, A., Zeithaml, V. A., & Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64 (1), 5-6.
- R. Hashim, S. Mohamad, S. Haron, F. Hassan, A. Kasa, & N.A. Hassan.(2013). Student Satisfaction with the Campus Bus Services at Uitm Shah Alam, Malaysia. *Business Engineering and Industrial Applications Colloquium*.
- Rajeswari, V., & Kumari, .S. (2014). Satisfaction and Service Quality in Indian Railways - A Study on Passenger Perspective. *Journal of Economics and Finance*, 4(1), 58-66.
- Sabir, I. R., Javed, S., Ahmad, W., Noor, N. & Munir, H. M. (2014). Assessing Customer Satisfaction Level of Transport Services Using SERVEQUAL: A Case of Daewoo Express, Pakistan. Retrieved on November 20, 2016 via [http://www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Sci.%20Res.,%204\(2\)207-213,%202014.pdf](http://www.textroad.com/pdf/JBASR/J.%20Basic.%20Appl.%20Sci.%20Res.,%204(2)207-213,%202014.pdf).
- Wijaya, D. H. (2009). Customer Complaint Handling and Service Standards Design. *Faculty of Economic Sciences, Communication and IT*.