SERVICE QUALITY ON BEHAVIOURAL PURCHASE INTENTIONS IN THE PUBLIC LAND TRANSPORTATIONS SERVICE IN KUALA LUMPUR, MALAYSIA

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A research project submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF COMMERCE (HONS) ACCOUNTING

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
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APRIL 2016

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 10229.

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Date: 29th March 2016

ACKNOWLEDGEMENT

Our most humble and sincere thanks to:

First and foremost, our thesis tutor and supervisor, Dr Mahmud Abd Wahab, for his precious time, support, motivation, dedications, ideas and knowledge shared.

Our second examiner, Ms Ku Nur Ilyani Binti Ku Abd Aziz for her time spent listening to our presentation and recommendations on ways to improve our thesis.

Our university, University Tunku Abdul Rahman, for giving us the opportunity and academic resources for carrying out this research successfully.

Our beloved parents, who are always there to give us full support in everything we aim to achieve.

Lastly, to our target respondents who spent their precious time by participating in our research. Their assistance is important to the success of this research.

DEDICATION

This research project is lovingly dedicated to our most caring families and friends for their sincere advices, and both physical and financial support. They have provided us the motivation and drive to tackle any challenges faced with passion and determination. Without their love and supports, this project would not have been successful.

We would also like to dedicate this research project to our beloved supervisor, Dr Mahmud Abd Wahab, who shows us passion and understanding in guiding us to complete this research project. There is no doubt that without his help, it would not been possible for us to complete this research study.

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LIST OF ABBREVIATIONS

A	Assurance
B	Behavioural Purchase Intention
ANOVA	Analysis of Variance
C	Comfort
DV	Dependent Variables
E	Empathy
ETS	Electric Train Service
IVs	Independent Variables
KL	Kuala Lumpur
KLIA	Kuala Lumpur International Airport
KTM	Kereta-api Tanah Melayu
LRT	Light Rail Transit
P	Reliability
R	Responsiveness
S	Safety
SERVQUAL	Service Quality
SPAD	Land Public Transport Commission
SPSS	Statistical Package for the Social Sciences
SUV	Sport Utility Vehicle
T	Tangibility

PREFACE

Kuala Lumpur is the capital city of Malaysia and it is well developed with all kinds of infrastructure across the city. In this hectic city, it is crucial for good public transportations system to exist. The public land transportations in Kuala Lumpur are also well built which can be categorized into two categories, which are road and railway. Although the public land transportations are provided in the city, it is still far from maximizing its usage, which currently on 5% usage out of the total population. According to this scenario, we can conclude that Malaysians' awareness on public land transportations is considered moderately low. Therefore, this study is to be conducted in order to investigate the service quality on the behavioural purchase intentions of public land transportations in Kuala Lumpur, Malaysia.

ABSTRACT

The purpose of this research is to determine the impact of service quality on behavioural purchase intention of public land transportations in Kuala Lumpur, Malaysia. The service quality model (tangibility, responsiveness, reliability, assurance and empathy) has been modified by adding in two new dimensions (safety and comfort). This research tends to provide an accurate result for public land transport operators to serve as a reference to monitor the performance of service quality in public land transportation. Several actions could be implemented by the public land transport operator to improve the service quality in order to increase usage of the public land transportations. This paper surveys the users of the public land transportation in Kuala Lumpur, Malaysia by using a structured questionnaire. A total of 500 self-administered questionnaires will be distributed and 450 useful questionnaires are expected to collect back. Pearson's Correlation Coefficient and Multiple Linear Regression analysis were used to analyze the data. The predicted research outcome reveals that the service quality has a significant relationship to the behavioural purchase intention. However, this study only focuses on users of public land transportations in Kuala Lumpur, Malaysia. Future researchers can investigate on a bigger population and to focus on all over Malaysia in order to achieve a more accurate result.

CHAPTER 1: INTRODUCTION

1.0 Introduction

Malaysia is a country located in South-East Asia and it is filled with surprises. As Kuala Lumpur is the capital city of the country and the development of its capitol city has been much adventurous and fluorescent in the past 40 years. As this city is concentrated with most of the activities from all over the states in Malaysia, the population is the highest across Malaysia. The public transport in Kuala Lumpur covers a variety of transportations which can be categorized into two categories, which are road and railway. However, Malaysia is far from maximizing its usage of public transport with the current 5% of the population using the mode during the peak period. Land Public Transport Commission (SPAD) chairman stated that Kuala Lumpur area had the best transport system in Malaysia but the usage of public transport was only 20 percent and it is targeted to hit 40 percent in urban areas by 2030 (The Star, 2013).

1.1 Research Background

Within the road category, it consists of two main types of transportations which are buses and taxis. Buses and taxis are able to reach certain locations where have not been covered by railway. There will be a bus station in almost every LRT station so buses are able to pick up and drop off passengers at their convenient. The biggest public bus operator in Kuala Lumpur is Rapid KL. Rapid KL is the main provider of Kelana Jaya Line and Ampang Line, it is the major feeder bus service surrounding the area - Kelana Jaya Line consists of 24 stations from Kelana Jaya to Terminal Putra; the Ampang Line consists of 27 stations from Ampang and Sri Petaling to Sentul Timur. The routes served by Rapid KL has covered up to 6 major areas which including Kuala Lumpur City Center, Selayang – Gombak, Keramat – Pandan, Cheras – Putrajaya, Klang– Puchong, Shah Alam Utara –

Bangsar. The second type of road transportation is taxi. This can be considered as one of the convenient ways to travel within Kuala Lumpur mainly because they are able to reach every corner of the city. Minivan or SUV types of taxis are also provided in the city for big family, or to carry passengers' luggage or belongings. These taxi services' fares are usually costlier than common type of taxis.

For railway transportations, there are six different types in Kuala Lumpur center which is KTM Intercity, KTM commuter, Kelana Jaya Line, Ampang Line, KLIA Express, KLIA transit and KL monorail. All the public rail transport service has a direct link to Kuala Lumpur International Airport, Putrajaya, Cyberjaya and the Multimedia Super Corridor. There are three main types of railway transportations which are Electric Train Service (ETS), Light Rail Transit (LRT) and Monorail.

KTM Intercity offered rail service from KL central to Bangkok, Butterworth, Johor Bharu and Singapore. Also, KTM commuter offered fast and efficient service to all the surrounding suburban area, they have four destinations which is Sentul, Kuala Kubu Bharu, Port Klang and Seremban. Moreover, KLIA Express is the fastest way to reach KLIA, it is a direct link to the Kuala Lumpur Centre and it will only takes 28 minutes for passenger to reach KLIA. Furthermore, the KL monorail serves 11 stations which are along with the southeast and northeast of Kuala Lumpur within the Golden Triangle and Kuala Lumpur City Center.

1.2 Problem Statement

The number of motor vehicles registered in Malaysia has been increasing in the past ten years. According to Road Transport Department Malaysia, the total number of registered motor vehicles has been increasing tremendously from 537,900 in year 2005 to 628,639 in year 2012. However, the number of motor vehicles registered had a slight decrease in 2013 which is 583,060 units. According to Asia-Pacific Partner and Head of the

Automotive and Transportation Practice, Kavan Mukhtyar, there is approximately 79% of residents in Kuala Lumpur are using private transportation while only 8% of the residents are using public transportation (The Malaysian Insider, 2014).

Litman's study (2011) (as cited in Tri Widianti, Sik Sumaedi, I Gede Mahatma Yuda Bakti, Tri Rakhmawati, Nidya Judhi Astrini, & Medi Yarmen, 2015) suggested that the increase in number of motor vehicles circulating on the road has caused traffic congestion. In Malaysia, traffic congestion has been occurring especially in Kuala Lumpur which is stated in the Government Transformation Programme (2012). Cox's study (2010) (as cited in Tri Widianti et al., 2015) stated that traffic congestion can lead to the increase in fuel consumption, noise levels, air pollution and economic and social problems. Therefore, the increase in the usage of public land transportation service can help to reduce traffic congestion in Kuala Lumpur. Thus, it is important to understand the service quality of public land transportation service in Kuala Lumpur to encourage people to use them.

SERVQUAL model is the measurement tool used in service quality which was introduced by Parasuraman's study (1985) (as cited in Tri Widianti et al., 2015). The study will be adopting the SERVQUAL model as the evaluator but was modified by adding two additional dimensions to the previous established 5 dimensions (tangibility, responsiveness, reliability, assurance and empathy) which are comfort and safety in assessing service quality customer satisfaction.

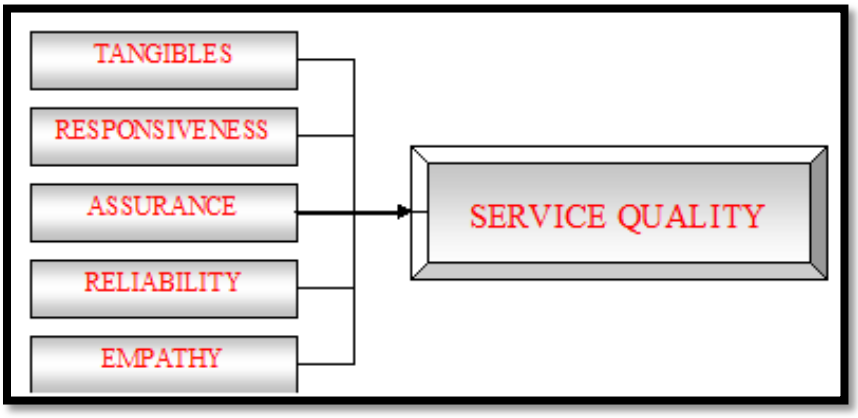


Figure 1.1 SERVQUAL MODEL

1.3 Research Objective and Research Question

The study will be carried out based in Kuala Lumpur as the utilization rate of public transportation is low in that area although several public transportations are set for the public users. The research objectives and questions of this study are as follow:

General Objective	General Question
To examine the relationship between service quality and behavioural purchase intention in the public land transportations service in Kuala Lumpur, Malaysia.	What is the relationship between service quality and behavioural purchase intention in the public land transportations service in Kuala Lumpur, Malaysia?
Specific Objective	**Specific Question**
To identify the relationship between tangibility and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between tangibility and behavioural purchase intention in the public land transportations service?
To distinguish the relationship between responsiveness and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between responsiveness and behavioural purchase intention in the public land transportations service?
To explore the relationship between reliability and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between reliability and behavioural purchase intention in the public land transportations service?
To determine the relationship between assurance and behavioural purchase intention in the public land transportations	Is there any significant relationship between assurance and behavioural purchase intention in the public land

service.	transportations service?
To study the relationship between empathy and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between empathy and behavioural purchase intention in the public land transportations service?
To identify the relationship between comfort and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between comfort and behavioural purchase intention in the public land transportations service?
To examine the relationship between safety and behavioural purchase intention in the public land transportations service.	Is there any significant relationship between safety and behavioural purchase intention in the public land transportations service?

1.4 Significance of the Study

Theoretically, this study will provide more accurate results of how SERVQUAL model is going to affect the behavioural purchase intentions of customers in two new dimensions which are comfort and safety. Besides, the study confirms the relationship between SERVQUAL and behavioural purchase intentions in public land transportations sector, from seven different aspects. In addition, the modified SERVQUAL model can be used by the public land transport operators to monitor the performance of service quality in public land transportation and hence, determining the suitable improvement that can be implemented.

1.5 Limitation of the Study

However, limitations of this study incurred include time and cost. Time as one of the limitations for this study, reason being time allowed for carrying out this study is limited, which is only approximately 10 months. The second limitations for this study is cost, which is the lack of sponsorship to bear the cost incurred during this study such as questionnaires printing cost, travelling cost, transportation fees and etc.

1.6 Outline of the Study

Chapter 1 is the overall review of this study which includes the research background, problem statement, research objectives, research questions, hypotheses, and limitations. Whereas, Chapter 2 is the literature review that consists of theoretical foundation, review of prior empirical studies, proposed conceptual framework model and hypotheses development. Chapter 3 clarifies the research methodology which includes research design, population and sampling procedures, data collection method, variables and measurement and lastly, data analysis techniques. Chapter 4 discusses and interprets the results processed from data collected and Chapter 5 summarizes the major findings, implications of study and recommendations for future researchers.

1.7 Conclusion

This chapter discussed the problems, objectives and significance of the study. After an overview on the SERVQUAL model and public land transportations, this research aims to determine the variables that influence the behavioural purchase intentions in public land transportations. A literature review will be provided in the following chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will discuss the theoretical models applied and the review of past literature. Also, the theoretical framework and hypotheses for this study are developed.

2.1 Theoretical/Conceptual Foundation

Service Quality

According to Parasuraman et al.'s study (1985) (as cited in Daniel & Berinyuy, 2010), service quality is defined as the difference between consumers' perceptions of service which is offered by a particular firm and also their expectations about the service which the firm offered. Eshghi et al.'s study (2008) (as cited in Daniel & Berinyuy, 2010) defined service quality as a service which is an overall assessment by the customers. A study conducted by Sumaedi et al. (2012) (as cited in Tri Widianti et al., 2015), demonstrated that service quality is defined as a form of customer attitude which is relevant to service performance. According to Czepiel's study (1990) (as cited in Liu, Siali, Darun, & Ismail, 2014), service quality is known as customer perception of how well a service has fulfilled or exceeded their expectation by the service.

The most excellent method in measuring service quality is SERVQUAL model. This model was introduced by Parasuraman et al. (1985) (as cited in Tri Widianti et al., 2015) which found that service quality comprises of 10 dimensions, namely responsiveness, competence, access, communication, courtesy, understanding the customer, security, credibility, reliability, and tangible. The similar result from Parasuraman et al.'s study (1988) (as cited in Tri Widianti et al., 2015) had improved previous study by minimizing

10 dimensions into 5 dimensions which known as tangibles, reliability, responsiveness, assurance, and empathy.

2.1.1 Dependent Variable: Behavioural Purchase Intention

Fishben and Ajzen's study (1975) (as cited in Tri Widianti et al., 2015) was first introduced that the concept of behavioural intention in order to resolve the conflictive relationship between attitude and behaviour that arise in literature. According to Anderson and Mittal's study (2000) (as cited in Bendall-Lyon, & Powers, 2004), behavioural intention is explained as an outcome of the satisfaction procedure. A study conducted by Oliver (1997) (as cited in Lai & Chen, 2011) had stated that favorable behavioural intentions will bring about customer loyalty, which is defined as a greatly held affirmation to repurchase a preferred product or service in the future.

According to Lai and Chen's study (2011) (as cited in Tri Widianti et al., 2015), it showed that behavioural intention involves two dimensions which namely as repurchase intention and recommendation intention. The study is concerned only in repurchase intention which also named as purchase intention. A similar study developed by Dodds, Monroe and Grewal (1991) (as cited in Rizwan, Qayyum, Qadeer, & Javed, 2014) demonstrated that purchase intention comes into a deliberation when a customer is most likely trying to purchase some product or service. Hellier et al.'s study (2003) (as cited in Tri Widianti et al., 2015), defined repurchase intention as individual's decision about purchase again a particular product or service from the same company, taking into consideration of present condition and likely situations.

2.1.2 First Independent Variable: Tangibility

Parasuraman (1988) used the term "tangible'' in their SERVQUAL model as one of the 'solid' dimensions used to assess service quality. Tangibility can be defined as palpability or materiality of a thing that can be seen, tasted, and touched; it also can be used to define the quality of service (Hellén & Gummerus, 2012). Tangibility involves equipment, personnel and appearance of physical facilities that can influence consumer perceptions differently because the degree of consumer satisfaction is based on the tangibility evidence rather than the core service (Santos, 2002).

From the study, it resulted that the tangibility has significant influence on the consumer behavioural purchase intension based on the equipment condition and the appealing installation of the equipment (Pérez, Abad, Carrillo, & Fernández, 2007). Also, the study resulted that tangibility has significant influence on customer satisfaction which will then lead to behavioural purchase intention (Liu et al., 2014). However, according to the study of Ojo, Amoako-Sakyi and Agyeman (2015), it resulted that there is no significant relationship between tangibility and customer satisfaction which will lead to behavioural purchase intention.

2.1.3 Second Independent Variable: Responsiveness

Responsiveness can be defined as the willingness of the organization to provide a quality service and give assistance to the customer. Responsiveness is to present or react what the consumer needs, with emphasizing responsiveness organization may retain current customers as well as adding new customers and which will be more tied with the environment change (Holweg, 2005).

The study showed that responsiveness dimension has significant influence on customer satisfaction that lead to the behavioural purchase intention (Liu et al., 2014). Also, the study resulted that responsiveness has significant relationship among the consumer purchase decision (Pérez et al., 2007). Nevertheless, Ojo et al.'s study (2015) resulted that there is no significant relationship among responsiveness and customer satisfaction which will lead to behavioural purchase intention.

2.1.4 Third Independent Variable: Reliability

Zeithaml's study (1990) (as cited in Donnelly, Kerr, Rimmer, & Shiu, 2006) defined reliability as the ability to perform the promised service dependably and accurately. Based on Eboli and Mazzulla's study (2012), service reliability is one of the most investigated transportation service aspects and it is considered as a significant aspect for the transportation users. Turnquist and Blume's study (1980) (as cited in Eboli & Mazzulla, 2012) defined transportation service reliability as the ability of the transportation system to adhere or follow to schedule or to maintain regular headways and a constant travel time.

Based on Horsu & Yeboah's study (2015), service reliability has significant influence on customer satisfaction which will lead to customers' behavioural purchase intention. Reliability dimension also showed a significant influence on customers' behavioural purchase intention through service quality (Pérez et al., 2007). However, a study claimed that reliability dimension did not have significant relationship with the customers' repurchase intention (Tri Widianti et al., 2014).

2.1.5 Fourth Independent Variable: Assurance

Zeithaml's study (1990) (as cited in Donnelly et al., 2006) defined assurance as the knowledge and courtesy of employees and their ability to convey trust and confidence. Buttle's study (1996) (as cited in Liu et al., 2014) claimed that the employees can be regarded as a driver of corporate marketing and financial performance. Therefore, if employees fail to inspire confidence and trust or to deliver good service, it will result an adverse effect on the company (Liu et al., 2014).

It is stated that assurance dimension has a significant influence on customers' behavioural purchase intention (Pérez et al., 2007). In addition, assurance dimension proved to have moderately influence on customer satisfaction which is related to customers' behavioural purchase intention (Horsu & Yeboah, 2015). However, However, Ojo et al.'s study (2015) found that assurance dimension has no significant relationship with the customer satisfaction which will lead to behavioural purchase intention.

2.1.6 Fifth Independent Variable: Empathy

Parasuraman's (1988) study (as cited in Daniel & Berinyuy, 2010) stated that empathy is defined as how the firm cares and pays individualized attentions to their customers. If the customers think that they get quality individualized attention, they will repurchase the service from the company (Liu et al., 2014).

In addition, it is found that empathy dimension significantly influence customers' behavioural purchase intention in the public-sector transport (Pérez et al., 2007). Next, in Liu et al.'s study (2014), customers' satisfaction towards the empathy dimensions have a significant relationship with the behavioural purchase intention.

However, according to Ojo et al.'s study (2015), empathy showed that there is no significant relationship with the customer satisfaction which will lead to behavioural purchase intention.

2.1.7 Sixth Independent Variable: Comfort

Comfort can be separated into two categories which are physical comfort regarding the vehicles and comfort regarding surrounding conditions on board or at stops (Eboli & Mazzulla, 2012). Comfort dimension plays an important role to ensure that the customers enjoy their journey and increased comfort will improve the on-board health and environment status (Govender, 2014). Samson & Thompson's study (as cited in Govender, 2014) claimed that comfort is one of the dimensions that often taken into consideration by the customers in deciding which mode of transport to use.

Based on Nwachukwu's study (2014), it stated that the comfort dimensions have a significant relationship to customers' satisfaction which will lead to the purchase intentions of the customers. According to Horsu and Yeboah's study (2015), comfort as perceived by commuters had a significant influence on the customers' satisfaction which is related to the behavioural purchase intention. However, comfort dimensions have been proved to have no significant relationship to the behavioural purchase intention (Tri Widianti et al., 2014).

2.1.8 Seventh Independent Variable: Safety

The safety of service may indicates the degree of safety from crime or accidents, or may refers to safety from crimes while riding or at bus stops and from accidents, but also to safety related to the behavior of other persons and to the bus operation

(Eboli & Mazzulla, 2012). The safety during the journey might not be a very relevant aspect to determine the level of safety but when question is asked upon it, Solomon's study (as cited in Eboli & Mazzulla, 2012) stated that safety has a high rating of significance.

Based on Lai and Chen's study (2011), the safety of vehicles have significant influence on passenger behavioural purchase intentions. Safety has a significant influence on customer's satisfaction which leads to behavioural purchase intention (Aidoo, Agyemang, Monkah, & Afukaar, 2013). It has shown a non-significance influence on customer satisfaction as customer satisfaction is perceived as it leads to repeat purchase, brand loyalty and positive word of mouth (Horsu & Yeboah, 2015).

2.2 Review of the Prior Empirical Studies

SERVQUAL model was first introduced by Parasuraman in 1985 which consists of 10 dimensions and was reduced to 5 dimensions in 1988. SERVQUAL model provides a guideline that can be used to measure the service quality that lead to users' behavioural purchase intention. However, comfort and safety were proved to be significantly affecting the users' behavioural purchase intention in the past researches. Hence, these two variables will be added to the SERVQUAL model for this study. The past researches regarding service quality had shown in Table 2.1.

Table 2.1: Models and Elements of Service Quality

Author & Year	**Models and Theories**	**Dimensions**
Cavana, Corbett & Lo (2007)	RATER + Comfort	Comfort Connection

		Convenience Tangibles Reliability Responsiveness Assurance Empathy
Daniel & Berinyuy (2010)	Product quality, service quality concept, customers' expectations compared to perceptions, customer satisfaction, SERVQUAL, SERVPERF	Service quality Tangibles Reliability Responsiveness Assurance Empathy
Eboli & Mazzulla (2012)	Service quality , performance transit measured	Service availability Service Reliability Comfort Cleanliness Safety and Security Fare Information Customer Care Environment impacts
Govender (2014)	Service quality	Reliability Safety Comfort Affordability
Horsu & Yeboah (2015)	SERVQUAL, SERVPERF, RESCA	Service comfort Safety Reliability Affordability Driver Behaviour

		Continuous Service Tangibles Reliability Responsiveness Assurance Empathy
Lai & Chen (2011)	Theory of Planned Behaviour(TBP), Disconfirmation of Expectations Model, SERVQUAL	Perceived value Behavioural intentions Satisfaction Involvement Tangibles Reliability Responsiveness Assurance Empathy Availability Accessibility Information Customer service Comfort Safety Fare Environmental impact
Lerrthaitrakul & Panjakajornsak (2014)	SERVQUAL	Post purchase behavioural intentions Tangibles Reliability Responsiveness Assurance Empathy

Nwachukwu (2014)	SERVQUAL	Comfort Constant Accessibility Facilities Adequacy of capacity
Pérez, Abad, Carrillo, & Fernández (2007)	SERVPERF scale to determine behavioural purchase intention	Tangibles Reliability Responsiveness Assurance Empathy Behavioural Purchase Intention
Sham, Mohamed, Omar, Abdul Malik, & Mohamed Noah (2013)	Public Transport Service	Reliability Comfort Safety
Wijaya (2009)	SERVQUAL model	Reliability Responsiveness Assurance Empathy Tangible
Zaherawati, Hussin, Abdul Batau & Zakaria (2010)	SERVQUAL model	Tangible Reliability Responsiveness

2.3 Proposed Conceptual Framework

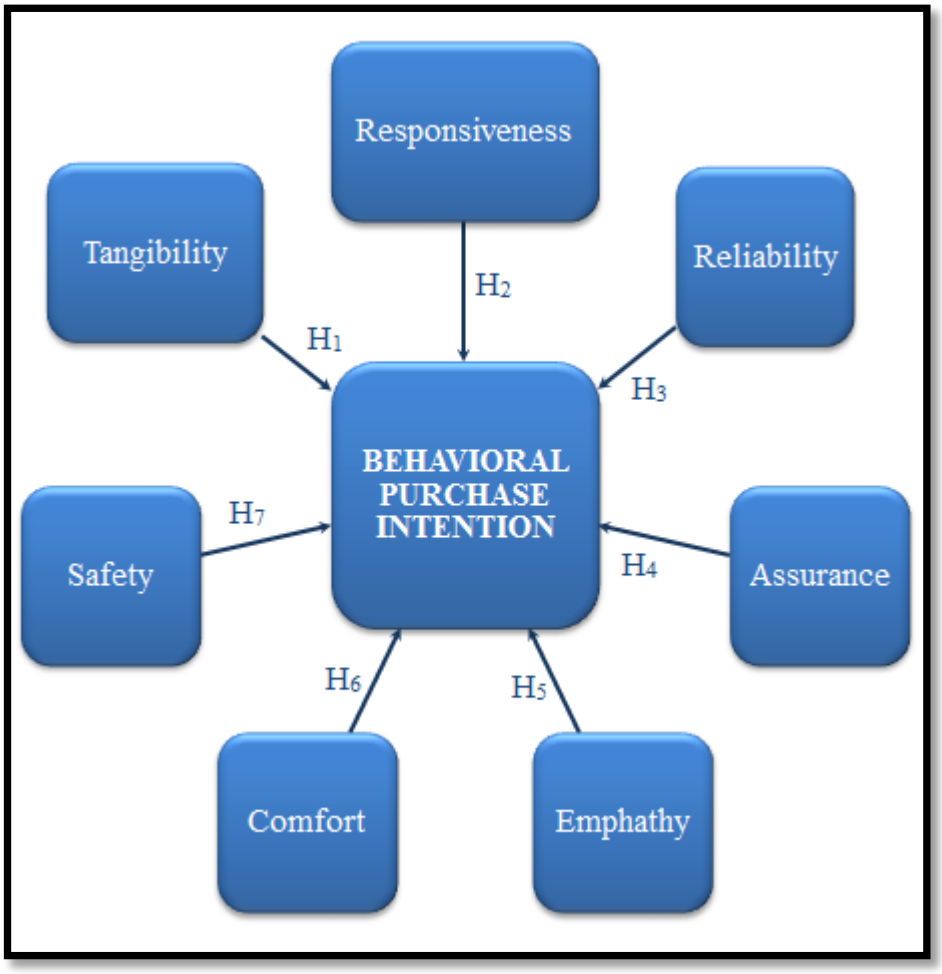


Figure 2.1 the relationship between SERVQUAL MODEL (with two new dimensions – comfort and safety) with behavioural purchase intention.

2.4 Hypothesis Development

This research focused on the analysis of established SERVQUAL model from customers' perspective accordingly. These following hypotheses are aimed to be tested.

H_1: Tangibility as perceived by customers has significant influence on behavioural purchase intention.

H_2: Responsiveness as perceived by customers has significant influence on behavioural purchase intention.

H_3: Reliability as perceived by customers has significant influence on behavioural purchase intention.

H_4: Assurance as perceived by customers has significant influence on behavioural purchase intention.

H_5: Empathy as perceived by customers has significant influence on behavioural purchase intention.

H_6: Comfort as perceived by customers has significant influence on behavioural purchase intention.

H_7: Safety as perceived by customers has significant influence on behavioural purchase intention.

2.5 Conclusion

This chapter reviews past studies and presents the theoretical foundation of the SERVQUAL model. Next, a conceptual framework is proposed and the hypotheses of this study are developed. The following chapter will discuss on the methodology of this research in examining the mentioned hypotheses.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This introduction presents an overview of the research methodology. This chapter details how to research is carried out in the terms of research design, data collection methods, sampling design, operation definitions of constructs, measurement scales, and methods of data analysis.

3.1 Research Design

This study is a descriptive research which to examine the relationship between service quality and behavioural purchase intention in the public land transportation services in Kuala Lumpur, Malaysia.

This study is a quantitative research as data is gathered through survey questionnaires and analyzed by using statistical procedure. Creswell's study (2003) (as cited in Williams, 2007) stated that, quantitative research employs strategies of inquiry such experimental and survey, and collect data on predetermined instruments that generate statistical data.

According to Saunders, Lewis and Thornhill's study (2009), cross-sectional study is the study of a particular phenomenon at a single point of time. Cross-sectional study is used for this research and thus data is collected through questionnaire survey at once.

3.2 Data Collection Method

3.2.1 Primary Data

The research data will be collected with self-administered questions and will be collected at stations according to the mode of transportations including taxi, buses, monorail, LRT and KTM. The respondents will be questioned to get their feedback regarding the public land transport.

Descriptive studies will be carried out on the designation of questionnaire. The questionnaire will be distributed to respondents at the main public land transport center. This will enhance the data collection process as the population is concentrated in that area.

3.3 Sampling Design

3.3.1 Target Population

The target population for this study is the users of public land transportation and the focus area is Kuala Lumpur, Malaysia but the target respondent will be concentrated on residents in Klang Valley. Kuala Lumpur is the selected area for this study because it is the most developed and the largest city in Malaysia (KL Calling, 2014). The total population in Klang Valley is about 7.2 million according to KL Calling (2014). Public land transportation services in Kuala Lumpur are chosen, reason being Kuala Lumpur has the best transportation system in Malaysia but the usage of public land transport was only 20 percent according to SPAD chairman (The Star, 2013).

3.3.2 Sampling Frame and Sampling Location

A sample is selected from a population in an appropriate way to reach the appropriate general conclusions (Barreiro & Albandoz, 2011). In this study, a sample is drawn from the residents in Klang Valley. The targeted respondents are comprised of different age brackets, races, professions and backgrounds. This is to assume that the sample will be a good representation of the theoretical population of this study (Leong, Ooi, Chong, & Lin, 2013).

3.3.3 Sampling Elements

The target respondents of this study will be the users of public land transportation in Kuala Lumpur. Users of public land transportation are chosen because they possess the relevant experience and knowledge regarding the public land transportation services.

3.3.4 Sampling Technique

The research will be carried out using stratified sampling technique. Stratified sampling technique is a technique that divides the entire population into smaller groups, normally called strata and the random sample will be taken from each stratum (Barreiro & Albandoz, 2011). The reason for choosing stratified sampling technique is because it will have more accurate information being generated inside the subpopulation regarding the variable of the research (Barreiro & Albandoz, 2011). Also, it will generate accurate estimators of the variables that represent the whole population.

In the study, the research sample will be divided into five stratums which include taxi, buses, monorail, LRT and KTM. The random sample will be taken from each five stratum of public land transportation. The survey questionnaire will be randomly distributed to respondents at the main public land transport stations.

3.3.5 Sampling Size

Sample size is the number of target respondents that are selected among the population while distributing the survey questionnaire. According to KL Calling (2014), the total population in Klang Valley is 7.2 million. The confidence level used to calculate the sample size is 95%. By using the confidence interval of 5, the number of questionnaires needed to be collected is 384. However, some of the survey questionnaire distributed might not be collected or completed by respondents. As such, 500 survey questionnaires will be distributed to target respondents. Each mode of transportation will be allocated with 100 survey questionnaires.

3.4 Research Instrument

The instrument chosen for this study is survey questionnaire. The questionnaire is self-administered questionnaire which is paper-based and will be conducted face to face to the users of public land transportations in Kuala Lumpur. This is to ensure a high response rate as the target respondents have to answer the questionnaire on the spot.

Before the distribution of the questionnaires, a pilot test will be carried out to measure the validity and reliability of the questionnaires. It is important as it helps to improve the reliability of the survey questionnaires. Saunders et al.'s study (2009) stated that the minimum number of respondents to conduct a pilot test is 10. However, 30 participants

will be chosen to complete the survey questionnaire for the pilot test. The pilot test will be conducted at Faculty of Business and Finance of Universiti Tunku Abdul Rahman, Kampar. Subsequently, reliability and normality test will be carried out on the pilot sample. To pass the reliability test, the Cronbach's Alpha values must exceed 0.7.

The pilot test was run based on a sample size of 30 participants in Faculty of Business and Finance of Universiti Tunku Abdul Rahman. The data is deemed reliable if Cronbach's Alpha exceeds 0.7. The overall reliability test result is 0.926 (Cronbach's Alpha).

Table 3.1: Cronbach's Alpha of Pilot Test

Variables	Cronbach's Alpha
Tangibility (T)	0.529
Responsiveness(R)	0.832
Reliability (P)	0.797
Assurance (A)	0.716
Empathy (E)	0.692
Comfort (C)	0.847
Safety (S)	0.786
Behavioural Purchase Intention (B)	0.832

As shown in Table 3.1, the reliability test (Cronbach's Alpha) for Tangibility and Empathy is less than 0.7. Since the questionnaire is adapt and adopt from previous research, the study will passed with all the 5 items for each variables.

3.5 Constructs Measurement

Section A consists of demographic profile of the respondents which include their gender, ethnicity, age, profession and personal income. Besides, the survey questionnaire also

inquires about the frequency of using public land transportations and types of public land transportations used.

Section B consists of questions regarding behavioural purchase intention and service quality namely tangibility, responsiveness, reliability, assurance, empathy and comfort. The items of the survey questionnaire were adapted from past studies. The survey questionnaire consists of 40 items, namely 35 items for 7 independent variables and 5 items for the dependent variable.

3.5.1 Ordinal Scale

The ordinal scale is the resolution of greater or less, it is a rank-order observations and place object according to number in order (Franceschini, Galetto, & Varetto, 2004).

3.5.2 Nominal Scale

The nominal scale consist categories or grouping, it used when data are classes into one of two or more categories (Soicher, 2013).

3.5.3 Likert Scale

Likert scale was invented to measure attitudinal scales (Boone & Boone, 2012). The original Likert scale adopted a series of questions with five responses: Strongly Approve (1), Approve (2), Undecided (3), Disapprove (4), and Strongly Disapprove (5). These responses are then combined to form an attitudinal

measurement scale. In this research, 5-point Likert scale is being adapted to measure the agreement on the independent variables and the dependent variable.

	Variables	Measurement	Scale of Measurement
Demographic	Gender	Nominal	-
	Ethnicity	Nominal	-
	Age	Ratio	-
	Profession	Nominal	-
	Income	Nominal	-
	Frequency of using public land transportations	Nominal	-
	Types of public land transportations used	Nominal	-
Independent Variables	Tangibility	Interval	5-point Likert Scale
	Responsiveness	Interval	5-point Likert Scale
	Reliability	Interval	5-point Likert Scale
	Assurance	Interval	5-point Likert Scale
	Empathy	Interval	5-point Likert Scale
	Comfort	Interval	5-point Likert Scale
	Safety	Interval	5-point Likert Scale
Dependent Variable	Behavioural Purchase Intention	Interval	5-point Likert Scale

These 5 points are Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Table 3.2: Measurement Used For Each Variable

3.6 Data Processing

There are a total of 500 questionnaires which are going to be distributed to target respondents at the main public land transport stations. The collected data will be keyed-in into SPSS 16.0. Moreover, all collected questionnaires will be subjected to data screening. There will be a detection of error when the questionnaires are received as to minimize the data key-in errors. SPSS 16.0 is used for data key-in and to further analyze the data.

3.7 Data Analysis

The data collected will be used to carry out descriptive analysis and inferential analysis using SPSS 16.0 which will be presented in the following chapter.

3.7.1 Descriptive Analysis

The demographic profile of targets respondents (gender, ethnicity, age and profession) will be presented in frequency and percentage using pie charts and tables. The central tendencies of measurement for every variable in the questionnaire will be calculated and presented.

3.7.2 Scale Measurement

After the collection of data, all variables will then undergo normality and reliability test.

In this study, normality test was carried out to examine whether the data are normally distributed. It is recommended that the result for skewness and kurtosis

test should not exceed +/- 2 when the data are normally distributed (Garson, 2012). However, according to Kline's study (2005) (as cited in Teo, T., Lee, C. B., Chai, C. S., & Wong, S. L., 2009) suggested that the result for skewness test to be within the range of +/-3 while the result of kurtosis to be within the range of +/-10.

Reliability test refers to the extent to which the data collection techniques or analysis procedures will yield consistent findings (Saunders et al., 2009). The reliability of the scale items will be assessed by using Cronbach's Alpha. According to Hair, Black, Babin, Anderson and Tatham's study (2006) (as cited in Thomas, Singh, & Gaffa, 2013), the Cronbach's Alpha must exceed 0.7 and hence the variables to be considered as acceptable and reliable.

3.7.3 Inferential Analysis

The data in this study will be analyzed using Multi-Linear Regression (MLR) and multicollinearity is reputed to be presented if there is a linear relationship among the variables in the data (Belsley, Kuh, & Welsch, 1980). Hence, Pearson's Correlation will be used on the data set to evaluate the correlation between the 7 independent variables (Tangibility, Responsiveness, Reliability, Assurance, Empathy, Comfort and Safety) and the dependent variable (Behavioural Purchase Intention). Multicollinearity problems can be verified through bivariate correlations of all independent variables (Ringim, Razalli, & Hasnan, 2012). This problem exists when the correlations calculated are higher than 0.90 (Hair, Black, & Babin, 2010).

MLR will be used to look for linear relationship between independent and dependent variables of this study (Yan & Su, 2009). MLR test is significant when the p-value not exceeding 0.05. Besides, the coefficient of determination, r2, it is a measure to show how good the regression equation is, it shows in percentage of

how well the independent variables are able to explain the variations in the dependent variable (Saunders et al., 2009).

MLR can also be used to test the multicollinearity problem through the value of tolerance and variance inflation factor. According to O'Brien (2007), multicollinearity problem will occur if the value of tolerance is less than 0.100 and the value of variance inflation factor is more than 10.

3.8 Conclusion

This chapter included the research design, sampling procedures, data collection and measurement of independent and dependent variables. Results calculated will be interpreted based on the data analysis in the next chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, Statistical Package for the Social Sciences (SPSS) has been used to generate the results of descriptive analysis, inferential analysis and scale measure that are extracted and calculated from data collected from target respondents. The analyses are mainly used to determine the characteristics of each variables and the relationship among them.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of the Respondents

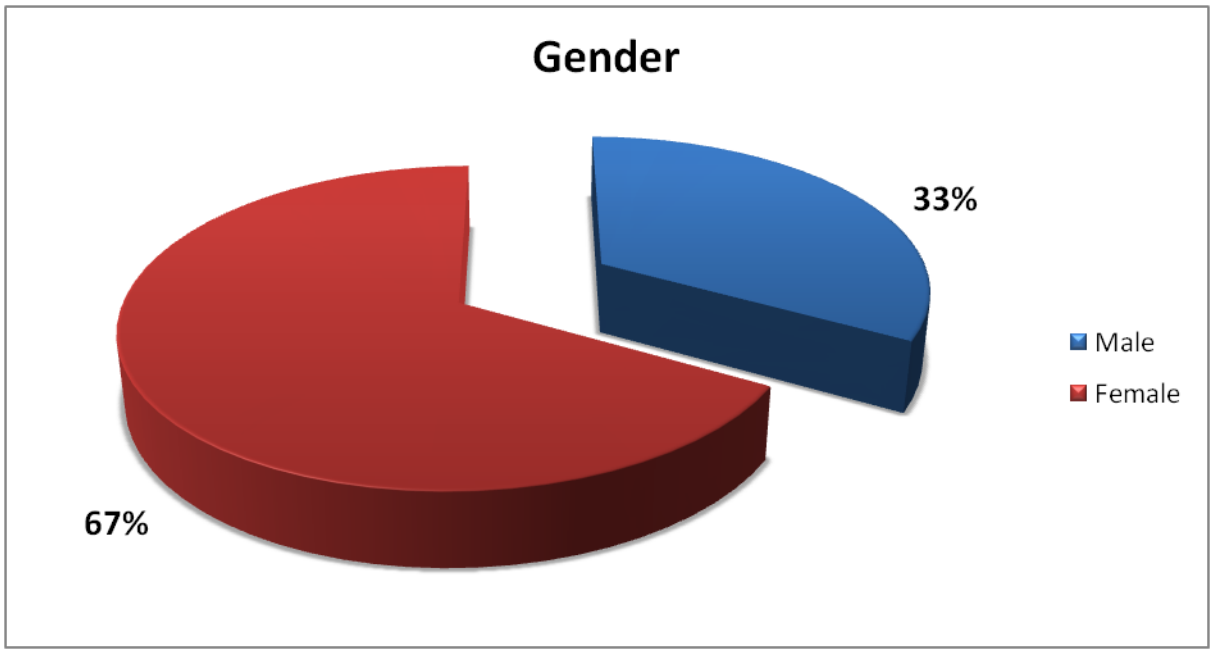
The demographic profile of the surveyed respondents is presented from Table and Figure 4.1 to 4.7. It includes 4.1 gender, 4.2 ethnicity, 4.3 age group, 4.4 profession, 4.5 income per month, 4.6 frequency of using public land transportation and 4.7 types of public land transportation used. The total sample is made up of 450 respondents.

Table 4.1: Gender

Category	Frequency	Percentage (%)
Male	149	33.10
Female	301	66.90
Total	450	100.00

Source: Developed for the Research

Figure 4.1: Gender



Source: Developed for the Research

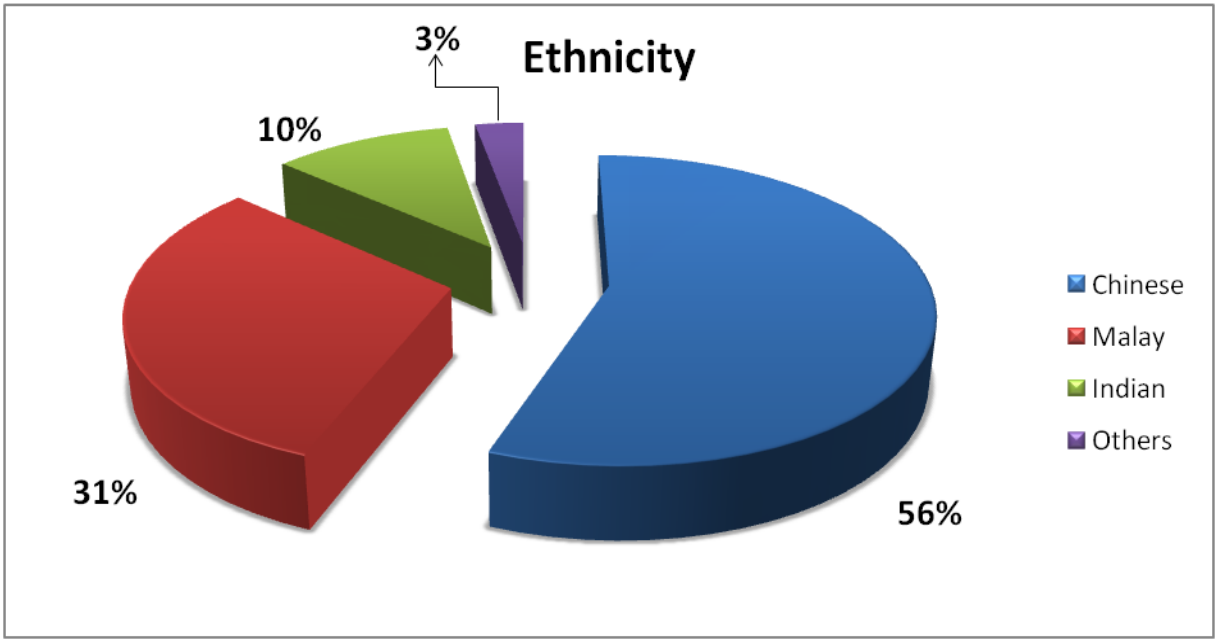
Table 4.1 and Figure 4.1 show the frequency and percentage of gender of 450 respondents. According to Table 4.1 and Figure 4.1, there are 149 (33.10%) male respondents and 301 (66.90%) female respondents. Based on this result, it indicates that there is a great difference of respondents in terms of gender this is because the percentages of female respondents are higher than male respondents by 33.8%.

Table 4.2: Ethnicity

Ethnicity	Frequency	Percentage (%)
Chinese	251	55.80
Malay	138	30.70
Indian	48	10.70
Others	13	2.90
Total	450	100.00

Source: Developed for the Research

Figure 4.2: Ethnicity



Source: Developed for the Research

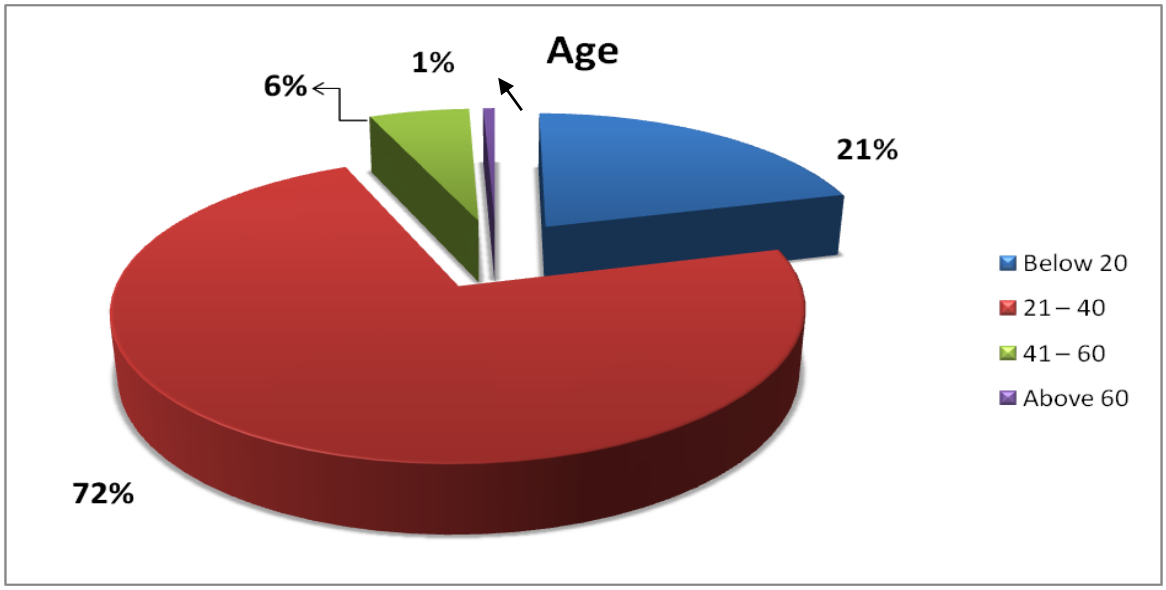
Table 4.2 and Figure 4.2 above represent the frequency and percentage of four ethnicity groups of respondents. Among the 450 respondents, there are 251 (55.80%) Chinese, 138 (30.70%) Malay, 48 (10.70%) Indian while the remaining 13 (2.90%) from other ethnicities such as Kadazan and Bidayuh. From the results, the majority of respondents are Chinese and Malay.

Table 4.3: Age

Category	Frequency	Percentage (%)
Below 20 years old	94	20.90
21 – 40 years old	327	72.70
41 – 60 years old	26	5.80
Above 60 years old	3	0.70
Total	450	100.00

Source: Developed for the Research

Figure 4.3: Age



Source: Developed for the Research

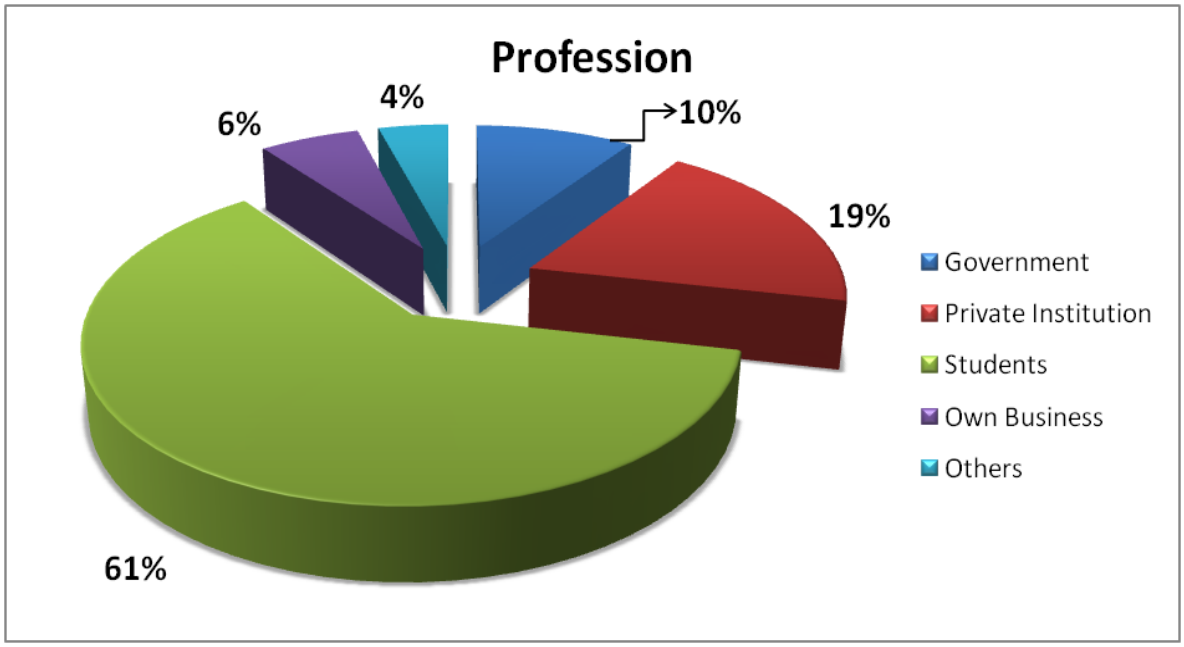
Table 4.3 and figure 4.3 demonstrate the frequency and percentage which distributed the respondents according to their age groups. There are 94 (20.90%) of respondents are below 20 years old, 327 (72.70%) of respondents are between 21 – 40 years old, 26 (5.80%) of respondents are between 41 – 60 years old while remaining 3 (0.70%) of respondents are above 60 years old. This result indicates that the majority respondents are between 21 – 40 years old.

Table 4.4: Profession

Category	Frequency	Percentage (%)
Government	43	9.60
Private Institution	85	18.90
Students	276	61.30
Own Business	27	6.00
Others	19	4.20
Totals	450	100.00

Source: Developed for the Research

Figure 4.4: Profession



Source: Developed for the Research

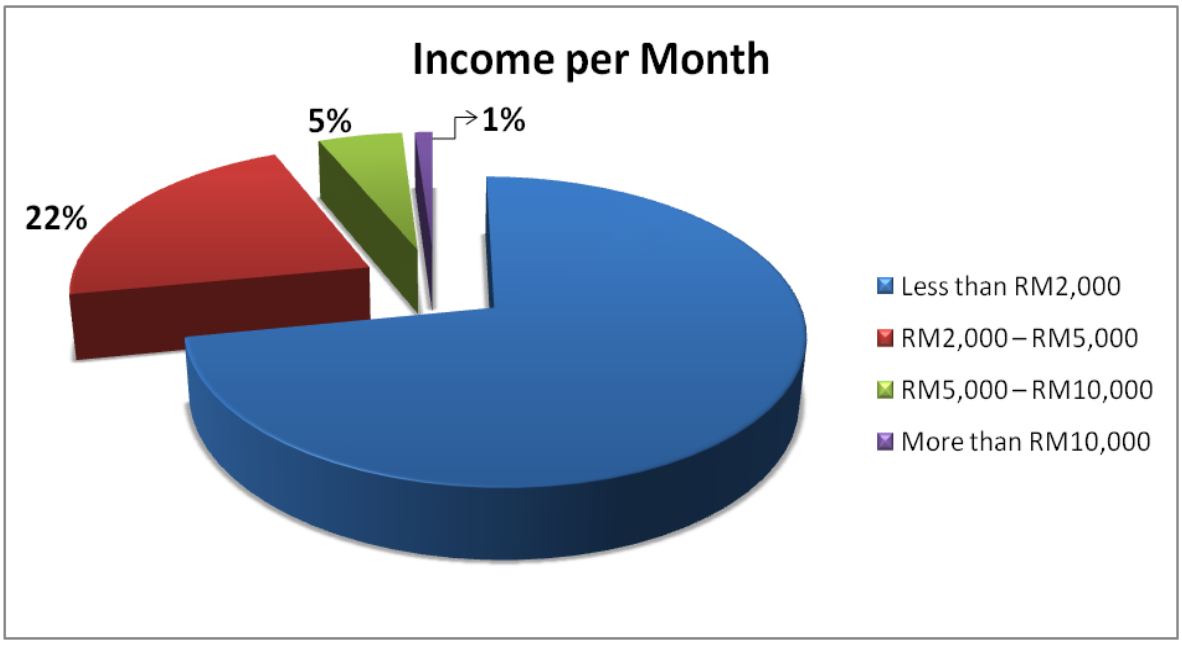
In Table 4.4 and Figure 4.4 illustrates the frequency and percentage of profession of respondents. It shows that there are 43 (9.60%) government, 85 (18.90%) private institution, 276 (61.30%) student, 27 (6.00%) own business while remaining 19 (4.20%) respondents are from other profession such as housewife. Based on the results, majority of the respondents are students.

Table 4.5: Income per Month

Category	Frequency	Percentage (%)
Less than RM2,000	324	72.00
RM2,000 – RM5,000	97	21.60
RM5,000 – RM10,000	24	5.30
More than RM10,000	5	1.10
Total	450	100.00

Source: Developed for the Research

Figure 4.5: Income per Month



Source: Developed for the Research

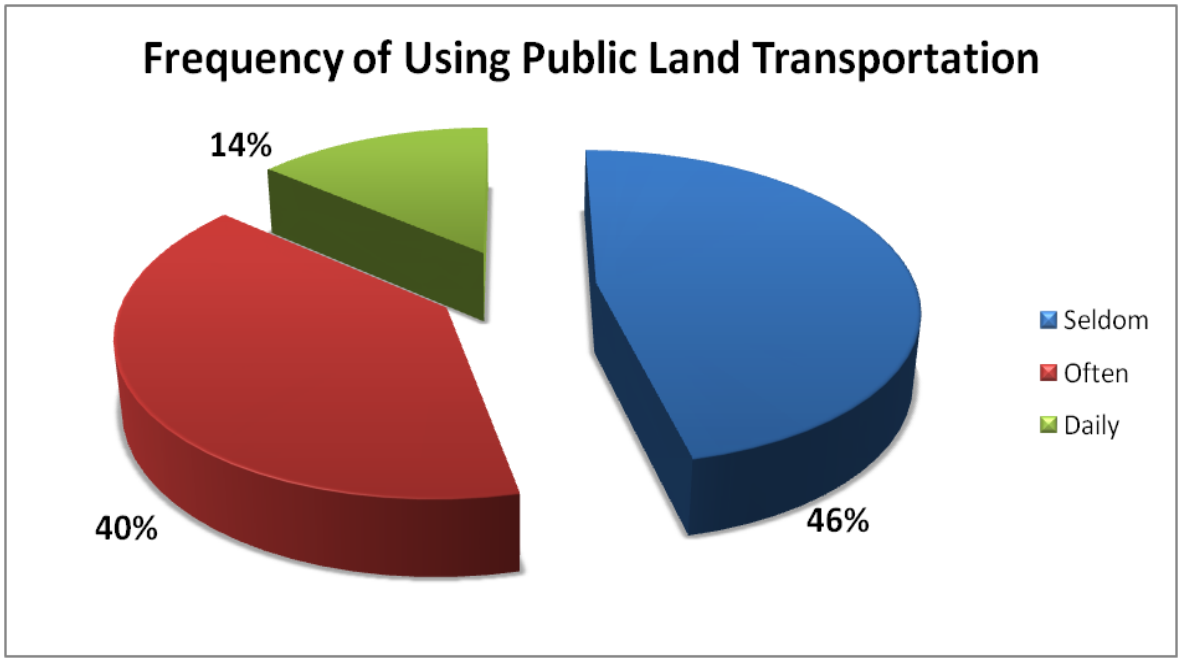
According to the table 4.5 and figure 4.5 above, it demonstrates the frequency and percentage of the income that the respondents earn per month. There are 324 (72.00%) respondents who earn less than RM2,000 per month, 97 (21.60%) respondents earn between RM2,000 – RM5,000 per month, 24 (5.30%) respondents are earning between RM5,000 – RM10,000 per month and only 5 (1.10%) respondents earn more than RM10,000 per month. This result indicates that most of the respondents are earning less than RM2.000 per month.

Table 4.6: Frequency of Using Public Land Transportation

Category	Frequency	Percentage (%)
Seldom	209	46.40
Often	178	39.60
Daily	63	14.00
Total	450	100.00

Source: Developed for the Research

Figure 4.6: Frequency of Using Public Land Transportation



Source: Developed for the Research

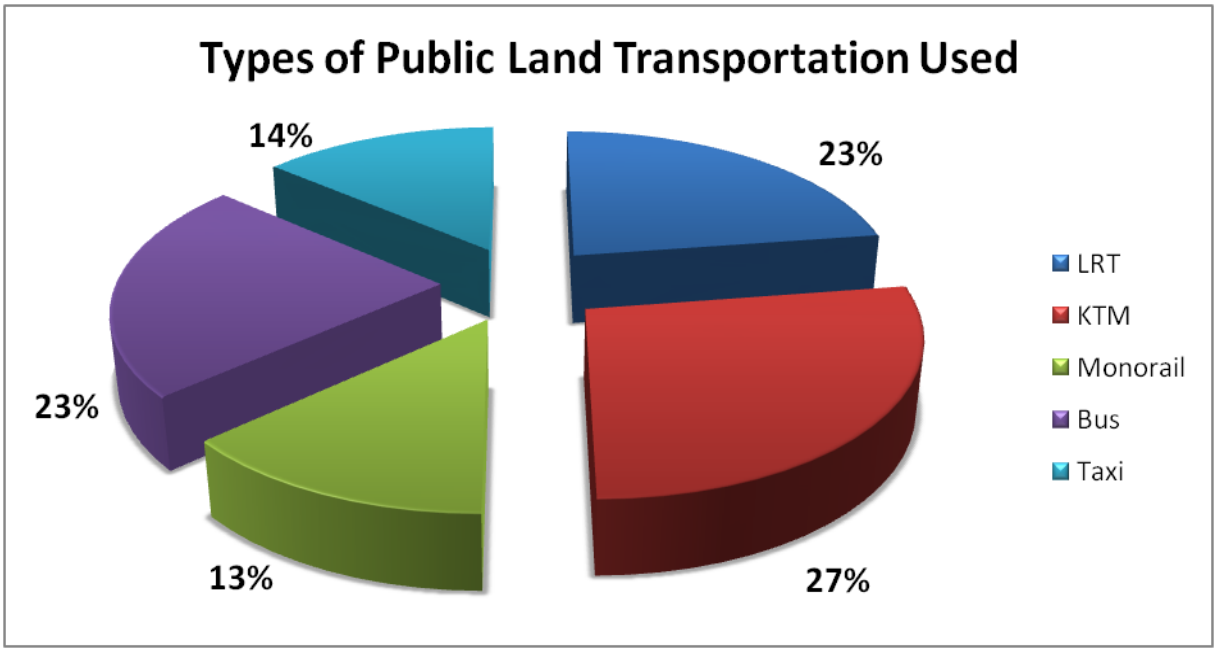
According to the data analysis above, it represents the frequency of consumer using public land transportation which separated into three categories such as “seldom”, “often”, and “daily”. There are 209 (46.40%) respondents who chose “seldom”, 178 (39.60%) respondents are often users and only 63 (14.00%) respondents are using the public land transportation daily. Thus, it shows that most of the respondents rarely use the public land transportations.

Table 4.7: Types of Public Land Transportation Used

Category	Frequency	Percentage (%)
LRT	263	22.76
KTM	316	27.36
Monorail	154	13.33
Bus	264	22.88
Taxi	158	13.68
Total	1155	100.00

Source: Developed for the Research

Figure 4.7: Types of Public Land Transportation Used



Source: Developed for the Research

Table 4.7 and figure 4.7 illustrate the frequency and percentage of different types of public land transportation used by consumers. The total number of frequency is 1155 is due to the survey allows the respondents to choose more than 1 mode of transportations. Based on these results, it shows that 263 (22.76%) respondents chose LRT, 316 (27.36%) respondents prefer to use KTM, 154 (13.33%) respondents chose monorail, 264 (22.88%)

respondents chose bus and only 158 (13.68%) of respondents chose taxi. Based on the results, KTM is more popular and preferable.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.8: Mean and Standard Deviation

Variables		Mean	Standard Deviation
Tangibility (T)			
T1	I am able to understand information given in the timetable.	3.82	0.867
T2	I am satisfied with the cleanliness of station.	3.37	0.935
T3	I am satisfied with the cleanliness of vehicles.	3.40	0.905
T4	I am satisfied with the service by transportation staff.	3.35	0.853
T5	I am satisfied with the appearance by staff on duty.	3.48	0.837
Responsiveness (R)			
R1	I am satisfied with the helpfulness of their staff.	3.46	0.831
R2	I am able to reach an operating staff for handling requests.	3.43	0.823
R3	It is easy to communicate with their staff.	3.52	0.804
R4	I am able to get efficient service from their staff.	3.34	0.850
R5	I am able to get attention from their staff.	3.25	0.846
R6	Staff is equipped with relevant communication skills.	3.39	0.854
Reliability (P)			
P1	I am satisfied with the time of arrival of transportation.	3.05	1.062
P2	I am satisfied that my requests being process right at the first time.	3.26	0.888

P3	The transportations are timely.	3.12	0.989
P4	I am able to depend on their staff in handling my requests.	3.20	0.801
P5	I am able to book tickets easily.	3.54	0.915
Assurance (A)			
A1	Staff is courteous at all times.	3.28	0.787
A2	I am able to feel confident with staff's behavior.	3.22	0.806
A3	The firm informs on delaying of the transportations.	3.28	0.883
A4	The staffs have adequate knowledge to answer my questions.	3.40	0.798
A5	There is enough security during transportation time.	3.22	0.842
Empathy (E)			
E1	I am able to get individualized attention from the staff.	3.15	0.765
E2	The operating hours are convenient.	3.50	0.848
E3	It is important that the staff have customer's best interest at heart.	3.58	0.922
E4	The staff understands customer's needs.	3.29	0.845
E5	I am able to access information about services.	3.57	0.798
Comfort (C)			
C1	I am satisfied with the availability of seating.	3.39	0.994
C2	The seating in the transportations are comfortable.	3.46	0.939
C3	It is important to me that the transportations are air conditioned.	4.06	0.903
C4	I am satisfied with the smoothness of ride on the transportations.	3.65	0.901
C5	It is important to me that the travelling time of transportations is short.	3.96	0.930

Safety (S)			
S1	I feel safe at the station.	3.21	0.962
S2	It is safe travelling with the transportation.	3.46	0.885
S3	Drivers are equipped with excellent skills to operate the transportation.	3.49	0.863
S4	The rate of accidents is low.	3.39	0.975
S5	The condition of vehicles is satisfactory.	3.51	0.807
Behavioural Purchase Intention (B)			
B1	I intend to continue using public land transportations in the future.	3.68	0.937
B2	I will always try to use public land transportations in my daily life.	3.41	0.928
B3	I plan to use public land transportations frequently.	3.34	0.961
B4	I consider using public land transportations as my first choice.	3.07	1.059
B5	I will recommend others to use public land transportations.	3.47	0.942

Source: Developed for the Research

According to Table 4.8, it demonstrates the central tendencies measurements of each of the constructs. The mean values for Tangibility (T) range from 3.35 to 3.82, Responsiveness (R) range from 3.25 to 3.52, Reliability (P) range from 3.05 to 3.54, Assurance (A) range from 3.22 to 3.40, Empathy (E) range from 3.15 to 3.58, Comfort (C) range from 3.39 to 4.06, Safety (S) range from 3.21 to 3.51 and Behavioural Purchase Intention (B) range from 3.07 to 3.68. From this result, it indicates that most of the respondents choose to neutral and agree with the items which stated in the questionnaire.

From the Table 4.8, P1 scores the highest standard deviation of 1.062 whereas E1 scores the lowest standard deviation of 0.765. Based on this result, it shows that the score of standard deviation for all variables are above 0.7 but below 1.062.

Table 4.9: Summary of Normality Test

Variables		Skewness	Kurtosis
Tangibility			
T1	I am able to understand information given in the timetable.	-0.9112	1.1842
T2	I am satisfied with the cleanliness of station.	-0.1504	-0.3121
T3	I am satisfied with the cleanliness of vehicles.	-0.0977	-0.4562
T4	I am satisfied with the service by transportation staff.	-0.1999	0.0846
T5	I am satisfied with the appearance by staff on duty.	-0.2001	0.0758
Resposiveness			
R1	I am satisfied with the helpfulness of their staff.	-0.4531	0.0459
R2	I am able to reach an operating staff for handling requests.	-0.3607	0.0394
R3	It is easy to communicate with their staff.	-0.3992	0.0798
R4	I am able to get efficient service from their staff.	-0.3141	0.0905
R5	I am able to get attention from their staff.	-0.1530	0.0618
R6	Staff is equipped with relevant communication skills.	-0.2402	0.0310
Reliability			
P1	I am satisfied with the time of arrival of transportation.	-0.2167	-0.7490
P2	I am satisfied that my requests being process right at the first time.	-0.3946	-0.0725
P3	The transportations are timely.	-0.2239	-0.5903
P4	I am able to depend on their staff in handling my requests.	-0.2195	0.3400
P5	I am able to book tickets easily.	-0.3157	-0.3005

Assurance			
A1	Staff is courteous at all times.	-0.3635	0.6938
A2	I am able to feel confident with staff's behavior.	-0.1685	-0.0830
A3	The firm informs on delaying of the transportations.	-0.2615	-0.1806
A4	The staffs have adequate knowledge to answer my questions.	-0.2836	0.1711
A5	There is enough security during transportation time.	-0.1154	0.0413
Emphathy			
E1	I am able to get individualized attention from the staff.	0.0401	-0.2247
E2	The operating hours are convenient.	-0.4300	0.0299
E3	It is important that the staff have customer's best interest at heart.	-0.2812	-0.1576
E4	The staff understands customer's needs.	-0.2989	0.2215
E5	I am able to access information about services.	-0.6031	0.8149
Comfort			
C1	I am satisfied with the availability of seating.	-0.5371	-0.0914
C2	The seating in the transportations are comfortable.	-0.4415	0.0174
C3	It is important to me that the transportations are air conditioned.	-0.9246	0.7359
C4	I am satisfied with the smoothness of ride on the transportations.	-0.3801	-0.1043
C5	It is important to me that the travelling time of transportations is short.	-0.7758	0.3696

Safety			
S1	I feel safe at the station.	-0.2269	-0.1984
S2	It is safe travelling with the transportation.	-0.4070	0.0773
S3	Drivers are equipped with excellent skills to operate the transportation.	-0.3450	0.1107
S4	The rate of accidents is low.	-0.4005	-0.1341
S5	The condition of vehicles is satisfactory.	-0.3025	-0.0842
Behavioural Purchase Intention			
B1	I intend to continue using public land transportations in the future.	-0.7108	0.4726
B2	I will always try to use public land transportations in my daily life.	-0.2838	-0.2586
B3	I plan to use public land transportations frequently.	-0.1753	-0.3995
B4	I consider using public land transportations as my first choice.	-0.0431	-0.5791
B5	I will recommend others to use public land transportations.	-0.4806	0.0770

Source: Developed for the Research

Table 4.9 illustrates the results of normality test for every item of the variables by using coefficients of skewness and kurtosis. Among those variables, the highest skewness value is 0.0401 for E1 while the lowest skewness value is -0.9246 for C3. Besides that, the highest kurtosis value is 1.1842 for T1 whereas the lowest kurtosis value is -0.7490 for P1. Based on the results, every item for the variables are normally distributed, since the skewness statistics falls within the range from -2 to +2 according to Garson's study whereas according to Kline's study the result for kurtosis statistic is within the range from -10 to +10.

4.2 Scale Measurement

Table 4.10: The Summary of Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Tangibility	5	0.819
Responsiveness	6	0.859
Reliability	5	0.816
Assurance	5	0.796
Empathy	5	0.771
Comfort	5	0.764
Safety	5	0.838
Behavioural Purchase Intention	5	0.885

Source: Developed for the Research

This research is based on secondary data that have collected from a total number of 450 target respondents which are public land transportation users based in KL central, Kuala Lumpur. All items adapted in the questionnaire for this research are reliable as all independent variables and dependent variable have at least a minimum value of 0.7 for its Cronbach's Alphas. Among these variables, behavioural purchase intention has the highest Cronbach's Alpha with the value of 0.885 whereas comfort has the lowest Cronbach's Alpha with the value of 0.764. Moreover, the overall reliability test result was 0.952 which indicated the good reliability and validity of the scale.

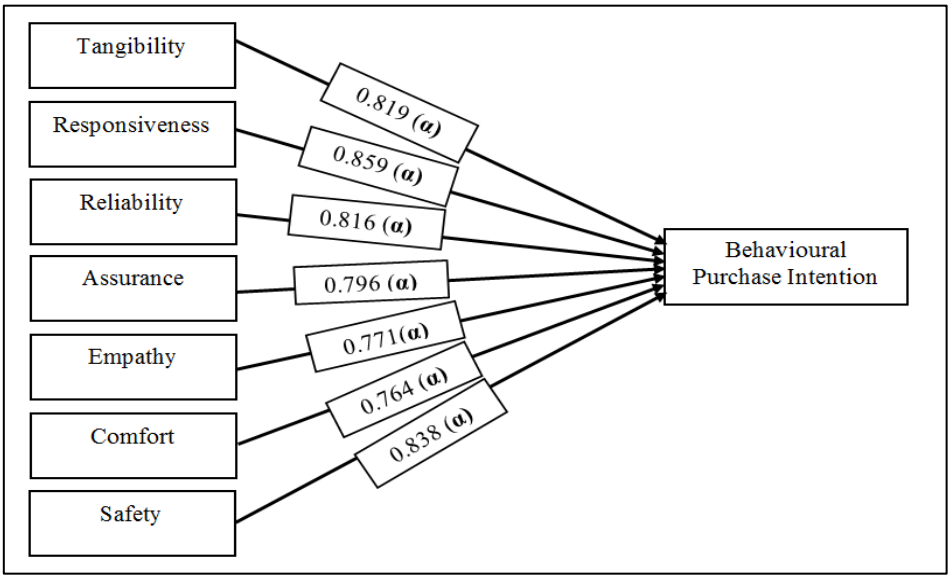


Figure 4.8: Reliability of all seven independent variables

4.3 Inferential Analysis

4.3.1 Pearson's Correlation Analysis

Table 4.11: Pearson's Correlation Analysis

Variables	T	R	P	A	E	C	S	B
T	1.000							
R	0.615	1.000						
P	0.551	0.598	1.000					
A	0.549	0.620	0.597	1.000				
E	0.549	0.643	0.622	0.642	1.000			
C	0.496	0.493	0.551	0.455	0.543	1.000		
S	0.542	0.434	0.492	0.486	0.485	0.558	1.000	
B	0.476*	0.513*	0.460*	0.480*	0.535*	0.494*	0.557*	1.000

Source: Developed for the research

* Correlation is significant at the 0.05 level.

The Pearson's Correlation Coefficient, R-value between independent variable and dependent variable are shown in Table 4.11. Besides, the Pearson's Correlation Coefficient also used to test whether there is any multicollinearity problem exists between all the independent variable.

The results showed that service quality is correlated to behavioural purchase intention. The coefficient values are in between 0.460 to 0.557 where tangibility has the coefficient correlation value of 0.476 ($p < 0.001$); responsiveness has a value of 0.513 ($p < 0.001$); reliability is 0.460 ($p < 0.001$); assurance is 0.480 ($p < 0.001$); empathy is 0.535 ($p < 0.001$); comfort is 0.494 ($p < 0.001$) and safety is 0.557 ($p < 0.001$). This indicates that all the variables are moving towards moderate positive relationship. This also showed that if the service quality of public land transportation increases, the behavioural purchase intention will increase too.

However, multicollinearity problem would exist if the correlations are higher than 0.90. From the table above, it shows that that the correlation values range from 0.434 to 0.643 between the independent variables which constitutes a positive correlation. Therefore, there is no multicollinearity problem occurred since all the correlation values are less than 0.90.

4.3.2 Multiple Linear Regressions

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.662	0.438	0.430	0.60445

Source: Developed for the research

a. Predictors: Tangibles, responsiveness, reliability, assurance, empathy, comfort and safety
b. Dependent variable: Behavioural purchase intention

R Square is used to determine the strength that the independent variable can be explained by the dependent variable. The value of R Square that exceeds 0.400 is considered acceptable. In the table above, the R Square value is 0.438 which means that 43.80% of the changes in the behavioural purchase intention can be explained by tangibility, responsiveness, reliability, assurance, empathy, comfort and safety.

Table 4.13: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	126.089	7	18.013	49.301	0.000
Residual	161.488	442	0.365		
Total	287.577	449			

Source: Developed for the research

The F ratio is used to determine the overall fitness of the regression model. In the table above, the F value is 49.301 with a significant value of $p < 0.001$ which is less than 0.05. This indicates that the behavioural purchase intention can be predictable by tangibility, responsiveness, reliability, assurance, empathy, comfort and safety. It also means that the regression model is considered fit.

Table 4.14: Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.107	0.197		-0.544	0.587
Tangibility	0.043	0.060	0.036	0.708	0.479
Responsiveness	0.207	0.067	0.165	3.066	0.002
Reliability	-0.009	0.059	-0.008	-0.151	0.880
Assurance	0.074	0.068	0.057	1.082	0.280
Empathy	0.277	0.072	0.172	3.147	0.002
Comfort	0.139	0.058	0.116	2.415	0.016
Safety	0.335	0.054	0.294	6.215	0.000

Source: Developed for the research

P-value of responsiveness, empathy, comfort and safety are less than 0.05 as shown in the table above. This proves that each of the independent variable is significantly affect the behavioural purchase intention of the public land transportation users in Kuala Lumpur, Malaysia. However, the p-value of tangibility, reliability and assurance that is more than 0.05 indicates that these variables are not significantly affect the behavioural purchase intention. Thus, H_2, H_5, H_6, and H_7 were supported by this research model, except the H_1, H_3 and H_4 were not supported by this research model.

Besides, the effectiveness of the independent variables in affecting the dependent variable can be measured by the standardized coefficient beta value. From the table, it is found that safety ($\beta = 0.294$) is the most influential factor affecting behavioural purchase intention, followed by empathy ($\beta = 0.172$), responsiveness ($\beta = 0.165$), comfort ($\beta = 0.116$), assurance ($\beta = 0.057$), tangibility ($\beta = 0.036$), and lastly reliability ($\beta = -0.008$) is the least influential factor.

The regression equation is written as:

$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + e$

Y= Behavioural purchase intention
X_1=Tangibility
X_2=Responsiveness
X_3=Reliability
X_4=Assurance
X_5=Empathy
X_6=Comfort
X_7=Safety

Therefore, the regression equation for this research model should be written as:

Behavioural Purchase Intention = -0.107 + 0.036 empathy + 0.165 responsiveness – 0.008 reliability + 0.057 assurance + 0.172 empathy + 0.116 comfort + 0.294 safety

Table: 4.15: Tolerance and Variance Inflation

Variables	**Tolerance**	**Variance Inflation**
Tangibility	0.496	2.017
Responsiveness	0.437	2.286
Reliability	0.469	2.134
Assurance	0.466	2.146
Empathy	0.428	2.339
Comfort	0.548	1.826
Safety	0.567	1.764

Source: Developed for the research

Table 4.15 shows that the value of tolerance of each independent variable is within the range of 0.428 to 0.567 and the value of variance inflation factor is within the range of 1.764 and 2.017. According to O'Brien (2007), there is no multicollinearity problem if all the tolerance value are greater than 0.100 and the value of variance inflation factor is less than 10. Since then, there is no multicollinearity problem in this research, the study can proceeds with further analysis.

4.4 Conclusion

This chapter described the demographic profile of the target respondents of the research and also the results of data analysis. All hypotheses proposed in this chapter, four out of seven are accepted, which are H_2, H_5, H_6, and H_7. Subsequently, a regression equation has been developed. The following chapter will discussed the results processed in this chapter, including the major findings, implications, limitations of the research, and recommendations for future research.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In this chapter, data analysis and findings were discussed, followed by implications of the study. Subsequently, the recommendations for future research were suggested for the future researchers along with an overall conclusion of this research project.

5.1 Summary of Statistical Analysis

5.1.1 Summary of Demographic Profile of the Respondents

According to the results, it illustrate the demographic profile of total 450 target respondents. Based on the 450 sets of questionnaires collected, the majority respondents are female which consist of 301 (66.90%) respondents out of 450 respondents whereas there are only 149 (33.10%) respondents are male. In addition, most of the respondents in the ethnic group are Chinese (55.80%), followed by Malay (30.70%), Indian (10.70%), and other races (13.00%).

Besides that, the majority respondents in the age groups are aged from 21 – 40 (72.70%), followed by aged below 20 years old (20.90%), aged between 41 – 60 (5.80%), and the remaining are aged above 60 years (0.70%). Furthermore, there are 276 (61.30%) respondents which are students, 85 (18.90%) respondents are private institution employees, 43 (9.60%) respondents are government employee, 27 (6.00%) respondents have their own businesses while for the remaining 19 (4.20%) of the respondents are categorized under others profession groups.

According to the results for the income of respondents, there are 324 (72.00%) respondents earn less than RM2,000 per month, 97 (21.60%) respondents earn in the range of RM2,000 – RM5,000 per month, 24 (5.30%) respondents earn in the range RM5,000 – RM10,000 per month and only 5 (1.10%) of the respondents earn more than RM10,000 per month. In this survey, 209 (46.40%) respondents rarely use public land transportation, 178 (39.60%) respondents often use public land transportation while only 63 (14.00%) of them are daily users of public land transportation.

Moreover, this questionnaire focuses on 5 types of public land transportation used which are LRT, KTM, Monorail, Bus and Taxi. Majority with 123 (27.63%) respondents are KTM users, followed by bus users which consist of 103 (22.88%) respondents, 102 (22.76%) of the respondents are LRT users, 62 (13.68%) respondents are taxi users while the remaining 60 (13.33%) respondents are monorail users.

5.1.2 Summary of Central Tendencies Measurement of Constructs

Table 5.1: Summary of Average Mean and Average Standard Deviation

Variables	Average Mean	Average Standard Deviation
Tangibility (T)	3.48	0.879
Responsiveness (R)	3.40	0.835
Reliability (P)	3.23	0.931
Assurance (A)	3.28	0.823
Empathy (E)	3.42	0.836
Comfort (C)	3.70	0.933
Safety (S)	3.41	0.898
Behavioural Purchase Intention (B)	3.39	0.965

Source: Developed for the Research

According to Table 5.1, comfort has the greatest average mean value of 3.70 whereas reliability has the lowest average mean value which is only consist of 3.28. Behavioural purchase intention has the highest average standard deviation value of 0.965 whereas the variable with the lowest average standard deviation value of 0.823 is assurance.

Table 5.2: Summary of Normality Test

Variables	Skewness	Kurtosis
Tangibility (T)	-0.0737	0.1602
Responsiveness (R)	-0.1869	0.3118
Reliability (P)	-0.2729	0.0472
Assurance (A)	-0.1424	0.6096
Empathy (E)	-0.3641	0.7975
Comfort (C)	-0.6046	0.9875
Safety (S)	-0.2296	0.2381
Behavioural Purchase Intention (B)	-0.3129	0.1556

Source: Developed for the Research

In Table 5.2 indicates the results of skewness and kurtosis, the value of the skewness falls within the range from -2 to +2 as well as the kurtosis statistics is within the range from -10 to +10. Based on the result above, the value of the skewness is in the range from -0.6046 to 0.0737 while the kurtosis value falls within the range from 0.04762 to 0.9875. Thus, all the data collected are normally distributed.

5.1.2 Summary of Inferential Analysis

Table 5.3: Summary of Inferential Analyses

Hypothesis	Pearson's Correlation	Multiple Linear Regression		Result
		P-value	Beta	
H1: Tangibility	0.476	0.479	0.036	Not supported

H2: Responsiveness	0.513	0.002	0.165	Supported
H3: Reliability	0.460	0.880	-0.008	Not supported
H4: Assurance	0.480	0.280	0.057	Not supported
H5: Empathy	0.535	0.002	0.172	Supported
H6: Safety	0.557	0.000	0.294	Supported
H7: Comfort	0.494	0.016	0.116	Supported

The result of Pearson's correlation shows that tangibles, responsiveness, reliability, assurance, empathy, comfort and safety (IVs) has significant influence on behavioural purchase intention (DV). In the table, it result that safety (0.557) has the strongest influence on the behavioural purchase among the seven IVs. On the other hand, the relationship between reliability (0.460) and behavioural purchase intention was the weakest.

According to the result of multiple linear regression indicated that responsiveness, empathy, comfort and safety (IVs) has significant influence on behavioural purchase intention (DV) since the p-value for IVs were less than 0.05. However, there was three hypothesis tangibility, reliability and assurance were rejected since the p-value were more than 0.05.

According to Table 5.3, safety ($\beta = 0.294$) has the greatest significant influence on behavioural purchase intention. However, reliability ($\beta = -0.008$) is the least influential factor. According to the overall result, R-square was at 0.438 which results that 43.8% of variation in behavioural purchase intention (DV) can be explained by the tangibles, responsiveness, reliability, assurance, empathy, comfort and safety (IVs).

5.2 Discussion of Major Findings

5.2.1 Tangibility

H_1: Tangibility as perceived by customers has significant influence on behavioural purchase intention.

H_0: Tangibility as perceived by customers has insignificant influence on behavioural purchase intention.

The result shows that the p-value is greater than 0.05. Therefore, the study accepts the null hypothesis and rejects the H_1 hypothesis. This indicates that tangibility does not have significant influence the behavioural purchase intention.

The result was in conflict with previous studies that concluded that tangibility has significantly influence the behavioural purchase intention (Ahjad et al., 2013; Pérez et al., 2007). However, according to Ojo et al.'s study (2015), there is no significant relationship between tangible and behavioural purchase intention which is in consistent in this study.

5.2.2 Responsiveness

H_2: Responsiveness as perceived by customers has significant influence on behavioural purchase intention.

H_0: Responsiveness as perceived by customers has insignificant influence on behavioural purchase intention.

The result shows that the p-value is less than 0.05. Hence, the study rejects the null hypothesis and accepts the H_2 hypothesis. The finding demonstrates that responsiveness has a significant relationship to the behavioural purchase intention. According to Ahjad et al. (2013), responsiveness will influence the behavioural purchase intention.

Moreover, the result was congruent with past studies that concluded that responsiveness is significantly affecting the behavioural purchase intention (Ahjad et al., 2013; Pérez et al., 2007).

5.2.3 Reliability

H_3: Reliability as perceived by customers has significant influence on behavioural purchase intention.

H_0: Reliability as perceived by customers has insignificant influence on behavioural purchase intention.

The result indicates that the p-value exceeds 0.05. Thus, this research accepts the null hypothesis and rejects the H_3 hypothesis. Reliability is proved to have no significant effect on the behavioural purchase intention.

Although the past findings showed that reliability has a significant relationship to the behavioural purchase intention (Pérez et al., 2007; Horsu & Yeboah, 2015), it is still in consistent with Tri Widianti et al.'s study (2014) which concluded that reliability does not have a significant relationship with the behavioural purchase intention.

5.2.4 Assurance

H_4: Assurance as perceived by customers has significant influence on behavioural purchase intention.

H_0: Assurance as perceived by customers has insignificant influence on behavioural purchase intention.

In this study, the results demonstrates that the p-value is greater than 0.05. Therefore, the null hypothesis is accepted and the H_4 hypothesis is rejected. Assurance is proved to have insignificant influence on behavioural purchase intention.

This was not in consistent with the empirical result by Horsu and Yeboah (2015) and Pérez et al. (2007), which showed that assurance is significantly influence the behavioural purchase intention. However, the result is congruent with past study done by Ojo et al. (2015) that proved that assurance has no significant relationship to the behavioural purchase intention.

5.2.5 Empathy

H_5: Empathy as perceived by customers has significant influence on behavioural purchase intention.

H_0: Empathy as perceived by customers has insignificant influence on behavioural purchase intention.

The finding indicates that the p-value is less than 0.05. Hence, this study rejects the null hypothesis and accepts the H_5 hypothesis. It proves that empathy and

behavioural purchase intention has a significant relationship. Therefore, it is in consistent with prior researches by Pérez et al. (2007) and Liu et al. (2014) that proved that empathy is significantly influence the behavioural purchase intention. This may be due to the prior researches of Liu et al. was conducted in Malaysia, and therefore the target respondents might have the same culture and share the similar perspective in terms of service quality on public land transportations.

5.2.6 Comfort

H_6: Comfort as perceived by customers has significant influence on behavioural purchase intention.

H_0: Comfort as perceived by customers has insignificant influence on behavioural purchase intention.

The result shows that the p-value does not exceed 0.05. It means that this study rejects the null hypothesis and accepts the H_6 hypothesis. Comfort shows that there is a significant relationship with behavioural purchase intention. However, the relationship between comfort and behavioural purchase intention is considered as the weakest among all the IVs. It shows that comfort is not the most important factor that affects behavioural purchase intention.

In addition, the result is in consistent with the previous researches done by Nwachukwu (2014) and Horsu & Yeboah (2015), which indicates that comfort and behavioural purchase intention has a significant relationship. This might be due to comfort is still one of the main dimensions that passengers often take into consideration on deciding which mode of transportation to be used.

5.2.7 Safety

H_7: Safety as perceived by customers has significant influence on behavioural purchase intention.

H_0: Safety as perceived by customers has insignificant influence on behavioural purchase intention.

The p-value of this result is equal to 0 which is less than 0.05. Therefore, the null hypothesis is rejected and the H_7 hypothesis is accepted. Safety is considered as the most important variable that leads to behavioural purchase intention as it has the strongest relationship with behavioural purchase intention.

Moreover, the result was congruent with past studies that concluded that safety has a significant relationship with behavioural purchase intention (Lai & Chen, 2011; Aidoo et al., 2013). The reason might be that users perceived safety as the most important factor of service quality in determining whether they will increase their usage on the public land transportation.

5.3 Implication of the Study

5.3.1 Theoretical Implication

The theory of SERVQUAL Model which is used in this study to explain the overall research framework on the relationship of service quality and behavioural purchase intention in the public land transportation service can serve as a reference and research method for future researchers. Additionally, this study provides more accurate results of how SERVQUAL model is going to affect the behavioural purchase intentions of customers in the public land transportation in different point of view by adding two new dimensions which are comfort and

safety. By adding these two new variables, it will be an advanced model to the existing SERVQUAL.

According to the results of this study, the value of R^2 is 0.438, which shows that 43.80% of the variance in the behavioural purchase intention is jointly explained by all the seven independent variables (tangibility, responsiveness, reliability, assurance, empathy, comfort and safety). Therefore, the new modified SERVQUAL model is believed and proved to contribute to the public land transportation field and reduce the research gap in determining the factors of behavioural purchase intention in the public land transportation service as it has been verified by SPSS. This enables the future academics to obtain better knowledge when conducting similar topic as this can serve as a basis or fundamental for them in the future. In addition, this study can also be served as a guideline or theories for any related research purpose. In conclusion, this new modified SERVQUAL model successfully provided a direction, explanation and understanding about the relationship between service quality and behavioural purchase intention in the public land transportation service.

5.3.2 Managerial Implications

The main objective of this study is to examine how the modified SERVQUAL model is going to affect the public land transportation users' behavioural purchase intentions. The modified SERVQUAL model can be used by the government agencies and public land transport operators as an indicator in maintaining and improving the service quality of public land transportation to encourage public to use them.

Among the seven independent variables, safety (S) has the most significant effect on behavioural purchase intentions in the public land transportations service and thus government agencies and public land transport operators should pay greatest

attention in providing a safer public land transportation service.The public land transport operators should monitor the upkeep of public land transport vehicles and the Land Public Transport Commission (SPAD) should conduct periodic inspection of the condition of public land transport vehicles in order to ensure that they are roadworthy. Besides that, the Royal Malaysian Police should increase patrols at the station to reduce the unlawful acts (i.e. vandalism on public transport and snatch thefts at the station).

The second most significant independent variable that influences the behavioural purchase intentions in the public land transportations service is responsiveness (R). The public land transport companies should provide training regularly to ensure their operating staffs are acquired with the relevant communication skills, knowledge and information in handling requests of the users and providing service efficiently which will lead to a better performance. The following significant independent variable that public land transport operators should emphasis on is empathy (E). The public land transport operators should understand the needs of users and put users' best interest at heart in order to meet the users' needs and expectations. The public land transportation services should be increased to cover a larger geographical region to cope with the peak hours and to shorten the time of waiting, reduce the crowding situation at the station.

According to the result of this study, comfort (C) is the last independent variable that has significant impacts on the behavioural purchase intentions in the public land transportations service. Public land transport operators should increase the number of handholds to avoid standing passengers from falling down during their ride. Besides that, SPAD should ensure that the public land transport operators have reserved seats near to the entrance and exit doors for elderly, disabled people and pregnant women by providing them a more accessible, safer and comfortable ride.

However, based on the outcome of this study, tangibility (T), reliability (P) and assurance (A) have insignificant influence on behavioural purchase intention in public land transportation service, thus the public land transport operator should figure out some ways to improve these variables. In order to improve the dimension of tangibility, public land transport operator should present its transportation service timetable that is easy to be understood by users. SPAD should also ensure that users are able to access to all the information (i.e. timetable, transport fares and routes) provided by the public land transport operators. Additionally, the cleanliness of station and vehicles should also be supervised and improved by increasing the duty of the cleaners, distributing the jobs clearly and increasing the fines for littering.

Besides that, to enhance reliability (R) and turning it into one of the significant factor on behavioural purchase intention in the public land transportation service, the public land transport operator should exercise and focus more on the time management. This is due to the delaying on the public land transportation that will lead to customer dissatisfaction and affect the customer loyalty simultaneously. Therefore, the public land transport operators should keep maintaining and upgrading their transportations in order to avoid any accident or disruption that could lead to delay time arrival of transportations. The public land transport operators should also inform the passengers when there is a delay.

Lastly, one of the ways to improve assurance (A) is the public land transport operators should collaborate with the Ministry of Tourism and Culture Malaysia in providing some talk to front-line staff in order to improve their knowledge and skills of problem solving so that they are able deliver a better services to not only Malaysian citizens as well as foreign tourists. Consequently, this will indirectly help to increase the tourism industry in Malaysia with a good transportation infrastructure.

5.4 Limitations of the Study

During the progress of this research, time had become one of the limitations reason being time allowed for carrying out this study is limited, which is only approximately 10 months.

The second limitations for this study is cost, which is the lack of sponsorship to bear the cost incurred during this study such as questionnaires printing cost, travelling cost, transportation fees and etc.

Thirdly, the survey questionnaires of this research was written in English which leads to some of the target respondents may not understand thoroughly and answer the questionnaires correctly. Thus, the results of the research might be incorrect or less reliable.

Fourth, geographical boundaries are also one of the limitations faced throughout the progress of carrying out this study. As the research is mainly focused on public land transportations in Kuala Lumpur, the results might not be accurate as the results of the research are based on the taste and preference of the customers in Kuala Lumpur.

5.5 Recommendation for Future Research

Due to limitations of study, it is potential for future research to be carried out in a longer period of time, for example 18 months. Longer time would allow the research to carry out in a well-mannered ways, also allow the research to increase the target respondents as more time are given to collect data. Besides, longer time for the research gives an opportunity to promote the understanding of the relationships between service quality and behavioural purchase intentions with different variables.

In order to overcome the cost limitation, sponsorship by the University or Association-in-charged for the research should be provided to aid the progress of the research. A moderate amount of money would come in handy to fund the cost incurred for the research and allow the expansion of the research.

In the future research survey, survey questionnaires are to be prepared in different language such as Malay, English and Chinese, mainly for the understandings of the target respondents. Besides, another alternative ways to overcome this limitation is to explain verbally to the target respondents to produce trustworthy and reliable answer.

To overcome the limitations of boundaries which limited to only Kuala Lumpur, future research surveys are encouraged to target a bigger populations and to focus all over Malaysia in order to achieve a more accurate and reliable results to represent the relationships between the dependent and independent variables.

5.6 Conclusion

As a conclusion, the sole purpose of this research was to determine whether the seven IVs (tangibility, responsiveness, reliability, assurance, empathy, comfort and safety) were significant to influence the DV (behavioural purchase intention). By referring to the results of the analysis, four out of seven IVs (responsiveness, empathy, comfort and safety) have positive relationships with the DVs. Among all the IVs, safety has the most significant and strongest relationship with behavioural purchase intention, whereas comfort has the weakest. Furthermore, three out of seven IVs (tangibility, reliability and assurance) has no relationship with the behavioural purchase intention.

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Appendices A: Summary of Past Empirical Studies

1. Tangibility (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Pérez, Abad, Carrillo, &Fernández, 2007	Spain	Personal interviews were conducted with 1000 users of the local public-sector bus service in Spain.	Tangibility has significant influence on the consumer behavioural purchase.
2.	Liu, Siali, Darun, &Ismail, 2014	Malaysia	150 questionnaires were collected by using stratified random sampling.	There is a relationship between tangibility and customer satisfaction which will lead to behavioural purchase intention.
3.	Ojo, Amoako-Sakyi&Agyeman, 2015	Ghana	300 questionnaires collected through simple randomly sampling.	There is no significant relationship between tangibility and customer satisfaction which will lead to behavioural purchase intention.

2. Responsiveness (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Pérez, Abad, Carrillo, &Fernández, 2007	Spain	Personal interviews were conducted with 1000 users of the local public-sector bus service in Spain.	Responsiveness has significant relationship among the consumer purchase decision.

2.	Liu, Siali, Darun, &Ismail, 2014	Malaysia	150 questionnaires were collected by using stratified random sampling.	There is a relationship between responsiveness and customer satisfaction which will lead to behavioural purchase intention.
3.	Ojo, Amoako-Sakyi&Agyeman, 2015	Ghana	300 questionnaires collected through simple randomly sampling.	There is no significant relationship among responsiveness and customer satisfaction which will lead to behavioural purchase intention.

3. Reliability (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Horsu &Yeboah, 2015	Ghana	281 questionnaires were collected from the four selected taxi terminals.	Reliability has significant influence on customer satisfaction which will lead to customers' behavioural purchase intention.
2.	Pérez, Abad, Carrillo, &Fernández, 2007	Spain	Personal interviews were conducted with 1000 users of the local public-sector bus service in Spain.	Reliability showed a significant influence on customers' behavioural purchase intention through service quality.
3.	Tri Widianti, Sik Sumaedi, I	Indonesia	264 questionnaires were distributed to	Reliability have no significant relationship

	Gede Mahatma Yuda Bakti, Tri Rakhmawati, Nidya Judhi Astrini, & Medi Yarmen, 2015		paratransit passengers.	with the customers' repurchase intention.

4. Assurance (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Pérez, Abad, Carrillo, &Fernández, 2007	Spain	Personal interviews were conducted with 1000 users of the local public-sector bus service in Spain.	Assurance has significant influence on customers' behavioural purchase intention.
2.	Horsu &Yeboah, 2015	Ghana	281 questionnaires were collected from the four selected taxi terminals.	Assurance have moderately influence on customer satisfaction which is related to customers' behavioural purchase intention.
3.	Ojo, Amoako-Sakyi&Agyeman, 2015	Ghana	300 questionnaires collected through simple randomly sampling.	Assurance has no significant relationship with the customer satisfaction which will lead to behavioural purchase intention.

5. Empathy (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Pérez, Abad, Carrillo,	Spain	Personal interviews were conducted with	Empathy is significantly influence customers'

	&Fernández, 2007		1000 users of the local public-sector bus service in Spain.	behavioural purchase intention in the public-sector transport.
2.	Liu, Siali, Darun, &Ismail, 2014	Malaysia	150 questionnaires were collected by using stratified random sampling.	There is a relationship between empathy and customer satisfaction which will lead to behavioural purchase intention.
3.	Ojo, Amoako-Sakyi&Agyeman, 2015	Ghana	300 questionnaires collected through simple randomly sampling.	Empathy showed that there is no significant relationship with the customer satisfaction which will lead to behavioural purchase intention.

6. Comfort (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Nwachukwu, 2014	Nigeria	Self-rated questionnaire was distributed to 300 public bus transport users.	Comfort has a significant relationship to customers' satisfaction which will lead to the purchase intentions of the customers.
2.	Horsu &Yeboah, 2015	Ghana	281 questionnaires were collected from the four selected taxi terminals.	Comfort has a significant influence on the customers' satisfaction which is related to the

				behavioural purchase intention.
3.	Tri Widianti, Sik Sumaedi, I Gede Mahatma Yuda Bakti, Tri Rakhmawati, Nidya Judhi Astrini, & Medi Yarmen, 2015	Indonesia	264 questionnaires were distributed to paratransit passengers.	Comfort has no significant relationship to the behavioural purchase intention.

7. Safety (Independent Variable)

No.	Study	Country	Data	Major Findings
1.	Lai & Chen, 2011	Taiwan	Eight hundred questionnaires were distributed and 763 usable ones were obtained	The safety of vehicles has significant influence on passenger behavioural purchase intentions.
2.	Aidoo, Agyemang, Monkah, & Afukaar, 2013	Ghana	A sample of five-hundred (500) passengers was randomly interviewed at designated bus stations to obtain information	Safety has a significant influence on customer's satisfaction which leads to behavioural purchase intention.
3.	Horsu & Yeboah, 2015	Ghana	281 questionnaires were collected from the four selected taxi terminals.	It has shown a non-significance influence on customer satisfaction as customer satisfaction is perceived as it leads to repeat purchase, brand

				loyalty and positive word of mouth.

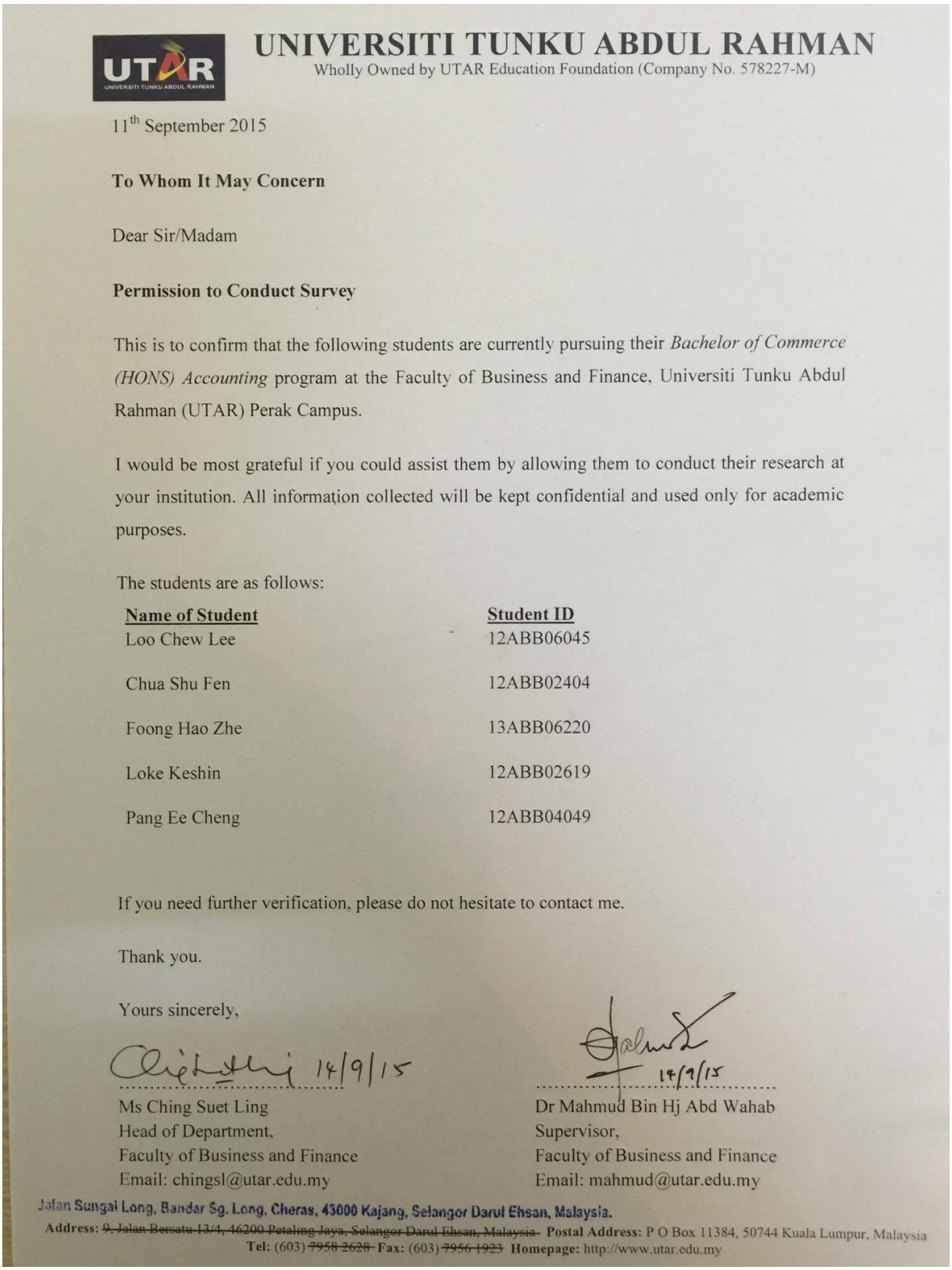
Appendices B: Variables and Measurements

Independent Variable	Item	Description	Adapted From	Measurement
Tangibility (T)	T1	I am able to understand information given in the timetable.	Cavana, Corbett, & Lo (2007)	Interval
	T2	I am satisfied with the cleanliness of station.		
	T3	I am satisfied with the cleanliness of vehicles.		
	T4	I am satisfied with the service by transportation staff.		
	T5	I am satisfied with the appearance by staff on duty.		
Responsiveness (R)	R1	I am satisfied with the helpfulness of their staff.	Muthupandian & Vijayakumar (2012)	Interval
	R2	I am able to reach an operating staff for handling requests.		
	R3	It is easy to communicate with their staff.		
	R4	I am able to get efficient service from their staff.		
	R5	I am able to get attention from their staff.	Ojo, Mireku, Dauda, & Nutsogbodo (2014)	
	R6	Staff is equipped with relevant communication skills.		
Reliability (P)	P1	I am satisfied with the time of arrival of transportation.	Ojo, Mireku, Dauda, & Nutsogbodo (2014)	Interval
	P2	I am satisfied that my requests being process right at the first time.		
	P3	The transportations are timely.		
	P4	I am able to depend on their staff in handling my requests.	Cavana, Corbett, & Lo (2007)	
	P5	I am able to book tickets easily.	Ojo, Mireku, Dauda, & Nutsogbodo	

			(2014)	
Assurance (A)	A1	Staff is courteous at all times.	Pérez, Abad, Carrilo, & Fernández (2007)	Interval
	A2	I am able to feel confident with staff's behavior.		
	A3	The firm informs on delaying of the transportations.	Cavana, Corbett, & Lo (2007)	
	A4	The staffs have adequate knowledge to answer my questions.		
	A5	There is enough security during transportation time.		
Empathy (E)	E1	I am able to get individualized attention from the staff.	Pérez, Abad, Carrilo, & Fernández (2007)	Interval
	E2	The operating hours are convenient.	Ojo, Mireku, Dauda, & Nutsogbodo (2014)	
	E3	It is important that the staff have customer's best interest at heart.		
	E4	The staff understands customer's needs.	Cavana, Corbett, & Lo (2007)	
	E5	I am able to access information about services.	Muthupandian & Vijayakumar (2012)	
Comfort (C)	C1	I am satisfied with the availability of seating.	Vilakazi & Govender (2014)	Interval
	C2	The seating in the transportations are comfortable.	Cavana, Corbett, & Lo (2007)	
	C3	It is important to me that the transportations are air conditioned.	Vilakazi & Govender (2014)	
	C4	I am satisfied with the smoothness of ride on the transportations.		
	C5	It is important to me that the travelling time of transportations is short.	Cavana, Corbett, & Lo (2007)	

Safety (S)	S1	I feel safe at the station.	Noor, Nasrudin, & Foo (2014)	Interval
	S2	It is safe travelling with the transportation.		
	S3	Drivers are equipped with excellent skills to operate the transportation.	Vilakazi & Govender (2014)	
	S4	The rate of accidents is low.		
	S5	The condition of vehicles is satisfactory.		
Behavioural Purchase Intention (B)	B1	I intend to continue using public land transportations in the future	Venkatesh, Thong, & Xu (2012)	Interval
	B2	I will always try to use public land transportations in my daily life.		
	B3	I plan to use public land transportations frequently.		
	B4	I consider using public land transportations as my first choice.	Tri Widianti, Sik Sumaedi, I Gede Mahatma Yuda Bakti, Tri Rakhmawati, Nidya Judhi Astrini, & Medi Yarmen (2015)	
	B5	I will recommend others to use public land transportations.	Akour (2010)	

Appendices C: Permission letter to Conduct Survey



UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

11th September 2015

To Whom It May Concern

Dear Sir/Madam

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Commerce (HONS) Accounting* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

Name of Student	Student ID
Loo Chew Lee	12ABB06045
Chua Shu Fen	12ABB02404
Foong Hao Zhe	13ABB06220
Loke Keshin	12ABB02619
Pang Ee Cheng	12ABB04049

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

14/9/15

Ms Ching Suet Ling
Head of Department,
Faculty of Business and Finance
Email: chingsl@utar.edu.my

14/9/15

Dr Mahmud Bin Hj Abd Wahab
Supervisor,
Faculty of Business and Finance
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Jalan Sungai Long, Bandar Sg. Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia.
Address: 9, Jalan Bersatu 13/4, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia. Postal Address: P O Box 11384, 50744 Kuala Lumpur, Malaysia
Tel: (603) 7958 2628 Fax: (603) 7956 1923 Homepage: http://www.utar.edu.my

Appendices D: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

SURVEY QUESTIONNAIRE

Instructions:

1) There are **TWO** (2) sections in this questionnaire. Please answer ALL questions in ALL sections.

2) Completion of this form will take you approximately 10 to 15 minutes

3) The contents of this questionnaire will be kept **strictly confidential.**

Section A: Demographic Profile

Please place a tick "√" or fill in the blank for each of the following:

1) Gender:
   - □ Male
   - □ Female

2) Ethnicity:
   - □ Chinese
   - □ Malay
   - □ Indian
   - □ Others: _____

3) Age : _____ years old

4) Profession:
   - □ Government
   - □ Private Institution
   - □ Students
   - □ Own Business
   - □ Others: _____

5) Income Per Month:
   - □ Under RM 2,000
   - □ Between RM 2,000 – RM5,000
   - □ Between RM 5,000 – RM10,000
   - □ More than RM10,000

6) Frequency of using Public Land Transportations:
   - □ Seldom
   - □ Often
   - □ Daily

7) Types of Public Land Transportations used (you may "√" more than 1):
   - □ LRT
   - □ KTM
   - □ Monorail
   - □ Bus
   - □ Taxi

Section B: Assessment on independent variables (IV)

This section intends to seek your opinion regarding the determinants regarding the use of public land transportations in Kuala Lumpur, Malaysia.

Please CIRCLE your answer to each statement using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; and (5) = strongly agree]

Tangibility (T)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
T1	I am able to understand information given in the timetable.	1	2	3	4	5
T2	I am satisfied with the cleanliness of station.	1	2	3	4	5
T3	I am satisfied with the cleanliness of vehicles.	1	2	3	4	5
T4	I am satisfied with the service by transportation staff.	1	2	3	4	5
T5	I am satisfied with the appearance by staff on duty.	1	2	3	4	5

Responsiveness (R)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
R1	I am satisfied with the helpfulness of their staff.	1	2	3	4	5
R2	I am able to reach an operating staff for handling requests.	1	2	3	4	5
R3	It is easy to communicate with their staff.	1	2	3	4	5
R4	I am able to get efficient service from their staff.	1	2	3	4	5
R5	I am able to get attention from their staff.	1	2	3	4	5
R6	Staff is equipped with relevant communication skills.	1	2	3	4	5

Reliability (P)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
P1	I am satisfied with the time of arrival of transportation.	1	2	3	4	5
P2	I am satisfied that my requests being process right at the first time.	1	2	3	4	5
P3	The transportations are timely.	1	2	3	4	5
P4	I am able to depend on their staff in handling my requests.	1	2	3	4	5
P5	I am able to book tickets easily.	1	2	3	4	5

Assurance (A)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	Staff is courteous at all times.	1	2	3	4	5
A2	I am able to feel confident with staff's behavior.	1	2	3	4	5
A3	The firm informs on delaying of the transportations.	1	2	3	4	5
A4	The staffs have adequate knowledge to answer my questions.	1	2	3	4	5
A5	There is enough security during transportation time.	1	2	3	4	5

Empathy (E)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
E1	I am able to get individualized attention from the staff.	1	2	3	4	5
E2	The operating hours are convenient.	1	2	3	4	5
E3	It is important that the staff have customer's best interest at heart.	1	2	3	4	5
E4	The staff understands customer's needs.	1	2	3	4	5
E5	I am able to access information about services.	1	2	3	4	5

Comfort (C)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	I am satisfied with the availability of seating.	1	2	3	4	5
C2	The seating in the transportations are comfortable.	1	2	3	4	5
C3	It is important to me that the transportations are air conditioned.	1	2	3	4	5
C4	I am satisfied with the smoothness of ride on the transportations.	1	2	3	4	5
C5	It is important to me that the travelling time of transportations is short.	1	2	3	4	5

Safety (S)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
S1	I feel safe at the station.	1	2	3	4	5
S2	It is safe travelling with the transportation.	1	2	3	4	5
S3	Drivers are equipped with excellent skills to operate the transportation.	1	2	3	4	5
S4	The rate of accidents is low.	1	2	3	4	5
S5	The condition of vehicles is satisfactory.	1	2	3	4	5

Behavioural Purchase Intention (B)

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1	I intend to continue using public land transportations in the future	1	2	3	4	5
B2	I will always try to use public land transportations in my daily life.	1	2	3	4	5
B3	I plan to use public land transportations frequently.	1	2	3	4	5
B4	I consider using public land transportations as my first choice.	1	2	3	4	5
B5	I will recommend others to use public land transportations.	1	2	3	4	5

Thank you for your time, opinion and comments

~The End~