

Consumers Satisfaction of Public Transport Monorail User in Kuala Lumpur

ABSTRACT

Public transport which also called public transit includes various services using shared vehicles to provide mobility to the public. Public transport is important for the societal mobility and can knowingly play a role in reducing the problems related to several transport externalities such as accidents and traffic congestion. Kuala Lumpur City has experienced growth significantly better in the field of economic, social, and other, which resulted in more intensively urban activity that boosts the demand for public transport facilities will need sufficient city. Urban public transport facilities are secure, fast, comfortable and effective environment-friendly society in terms of operating or service will encourage residents and fluency activities into one of the indicators effective and successful cities. This research seeks to identify and explore the community and user satisfaction of the effectiveness of the public transportation system monorail service, which is a modern public transport in Kuala Lumpur, and to learn and take decisions that need to maintain service facilities or obtain performance improvements and development priorities. From studies that have been conducted show that the KL monorail public transport system has the potential and growing. The average number of passengers in 2012 was 66,765 passengers per day and 3,709 passengers per hour, the percentage increase in the average number of passengers between the years 2003-2012 amounted to 11.04%. From the analysis of the method Importance Performance Analysis of factors important facilities and services according to the respondents to maintain satisfactory work performance, namely: Environmental and cleanliness in station, ticket counter, board information, punctuality of train arrival, cleanliness in the trains, security and installation of CCTV, reduce traffic congestion and environmental friendly. Factor facilities and services do not satisfy on the need to increase work performance: Waiting area and escalator down, seats provided in the train, comfort when boarding train, additional coach and routes to other places, parking and public transport at the surrounding area.