

ABSTRACT

Although there is no specific study conducted on service quality, however there are informal complaints by the users from the other corps on the transportation service provided by the Royal Service Corps (RSC). The complaints cover on the aspect of condition of vehicle, driver's punctuality, personality and appearance. As drivers have undergone several training, which included basic and advance courses, either formal or informal, however their competency or performance still been questioned. They are supposed to be competent in carrying out their tasks once they are certified as trained drivers.

This research is conducted empirically to find out to what extent does the perception of service quality of transport service provided by RSC has correlation with the level of customers' satisfaction. Theoretical framework in this research explains the connection on how independent variable (perception of service quality) influences dependent variable (customer satisfaction). The data, which has been collected, were generated and tested with inferential statistics like multiple regression analysis, Chi Square and ANOVA, reliability test and factor analysis as the test of significance. Descriptive analysis like central tendencies and dispersions were used as data analysis methods. Personally administered questionnaires are used as the main data collection method. Nominal and interval scales were used as means of measurement. Literature review is also done to get definition of concepts and types of measurement used and recommended in past studies. In this research, SERVQUAL method developed by Parasuraman, Zeithaml and Berry (1988) is considered to measure the perception of service quality. As the result of the data analysis, it is found that there is a positive relationship between perception of service quality and customer satisfaction towards the transport service provided by RSC. In this research, we also identified that the perception level of service quality is considered as below average and therefore it influence the customer satisfaction to be at low level too. The results of the research can also be used as an

upgrading basis that needs to be done by the RSC to improve the quality of the transport service.

Methodology used in this research is survey using the self-administered questionnaire to collect primary data. The data is analyzed by using the application 'Statistical Package for Social Science (SPSS) version 11.5.