

# CHAPTER 1

## **CHAPTER 1 - INTRODUCTION**

### **1.1 Background of the Royal Service Corps**

Transportation is an important aspect in any military logistic systems. An efficient system will increase the mobility and operational efficiency of the military formation in all stage of war including counter insurgency operation.

In the Malaysian Army, the responsibilities of providing the land transportation support to the field formation lies on Royal Service Corps (RSC). Since the land transportation resources are limited, an efficient road transport management system is needed with an aim and objective. RSC Transport Company and Battalion is the immediate unit to provide support to Brigade and Division formation.

Principally, RSC Transport is established to operate independently in the operational, administration and technical aspect in order to manage and supervise a fleet of vehicle in their inventory.

In order to conduct their task effectively, RSC should be fully equipped with suitable operational vehicle on the right type and quantity aspect. Those vehicles should be procured and maintained accordingly to keep on their serviceability.

Even though the maintenance aspect is well conducted, however it is not promise that the usage status cannot be determined. The evaluation of technical capability and replacement must be conducted in time because of the following factors:

- a. Increase of maintenance cost.
- b. Requirement of procures modern vehicles to increase efficiency level.

- c. Changes in operational to suit with the current logistic support system.
- d. Advantages to procure new vehicles compare to the maintenance cost.

In the Army administrative and operational aspect, besides having the first line vehicle, they are also responsible to provide support to the combat and engineer units. The support system can be categorized as follows:

- a. Second line support. It involves the vehicles in the RSC Company, which is organic to the brigade. Their responsibilities also covered in providing all line of support in the respective formation operating area.
- b. Third line support. It includes the vehicles to support the second line such as general and special vehicle from the RSC Transport unit and also the chartered civilian vehicles. The RSC Transport Battalion conducts third line responsibilities along Communication Line of the Logistic Support System.
- c. Fourth line support. It's provided by base unit transport and all resources of transport in the Army.

The RSC responsibilities in executing their task are categorized in the support activities from their base via communication area to combat zone.

- a. In Combat Zone.
  - 1. Troop lifting.
  - 2. Provide support in field stock supplies, stores and DMA/ BMA deployment.

3. Water supply.
  4. Provide mobile maintenance stock.
  5. Landing Side and Drop Zone Operation.
- b. In Admin Area.
1. Troop lifting.
  2. Ammunition delivery to gun position and unit location.
  3. Support for stores and equipment redeployment
  4. Casualties and refugees back loading.
- c. Communication Zone.
1. Logistic unit back loading support.
  2. Logistic installation support.

## **1.2 Organization**

**1.2.1 Service Corps Directorate.** RSC Director who is responsible on the HRM of RSC heads RSC Directorate. The directorate is also responsible in sponsoring the RSC concept of operation and doctrine.

**1.2.2 Army Logistic HQ – RSC Group.** All RSC unit are under technical control of Army Log Hq – RSC Group on the following aspects:

- a. Executing all the transport policies.

- b. Monitoring technical control on all RSC units.
- c. Develop the SOP of RSC unit.
- d. Assisting in RSC unit infrastructure and facilities development.
- e. Conducting Management Information System by R&D Cell on transportation matters.
- f. To analyze the road accident cases in RSC unit and recommend the suitable preventive measures.
- g. Liaise with Army HQ and Ordnance Group on RSC unit requirement.
- h. Liaise with Army Logistic HQ on vehicle and equipment replacement.
- i. Review of all policies, directives, procedures and pamphlet on transport operation and maintenance.

### **1.3 Combat Driver**

In general term, the driver is defining as a person who is operating or driving the land motor vehicle. On the civilian side, a driver is only responsible on the vehicle that he only drive whereas in the military side, the driver's task or duty is more than that. In military, the driver, so called combat driver, has two jobs at the same time. As military personnel, the RSC drivers are also the soldiers and as the soldier he has to perform his duty as required. Besides the duty of a driver which is responsible on the condition of the vehicle that he assigned to drive, his duty are also covers the following aspects:

- a. To ensure the schedule servicing and maintenance is conducted accordingly.
- b. Responsible is not only on the specific vehicle but also on the specific task given.
- c. To drive the vehicle on all weather and ground condition during peace and war situation.
- d. To perform the regimental duty in the unit such as guard duty, parade, sport and other additional tasks.

#### **1.4 Objective of the Study**

The main focus of the study is to measure the level of customer satisfaction based on their perception of service quality that is provided by the Royal Service Corps (RSC). In taking advantage of the research, the study also measure the level of the driver's satisfaction based on their perception on the assets such as vehicles, support equipments and facilities that the units have. The overall objectives of the study are as follows:

- a. To measure the performance of the transport service by RSC in term of customer satisfaction.
- d. To identify and understand the factors that determines the customer satisfaction towards the transport service by RSC.
- c. To identify the dimensions of perception on transport service by RSC.
- d. To determine the customer overall perception on transport service by RSC.
- e. To determine the ways to increase customer satisfaction.

- f. To exploit the findings as a basis for recommendations for improvement on transport service by RSC.

## **1.5 Significance of the Study**

The effective RSC combat service support is vital in any military logistic system. The efficient system will increase the movement capability or mobility and operational efficiency of any army formations in all level on warfare. Therefore, the quality of transport service is very crucial and need improvement from times to times.

The research will identify the performance and quality of the transport service provide by RSC whereby they should provide efficient, effective, comfort and quality service to the users. Somehow rather, that situation will also contribute to the user as the motivating factors. Beside that, the study will also provide the additional information about the service quality from the users' views and the internal problems from the drivers' view. The views from the users on the driver's personalities and vehicles condition will show the performance level of the services.

### **1.6.1 Organization of the Research**

The research is presented in six chapters. Chapter 1 provides the introduction of the study. This Chapter gives an overview of the RSC background, objective of the study, significance of the study and the organization of the research. Chapter 2 provides the review some of the literatures about the service quality, perception of quality and competency. Chapter 3 deals with research methodology. The research analysis and result on the customer's satisfaction and driver's satisfaction is in Chapter 4 and Chapter 5 respectively. Lastly the conclusion and some recommendation are in Chapter 6.