

Title: Kajian kepuasan pelancongan terhadap perkhidmatan Shuttle Bus kajian kes : city Tram, Bandaraya Johor Bahru

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Abstract:

In the development of new transportation system, it is always considered as a wise step to develop the City Transportation which can be used and significant to the tourism industry. With the arrival of tourists in the country, the transportation is recognized to bring changes in terms of economy, and this will be more relevant with the development of public infrastructure and local tourism sector. Hence, there are some important industrial players and management that try to put effort in developing transportation system that could help in the growth of economy in the country. However, the question is how far the authority and industry play their role in managing the transportation system. Is it when only the system exist, the management can neglect some aspects and lead to other people to take over? This study is focused on the tourist satisfaction level on City Tram management in Johor Bahru, and also to evaluate the tourist satisfaction using the City Tram. To see the problems and issues in depth, this study used Customer Satisfaction Index to evaluate the satisfaction level. Lastly, from the evaluation and analysis of the study, some recommendations that is necessary to the process of managing the City Tram will be proposed, as well as suggestions to use appropriate technique that can improve the quality of the City Tram which is applicable to the principle of sustainability.