Service Quality on Electric Train Services (ETS) in Kuala Lumpur Malaysia

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Abstract
The Electric Train Service (ETS) as a mass public transport mode has a considerable measure of advantages for the society life. Thus, the quality of this ETS believed to assume a significant role and it influence the consumer satisfaction in Business. However, the quality of train services is still low contrasted. The operation is still facing many challenges, right from delay and restricted vehicle condition; misty prepare travel data that affected travellers; as well as several administrations offered low quality services. This is due to the insufficient budget allocation, lack of manpower and unrealistic procurement methods which mainly focus on in-house maintenance. Therefore, this study attempts to look at the service quality on the consumer satisfaction of electric train administration (ETS) industry in Kuala Lumpur Malaysia. The paper makes accentuations on the five components of service quality which includes; assurance, responsiveness, empathy, tangible and reliability. A total 380 copies of questionnaire were distributed to the student travellers via Kuala Lumpur (ETS) using simple random sampling method. Hence, the data collected were analysed with multiple regression analysis via SPSS version 25 software. The result of the study revealed that the dimension of service quality are the major factors affecting the passenger’s satisfaction towards electric train services. This study would help ETS to find out about their consumer satisfaction and likewise help them in improving their service quality to passengers. Future exploration needs to concentrate all the more looking at other related factors on service quality.

Keywords: Service Quality, Customer Satisfaction, Electric Train Service (ETS), Malaysia

INTRODUCTION
Globally, public transportation is essential part to the urban areas, where citizens and visitors are expected to get the best quality of transport services. The socio-economic and environmental of electric train transport has drawn the attention of all countries in this current dispensation due to the benefit in the reducing congestion, lower energy consumption and provide more compact economic development of a nation (Wubet, 2018; Agaran, Anake & Okagbue, 2016). Thereby, the evaluation of this public transport service quality and its benefits based on the user’s perception is essential to improve the performance of their system, specifically for the urban cities practising the service. Hence, the Malaysia as a country is not exempted from this development (Bambale, Ghani & Ado, 2020). Malaysia is a making nation where industries, business things, and transportation are being made open. Public transport is imperative for movement of unrefined materials, things and the advancement of people. The public transport companies are a bit of essential and vital to the country development. This method of transportation using in Malaysia includes taxicabs, metros, rail transports and water way transport (ship pontoons).

According to Mustapha (2016). The Malaysian railways categorised as a dynamic company that has the chance to gain their important attainments to develop a sustainable transportation system in the country. In July 2015, Electric Train Service (ETS) was primarily presented in Malaysia (Loo, Chua, Foong, Loke & Pang, 2016). It is the following electronic rail service that functioned in Malaysia as the main fast train in the nation-state afterward the commuter provision in Kuala Lumpur. Moreover, the fast rail can be described as the rail that fast-moving and above150 km/h. ETS system begin since Kuala Lumpur till Padang Besar. Meanwhile, they are facing the challenges to improve their consistency and alternative (Halim et al., 2020). There are lots of innovation made to improve on train’s transportation. This includes locomotive railway, high speed rail, electrified railway, and monorail. However, the quality of services provided by these transports are not up to optimum level as stated by the previous studies due to some certain challenges (Haron et al., 2016; Yi et al., 2018; Mat et al., 2019). This includes but not limited to insufficient fund allocation, unrealistic procurement methods, insufficient manpower, lack of maintenance culture during design, and focus more maintenance activities on corrective instead of preventive maintenance.
In addition, as stated by Mat et al. (2019), the public services of the electric train services seem to be unsatisfied at an average level in the area of physical facilities, quality assurance of the services, responsiveness of the staffs, among others. Meanwhile, several studies have been conducted on the relationship between service quality of electric train service and customers satisfaction in the advanced countries (Haron et al., 2016; Mat et al., 2019), where little studies only carried out in the developing countries like Malaysia. Apparently, the focal point of organizations is more on service quality conveynance to its consumers (Vogus, & McClelland, 2016). Consumer satisfaction is the focal apparatus that helps increment sales and generate income for organizations. Thus, consumer satisfaction has become an issue of extraordinary worry to companies and specialists the same. Accordingly, this study is a commitment to the contention with respect to whether service quality impacts benefit in the Electric Train Service (ETS) industry in Malaysia. Therefore, this study empirically examines the influence of service quality of ETS towards passenger’s satisfaction in Kuala Lumpur in Malaysia. Whereas, the specific objective of service quality classified into five stated as follows:

i. To examine the influence of reliability of ETS towards customers satisfaction in Kuala Lumpur.
ii. To access the impact of tangible of ETS service delivery towards customers satisfaction in Kuala Lumpur.
iii. To investigate relationship between assurance of service delivery of ETS and customer satisfaction in Kuala Lumpur.
iv. To examine the relationship between responsiveness of the service and customer satisfaction in Kuala Lumpur.
v. To determine the impact of empathy of the ETS service on the customer satisfaction in Kuala Lumpur.

LITERATURE REVIEW

Consumers are the people that purchase the products/services offered by an organization. Furthermore, customers can likewise be said as a partner of a company where they made installment as in return of furnishing the proposal to an individual with the point of satisfying a need and amplify fulfillment (Millette & Gagne, 2008). In any case, there are contrasts among consumer and purchaser where individuals normally misunderstand them or befuddled. A consumer can also be a customer however a shopper couldn’t be a client. As indicated by (Choo, Moon & Yoon, 2012), a customer is an individual that purchase the items and a consumer is an individual that at last expend the item.

As indicated by Nam, Baker, Ahmad and Goo, (2018), Satisfaction is a rundown of the mental express that outcomes when the energy encompassing the disconfirmed desires gets together with past purchaser reactions about the knowledge of the buyer (pp. 24). Satisfaction relies upon various elements and there is refusal deficiency of literature on this subject. Towards make the components that indicate to consumer fulfillment that realize a particular exploration considers created in this region (Agnihotri, Dingus, Hu & Krush, 2016). Notwithstanding, as indicated by El-Adly (2019), terms of satisfaction can be described as 1the experience of meeting a foreseen result. Satisfaction or disappointment with a program of physical paraphernalia influenced by past presumptions about the level of value. Hapsari, Clemes and Dean (2016), contends that measurement of satisfaction doesn’t organize the veritable lead of the client. In particular, the contends that a significant number of respondents who depict themselves as satisfied or incredibly satisfied are defectors and don’t show resolve to the brand that can be anticipated.

Service quality explained from multiple points of view or ideas by researchers. For instance, quality of service was connoted as general consumer brand of the relation mediocrity or predominance of companies and services. (Phan & Nham, 2015). However, another scholar portrayed quality of service as a type of disposition constituting a long-run general assessment. Service quality based on contrasts among desires and execution on the quality measurement. (Pakurar, Haddad, Nagy, Popp & Olah, 2019).

Bambale et al. (2020), expressed that nature of service is 1a relativistic scholarly foul up and between the rules and the displays about the advantages of the experience-based service. The quality of service is an idea that has pulled in impressive interest and discussion in the investigation literature considering 1conveniences both in its definition and estimation without the consent (Bambale et al., 2020). There are different implications of what is suggested by nature of organization. One that is typically used portrays the nature of service quality, for instance, how much a service tends to the issues and wants for the customers (Kalaiarasan, Appannan & Doraismy, 2015; Aldaihani & Ali, 2018). Service quality can be clarified as the qualification between wants for customer service and derived help (Aldaihani & Ali, 2018). Eid, (2015), communicated that, in case wants are more unmistakable than execution, by clear quality is less worthy and, in like way, customer dissatisfaction occurs. In the event that desires are better, at that point apparent quality is not exactly good and hence there is consumer disappointment. There is consistently a significant issue on account of why we would quantify the quality of service.

Service Quality Theory (SERVQUAL Theory) and Research Framework

The SERVQUAL theory follows hypothesis model created (Huang, Lin & Fan, 2015). It features the principle segments of excellent quality service. The creators in the service quality hypothesis, at first distinguished ten help quality components, however in future workings, devastate in five multi-sized steady empathy, responsiveness, reliabilities, tangible and assurance. Organizations utilizing SERVQUAL to deliver and measure with the service quality through utilizing sample to estimates both the quality of consumer support desires regarding these five measurements after their view of the service they get. At the point when client desires are more noteworthy of their view of conveyance, service quality is viewed as little. Notwithstanding existence dimension model, SERVQUAL is likewise an organization model.

Makers recognized five SERVQUAL holes that be able to make clients knowledge awful quality of service. As per Huang, Lee and Chen, (2019), service quality is an emotional assessment that clients show up by looking at the degree of service we take a company must give the degree of service they get from being conveyed. A broad of qualitative study led the ongoing previous proposes of insufficiencies in service quality discern through consumers, for instance, the hole among the desires and discriments, are brought about by a few company weaknesses. This examination has included five autonomous factors and one ward variable based the hypothetical viewpoint of this investigation. These are introduced in the examination structure beneath:
Hypotheses Development
As highlighted from the introduction of the study and based on
the existing literatures mentioned above, this study empirically
examines the influence of service quality of ETS towards
passenger's satisfaction in Kuala Lumpur in Malaysia. Meanwhile, the past study conducted by Amin, (2016),
demonstrated that service quality is a significant pointer of
consumer satisfaction. Thoughtfulness regarding the service
quality can make company not quite the same as other
company and addition enduring upper hands (Hussain, Al
Nasser & Hussain, 2015). Afthanorhan et al. (2019), study can
be explained as the satisfaction of consumer reaction, which
incorporates an appraisal dependent on the feeling of a
relying mail. Besides, Santouridis et al. (2009) examined e-
service quality and its effect on consumer loyalty in the
financial setting by receiving an instrument and it was likewise
based on SERVQUAL. The study found that e-service
qualities are comprises of six measurements: confirmation,
quality of data, responsiveness, web help, sympathy and
dependability.

Prakoso et al. (2017), examined into five measurements, for
example, tangible, responsiveness, assurances, empathy,
and reliability that apparent service quality. In such manner,
reliability is about the capacity to conveyance or playing out
the guaranteed administration precisely and reliably.
Responsiveness is concerning the specialist co-op energetically to support clients and offer brief assistance.
Moreover, empathy is a unit include mindful, personalized
consideration the organized gives its clients. An assurance is
explained the representative information through politeness
next to specialist cooperative's capacity to motivate trust and
certainty. Substantial is the presence of physical offices, gear,
staff, and correspondence materials. Be that as it may, Prakoso et al. (2017) found that there is impact by together
between empathy, responsiveness, reliability, tangible, and
assurance to consumer satisfaction. The discoveries are
additionally steady with the investigation directed by Farooq et
al. (2018), who suggested carriers, should concentrate on all
elements of administration quality to improve the consumer
loyalty. Be that as it may, no comparative past examinations
have been directed with regards to ETS, in this way, in light of
the past investigations on service quality that we arranged and
research five theories to test the consumer satisfaction that
include:

H1 There is a significant relationship between reliability and
customer satisfaction in ETS services.
H2 There is a significant relationship between tangibles and
customer satisfaction ETS services.
H3 There is a significant relationship between assurance and
customer satisfaction ETS services.
H4 There is a significant relationship between responsiveness
and customer satisfaction ETS services.
H5 There is a significant relationship between empathy and
customer satisfaction ETS services.

RESEARCH MATERIALS AND METHODS
As stated by Martin and Guerin (2006), research methodology
was grounded on the summary of the systematic investigation,
procedure, sample selection and analysis, which were carried
out in the research. Hence, 1this study examines the
relationship between service quality of ETS and customer
satisfaction in Kuala Lumpur Malaysia. The study looks at the
service quality in the area of reliability, tangible, assurance,
responsiveness, and empathy. Using a positivism research
attitude; this study is based on primary data sources,
quantitative in nature, and has a deductive research approach.
It is a cross-sectional study, and data were collected using
questionnaires from the passenger's board train in Kuala
Lumpur. The survey questionnaire was classified into two
parts which included demographic information that based on
four attributes. The second part was based on main constructs
of the relationships among the service quality and customer
satisfaction comprised of 43 statements. Primary data was
collected by distributing questionnaires to the individual
passengers as units of analysis after the pilot test and
sampling techniques was examined.

Respondents were asked to assess the items of different
variables such as reliability, tangible, assurance, responsiveness, empathy and customer satisfaction based on
5-point likert scales that ranges from strongly disagree (SD: 1)
to strongly agree (SA: 5). The sample populace of the
investigation spread student travelers just as different
travelers utilizing the ETS in Kuala Lumpur Malaysia.
Therefore, this study finally distributed 380 questionnaires to
target respondents using simple random method. Both
descriptive and inferential analysis were used to examine the
effect of the stated variables (Hair et al., 2014). Statistical
Packages for Social Science (SPSS version 25) was
employed for data analysis method based on the parametric
test. The analysis model comprised of the correlation, ANOVA,
and multiple regression analysis.

DATA ANALYSIS AND DISCUSSION OF FINDINGS
Descriptive Statistics
The mean is explained as the average value of the data set
(Sekaran & Bougie, 2010). Whereas the standard deviation is
a measure of spread or dispersion, which provides an index
of variability in the data. Both mean and standard deviation are
descriptive statistics for interval and ratio scale. This study
used 15-likert scale. As suggested by Nik, Jantant and Taib
(2010), the scores of less than 2.33 are low level, 2.33 to 3.67
are moderate level, and 3.67 and above are regarded as high
level. Table below presents the mean and 1standard deviation
of the entire variables used in this study. Customer satisfaction
recorded the highest mean (M= 4.421, SD= 0.297) and
assurance has the lowest mean (M= 3.865, SD= 0.229),
Thus, the result indicates that the entire variables means were in the range of high level.

Moreover, Normality is usually evaluated by either 1statistical method. The basic mechanisms of statistically normality are skewness and kurtosis. When a distribution is normal, the value of both skewness and kurtosis should be close to zero. According to Tabaniche and fidel (2013) the 1skweness 1and Kurtosis should be within the range of ±2.58 for large sample size. Table 1 indicates the result of the skewness and kurtosis of the variables.

Table 1: Descriptive Statistics (Mean and SD; Skewness and Kurtosis of the Variables)

<table>
<thead>
<tr>
<th>Constructs</th>
<th>N</th>
<th>Mean</th>
<th>S.D.</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability (REL)</td>
<td>380</td>
<td>4.326</td>
<td>.283</td>
<td>-1.162</td>
<td>1.313</td>
</tr>
<tr>
<td>Tangibility (TAN)</td>
<td>380</td>
<td>4.118</td>
<td>.342</td>
<td>-2.005</td>
<td>1.945</td>
</tr>
<tr>
<td>Responsiveness (RES)</td>
<td>380</td>
<td>3.982</td>
<td>.296</td>
<td>-1.685</td>
<td>1.336</td>
</tr>
<tr>
<td>Assurance (ASS)</td>
<td>380</td>
<td>3.865</td>
<td>.229</td>
<td>-1.192</td>
<td>2.313</td>
</tr>
<tr>
<td>Empathy (EMP)</td>
<td>380</td>
<td>4.340</td>
<td>.251</td>
<td>-2.142</td>
<td>0.996</td>
</tr>
<tr>
<td>Customer Satisfaction (CS)</td>
<td>380</td>
<td>4.421</td>
<td>.297</td>
<td>-2.015</td>
<td>1.366</td>
</tr>
</tbody>
</table>

Researcher’s computation

Correlation Analysis
Correlation analysis can be explaining the strength and direction of relationship two constructs. This analysis was employed to assess the interrelationship between service quality and customer satisfaction. As indicated by the Pallant (2011) correlation of 0 indicated no relationship at all; when the correlation is 1.0, it is indicated the perfect positive correlation and the value of -1 is a pointer of a perfect negative correlation. In addition, Cohen (1988) recommended the following guidelines: as r= 0.10 – 0.29 as small, r = 0.30 – 0.49 as medium and r = 0.5 – 1.0 as large relationship. Table 2 indicate the result of 1the correlation analysis.

Table 2: Pearson Correlation between the Constructs

<table>
<thead>
<tr>
<th>Constructs</th>
<th>REL</th>
<th>TAN</th>
<th>RES</th>
<th>ASS</th>
<th>EMP</th>
<th>CS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability (REL)</td>
<td>.635</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangibility (TAN)</td>
<td>.365</td>
<td>.231</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsiveness (RES)</td>
<td>.487</td>
<td>.531</td>
<td>.502</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assurance (ASS)</td>
<td>.538</td>
<td>.568</td>
<td>.513</td>
<td>.675</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Empathy (EMP)</td>
<td>.723</td>
<td>.715</td>
<td>.484</td>
<td>.763</td>
<td>.745</td>
<td>1</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed).

The table 2 above indicates that the variables are significantly correlated to the fact that there is no variable with a value of 0.9 which indicated that there is no problem of multicollinearity (Hair et al., 2010).

Regression Analysis and Hypotheses Test between Service Quality and Customer Satisfaction
Multiple Regression analysis was employed to test the hypothesis in this study; it is intended to examine the relationship between predicting and the criterion variables. Therefore, multiple regression 1analysis was conducted in determining the relationship between service quality of ETS and customer satisfaction of passengers boarding the electric train in Kuala Lumpur Malaysia. The results of the model summary, ANOVA and coefficient indicated in the tables below:

Table 3: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>R Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.812</td>
<td>.740</td>
<td>.738</td>
<td>.26822</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), ASS, EMP, TAN, RES, REL
b. Dependent Variable: customer satisfaction

The model summary as indicated in table 3 above shows that R Square is 0.740; this implies that 74% of variation in the independent variable (assurance, empathy, tangible, responsiveness, reliability) was explained by the constant variables (customer satisfaction) while the remaining 26% is due to other variables that are not included in the model. This mean that the regression (model formulated) is useful for making predictions.

Table 4: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>153.753</td>
<td>5</td>
<td>30.016</td>
<td>321.721</td>
<td>.000 b</td>
</tr>
<tr>
<td>Residual</td>
<td>28.148</td>
<td>374</td>
<td>.067</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>183.012</td>
<td>379</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), ASS, EMP, TAN, RES, REL

The table 4 above summarized the results of an analysis of variation in the dependent variable with large value of regression sum of squares (30.016) in comparison to the residual sum of squares with value of 28.148 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value 321.721) as given in the table above with significance value of 0.000; which is less than p-value of 0.05 (p<0.05) which means that the explanatory construct elements as a whole can jointly impact change in the dependent variable (customer satisfaction).

Table 5: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
<td>VIF</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.365</td>
<td>.236</td>
<td>5.784</td>
<td>.000</td>
</tr>
<tr>
<td>Reliability</td>
<td>.211</td>
<td>.056</td>
<td>2.244</td>
<td>.030</td>
</tr>
<tr>
<td>Tangible</td>
<td>.183</td>
<td>.072</td>
<td>.163</td>
<td>2.548</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>.188</td>
<td>.053</td>
<td>.210</td>
<td>3.563</td>
</tr>
<tr>
<td>Assurance</td>
<td>.122</td>
<td>.054</td>
<td>.113</td>
<td>2.258</td>
</tr>
<tr>
<td>Empathy</td>
<td>.125</td>
<td>.052</td>
<td>.118</td>
<td>2.412</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Satisfaction

The dependent variable as shown in the table 5 explains the influence of service quality of ETS on customer satisfaction. This was used as a yardstick to examine the influence between the two variables (i.e. service quality of ETS and customer satisfaction). Specifically, the individual 1dimension of service quality was tested in this study. According to the result in the table above reliability of ETS service t-test coefficient is 3.763 and the P-value is 0.000 which is less than 0.05 (i.e. P<0.05) this indicate that there is a positive significant relationship between reliability of ETS service and customer satisfaction. In the same vein, tangible of ETS service test coefficient is 2.548 and p-value is 0.004. This means that these variables are 1statistically 1significant 1at
15% significance level. In addition, the hypothesis three (responsiveness of ETS) have positive and significant relationship with customer satisfaction with (β= .188; t = 3.563; p = .000). Likewise, the fourth hypothesis indicate which is assurance have significant relationship with customer satisfaction with (β= .122; t = .2.258; p = .003). Finally, the hypothesis five (Empathy) also have positive and significant relationship with customer satisfaction with (β= .125; t = 2.412; p = .012). The overall summary of this regression outcome in relations to the coefficient of service quality of ETS have significant influence on customer satisfaction. Therefore, hypotheses H1 to H5 are supported.

CONCLUSIONS AND RECOMMENDATIONS

The goals of this study are to decide the connection between the five components of quality of service (responsiveness, reliability, assurance, tangibles, and empathy) and ward variable which is consumer satisfaction by utilizing Electric Train Services (ETS) in Kuala Lumpur Malaysia. The exploration structure estimated responsiveness, empathy, tangible, assurance and reliability impact consumer loyalty’s that utilizing train benefits in Kuala Lumpur dependent on hypothesis of SERVQUAL. To start with, the outcome shows that all independents factors impact the reliant variable. The research objective has been accomplished. The after effect of the investigation additionally shows that the motivation behind most respondents utilizing Electric train benefits in Kuala Lumpur is for everyday use. Besides, the after effects of this investigation provide model where measurable shows all the SERVQUAL (empathy, reliability, responsiveness, tangible and assurance) indicators are altogether associated with consumer loyalty by utilizing Electric Train Services in Kuala Lumpur. Studies uncover that the connections between specialized factors, for example, cross-arrangement and correlations. For future exploration, different factors could be applied in other to look at consumer satisfaction.

REFERENCES


