

Factors Influencing the Passenger Satisfaction at Public Transport in Kuala Lumpur, Malaysia

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Abstract

The aim of this study is to identify and analyse the factors influencing passenger satisfaction on public transport in Kuala Lumpur, Malaysia. Despite efforts to improve the quality and accessibility of public transportation systems in the city, passenger satisfaction levels remain a concern. Understanding the key factors that contribute to passenger satisfaction is crucial for policymakers and transportation authorities to enhance the overall quality of public transport services. Therefore, this study seeks to investigate the various factors that significantly influence passenger satisfaction in Kuala Lumpur's public transport system. By addressing such factors as service quality, timeliness, value for money, and environmental attitude and their impact on the level of satisfaction, the study intends to provide valuable insights and recommendations to improve the passenger experience and promote the usage of public transportation. This will ultimately contribute to sustainable urban mobility and enhanced transportation infrastructure in the city. The research draws support from a developed service quality model. Data was collected from the Greater Kuala Lumpur area using non-probability sampling methods, utilising a Google Form questionnaire for respondents to complete independently. The respondents themselves administered the questionnaire, with 400 samples collected. Through linear regressions conducted within the SPSS programme, the hypotheses were evaluated and tested. The findings indicate a strong correlation between passenger satisfaction and key factors such as service quality, timeliness, value for money, and environmental attitude. By investigating these factors, the research seeks to provide insights and recommendations for improving the public transportation system in Kuala Lumpur to enhance passenger satisfaction and meet the evolving needs of the population.

Keywords: *environment, public transport, satisfaction sservice, timeliness, value*

1. INTRODUCTION

Most people in Malaysia get around the city on one of the many modes of surface transportation available, including cars, motorcycles, buses, and trains like the Mass Rapid Transport (MRT), Light Rail Transport (LRT), Komuter, Monorail, and Kereta Api Tanah Melayu (KTM). Both the KTM and the Komuter provide access to the Kuala Lumpur financial district and the rest of the country. KTM serves the outlying areas of Greater Kuala Lumpur. In Budget 2021, the government of Malaysia reaffirmed its intention to invest in transportation infrastructure projects that will make it easier for Malaysians to travel within the country. In 2021, RM15 billion was planned to be allocated for projects like the Pan Borneo Highway, the Gemas-Johor Bahru Electrified Double Tracking Project, and the initial phase of a Klang Valley dual-track project (KVDT 2). Several major projects, including the Klang Valley MRT3 and the LRT line connecting Woodlands, Singapore, and Johor Bahru, were promised to be continued. Both of these endeavours should wrap up in the coming years (Idris, 2020).

When car ownership becomes more affordable as a result of low manufacturing costs and competitive car finance plans, a switch from public transportation to private

automobiles is a regular occurrence. This is because private automobiles are more accessible and therefore more desirable (Hasan, Jassmi, & Whyte, 2021). As people's perceptions of ride quality, network coverage, fare level, journey purpose, travel duration, and service frequency evolve, their attitudes towards transportation systems are becoming increasingly complicated. This is because people's attitudes are strongly influenced by their experiences (Renne et al., 2016). Despite the Malaysian government's efforts to promote sustainability, the country's private car usage is steadily expanding. Malaysia's registered vehicle population was estimated to be 17,486,589 units in December 2020. This represents an increase over the prior September 2020 estimate of 17,283,951 units. Although the number of Malaysians who own vehicles is expected to double to 31 million by 2030, the Malaysian Transport Minister is dedicated to encouraging people to use public transportation. Malaysians' mobility is expected to triple, from 40 million daily automobile journeys in 2010 to 131 million daily car travels in 2030. Malaysia has established itself as one of Southeast Asia's top three vehicle markets (Nurul Azwa Aris, 2018). Significant environmental issues are associated with transportation infrastructure and fossil fuel consumption, as these factors

account for the majority of carbon dioxide (CO₂) emissions around the globe. Moreover, through mobilising people, the transportation sector contributes to social and economic development (Achour & Belloumi, 2016). The transportation sector requires a significant amount of energy and supports economic growth and urbanisation, increasing the number of private automobiles. The increasing number of passenger vehicles accounts for about half of the expected growth in travel, indicating that the transportation industry is a substantial and growing source of CO₂ emissions in conjunction with economic expansion (Danish, 2020).

Congestion in the streets can have a negative impact on people's psyches (Ganesh, 2019). Studies show that the stress and high blood pressure that people experience in heavy traffic have a lasting effect on their health (Bou Samra et al., 2017). Therefore, it's crucial to learn why people dislike using public transportation. Many people refuse to use public transportation despite the fact that doing so would save them time, money, the environment, and their health. Route length, trip duration, the number of bus services, and the frequency of their runs all have an impact on the perceived level of operation. Other contributors to customer dissatisfaction include excessive hold

times, a lack of transparency regarding infrequent delays, and a subpar waiting area. Long-term changes in public transportation, such as public opinion and cost, have received less attention. On top of that, studies of Malaysia's public transportation system have mostly used theoretical frameworks instead of empirical survey data. Long-term ridership on KTM, buses, and LRT systems is also highlighted in the research. Newly launched in 2016, MRT is a rail service that can link city stations together. The second line of the Mass Rapid Transit System (MRT 2), which has received significant government funding, was open to riders in 2021. This year also marks the beginning of MRT 3 construction.

The public transport system in Kuala Lumpur, Malaysia, plays a vital role in ensuring efficient and sustainable transportation for the city's residents and visitors. However, despite continuous efforts to improve the quality of public transportation, there are still factors that hinder the satisfaction levels of commuters using these services. This study aims to identify and analyse the factors influencing satisfaction with public transport in Kuala Lumpur, Malaysia. By understanding these factors, policymakers, transportation authorities, and service providers can develop targeted strategies and initiatives to enhance the overall

satisfaction and experience of commuters using public transport in the city. The identification of these factors will provide valuable insights into the specific areas that require improvement and allow for the implementation of effective measures to address the challenges faced by commuters. Ultimately, the goal is to create a public transport system that meets the needs and expectations of the diverse population in Kuala Lumpur, thus promoting sustainable mobility and reducing congestion on the city's roads.

2. LITERATURE REVIEW

2.1. Satisfaction

Passenger satisfaction with public transportation service is a psychological state of happiness or sadness that can be measured by the average score on a passenger satisfaction with public transportation service questionnaire. This score is calculated by comparing what passengers expected from public transportation and how they felt after using it (Zhang et al., 2020). Expected services are those that customers expect to receive in proportion to the price of the items and services they purchase. As a result, four major categories of factors have an impact on customer satisfaction: service quality, timeliness, value for money, and environmental attitude. Satisfaction is determined by the realisation of service quality, product quality, and costs, with

service quality focusing on evaluating client realisation based on five specific features of services: trust, feedback, guarantee, sympathy, and tangibility (Khuong, 2014). Passenger satisfaction is crucial for increasing ridership and overall happiness. As a result, maintaining and improving passenger satisfaction is critical to development. Furthermore, whether directly or indirectly, daily travel enjoyment has a favourable impact on subjective well-being. In the same way, increasing passenger satisfaction is projected to improve subjective well-being (Zhen, Cao, & Tang, 2018).

2.2. Service Quality

Service quality is a vital element in establishing customer trust, loyalty, satisfaction, and engagement. As it minimises operating expenses while maximising revenue. Managers in the service industry are under huge pressure to demonstrate that their services are customer-oriented and that there is space for future improvement, meeting customers' needs, and fostering loyalty for repeat consumption. Only a satisfied customer is more likely to return for further business in the future, as opposed to a customer whose expectations were not met in their first experience. Another study mentions that service quality consists of four dimensions: comfort, tangibles, personnel, and reliability (Kadia & Jayantkumar, 2019). As

this study mentioned, these four dimensions of service quality are used to study the passenger's satisfaction. The comfort and cleanliness of public transportation are attributes studied in various public transport modes. The comfort and hygiene of many kinds of public transportation are being researched. Service quality is one of the significant variables that will affect passenger satisfaction with public transport in a positive manner. Therefore, the better the service quality of public transportation, the higher the level of satisfaction it will have.

2.3. Value of money

Increased public transportation investment can result in time savings for travellers who move from slower mode alternatives, such as driving on congested roads and taking slower public transit services. On the other hand, other passengers choose public transit over car travel, despite the longer journey time, since the longer duration is more than offset by savings in parking and automotive running costs. Overall, the net time savings for new public transit users might vary significantly between urban regions. Various consumer perception elements, such as value for money, have been proven to influence customer satisfaction. According to the findings, value for money is the most important

independent predictor of customer satisfaction. According to research, consumer value proposition delivery is critical in the service business. Kansal et al. (2015) Value for money is a measure of how beneficial an opportunity or an acquisition is relative to its cost to the buyer. Perceived value for money, in addition to being a crucial marketing factor, has been shown to significantly impact customer satisfaction and consumer behaviour.

Value for money and customer satisfaction have been the subject of extensive research by academics in many service industries. Value for money has been shown to have an effect on customer satisfaction in a variety of service settings. Therefore, we propose the following theory about extreme tourism: Customers of full-service and low-cost airlines have different perceptions of value for money, service quality, and satisfaction. It also found that the way low-cost airline passengers viewed their experience had a substantial impact on how satisfied they ultimately felt. The literature suggests that value for money affects customer satisfaction and consumer behaviour like repurchase intent, word-of-mouth advertising, and brand loyalty. Value for money has been found to have a positive effect on consumers' dispositions and intended actions.

2.4. Timeliness

According to Howard and Zhou (2020), timeliness is important. The study examines the timeliness of company data filings to make analysis easier and faster through the exchange of financial information with timeliness (Hwang, No, and Kim, 2020). The timeliness of public transportation involves the pending time, the overall journey, and the times of the service. This study's purpose is to achieve passenger satisfaction with the timeliness. Although the timeliness of the information provided may depend on the method of obtaining the information, the various information resources available provide instructions for the way passengers obtain information throughout the journey (Godwin et al., 2019). In terms of personal technology, timeliness will be effective in public transportation because obtaining real-time estimates of the arrival time of the next transportation is convenient for the passenger to estimate and plan their life.

Timeliness can be determined by examining the data by expert technology on audit committees to determine reliability and timeliness (Ashraf, Michas, & Russomanno, 2019). In public transportation, timeliness will directly influence passenger satisfaction. Timeliness should be effective during rush hour

and typical daily work; the traffic service is quite good, and there are no delays to and from work. Passenger satisfaction is based on three factors: perceived pending time, satisfaction with public transport delay information, and waiting time. However, accuracy and timeliness will need to be considered in the trade-off (Jordan, Kwak, & Lee, 2016). Timeliness can be accurate to satisfy all the passengers. It might be influenced by the passenger's age, life, and reason for hanging out. Only timeliness can try to reduce the pending time of public transport and provide delay information.

2.5. Environmental Attitude

Environmental attitudes represent how individuals feel about the environment and how they are influenced by it. Environmental attitudes are crucial variables influencing sustainable consumption. The attitudes of individuals regarding the environment and environmental issues can have a certain impact on their pro-environmental behaviours. Research has established a positive correlation between environmental attitudes and pro-environmental behaviour (Huang et al., 2019). For instance, people with a pro-environmental attitude could have a strong desire not to use a private vehicle for short journeys; instead, they utilise public transit, walk, or ride.

The strongest evidence shows that the adoption of particular passenger behaviours is influenced both by passenger attitudes and by environmental attitudes. Sustainable practises have been linked to happier travellers, per research by Muhammad, Dong, Naveed, Zhu, and Muhammad (2018). This is evidenced when passengers care about the environment enough to learn about the advantages of sustainable transportation and opt to use it. This result suggested that the environmental benefits of taking public transportation should not be underestimated. Therefore, one's environmental outlook is associated with one's level of contentment when using public transportation.

2.6. Conceptual Framework

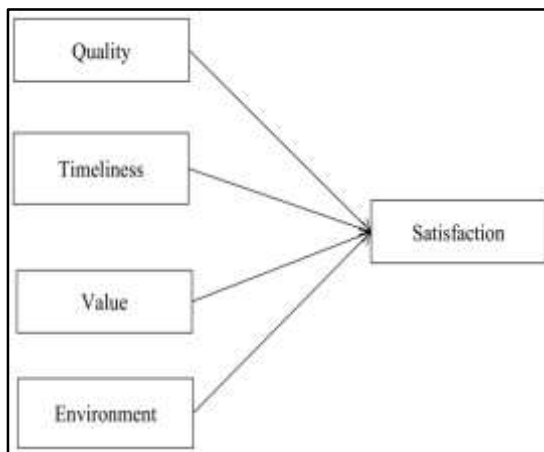


Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY

This research employs a quantitative survey methodology, specifically self-administered questionnaires, to elicit responses from people residing in Klang Valley, Malaysia. The sample site is where the questionnaire is filled out. It was decided to conduct the sampling in Malaysia, with the majority of data collection taking place in Kuala Lumpur due to the city's highly developed public transit system, as the respondents of interest in this study are passengers of Malaysian public transportation, and more specifically MRT riders. Our survey is aimed at riders of public transportation in Peninsular Malaysia, particularly in Kuala Lumpur, who represent a wide range of demographics and socioeconomic statuses. Online survey forms were created using Google Forms, and links were sent to the public using consent sampling. and There are a total of 400 of them, more than the required 385 as stipulated by Krecjie and Morgan (1970). For instance, our efforts will target people of different ages and racial or ethnic backgrounds. Our research findings will be more precise and efficient as a result of this. The survey's target audience is made up of regular riders of Peninsular Malaysia's public transportation system, with a focus on the city of Kuala Lumpur. Multiple linear regression

(MLR), also known as multiple regression or simply multiple regression, is a statistical technique that predicts the outcome of a response variable by integrating the results from several independent variables hypothesised to account for it. An equation representing a linear relationship between the variables is the goal of a multiple linear regression analysis.

4. DATA ANALYSIS

4.1. Demographic Characteristics of Respondents

There are a total of 400 participants in this survey. There are more females than males in this population. A total of 214 respondents are female (representing 53.50%), while only 180 are male (representing 46.50%). We divided the population into subgroups based on age, from 18 to 20 years old, 21 to 30 years old, 31 to 40 years old, 41 to 50 years old, and 51 years old and up. The largest percentage of respondents (47.50%) are between the ages of 21 and 30; the smallest percentage of respondents (6.25%) are between the ages of 51 and older. Education level wise, 51.00%, which falls under the category of bachelor's degree, totaled 204 respondents, followed by 65 respondents (16.25%), a master's degree (49 respondents, 12.25%), SPM (40 respondents, 10.00%), others (27 respondents, 6.75%), and

the lowest group, which is only 15 respondents, 3.75%. The group for others is that some of the respondents' highest education level is PMR, UEC, A-Level, Foundation, and so on. Blue collars consist of 42 respondents (10.50%), housewives (20 respondents, 5.00%), and part-timers (44 respondents, 11.00%). Retired only consist of 3.75% (15 respondents). Students are the highest, with 178 respondents (44.50%), and white collar workers consist of 101 respondents (25.25%). Most of the respondents are in the group of less than RM1000 (37.00%). Because most students do not have that much money, many students just get their allowance from their parents, which is not more than RM1000. Therefore, this group has the highest number of respondents. Whereas the lowest number of respondents is 28, which is RM7001 and above. (7.00%)

As for the ethnic group, this question is divided into Chinese, Indians, Malays, and others. 65.75% of the 263 respondents are Chinese, and 18.25% are Indian. Malays consist of a total of 61 (15.25%), and the last ethnic group has only 3 respondents (0.75%). As for the purpose of taking public transportation, the highest number of respondents is 131 (32.75%), which is for entertainment and leisure; for working purposes, 80 respondents (20.00%); for school, 94, which is 23.50%; and for others,

95 respondents, which is 23.75%. Looking at the frequency of respondents taking public transportation, it was found that most of the respondents chose others, for a total of 155 respondents (38.75%). Once a week is the

second highest, consisting of 88 respondents, or 22.00%. A total of 79 respondents take public transportation every day (19.75%), and lastly, 19.50% of respondents use public transportation once a month.

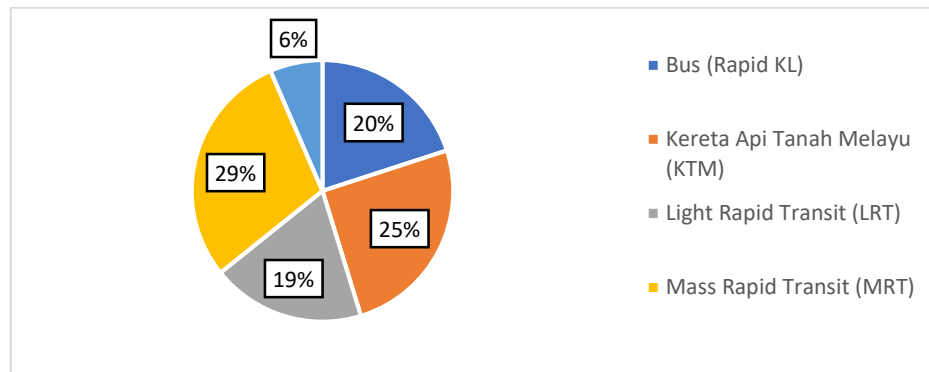


Figure 2. Public transport frequently used.

Most of the respondents chose MRT, which consists of 117 respondents (29.25%), whereas the lowest is Monorail, which consists of 26 respondents (6.50%). The number of respondents who take KTM is the second highest, which is only different from MRT with 16 people (101 respondents, 25.25%). Bus (Rapid KL) and LRT were used by 80 and 76 respondents, respectively, at 20% and 19.00%.

4.2. Inferential Analysis

The Pearson Coefficient Analysis showed the level of correlation between dependent and independent variables. As we

can see from the results, all the variables are between 0.61 and 0.79. It is staying at the strong value of the strength of correlation. The correlation between the independent variable and passenger satisfaction is strong. Service quality (0.773), timeliness (0.731), value (0.674), and environmental attitude (0.674) had strong correlations (0.668). Each variable increases passenger satisfaction. If the Pearson coefficient of correlation exceeds 0.9, multicollinearity will occur. Thus, the value should remain medium and below 0.9. Thus, this study has no multicollinearity.

Table 1. Model Summary

| Model | R | R-Square | Adjusted R-Square | Standard Error of the Estimate |
|-------|-------|----------|-------------------|--------------------------------|
| 1 | 0.823 | 0.677 | 0.674 | 0.35657 |

Source: Developed for the research.

According to Table 1, an R-square score of 0.677 means service quality (SQ), timeliness (T), value for money (VM), and environmental attitude (EA) account for 67.7% of public transport passenger satisfaction (PS) changes (EA). Table 2 shows this study's f-value. This

study had an F-value of 206.875 and a p-value below 0.001. This research is meaningful because all independent variables were predicted to affect public transport passenger satisfaction. Thus, the research model suits this study.

Table 2. Analysis of Variance

| Model | | Sum of Squares | df | Mean Square | F | p-value |
|-------|------------|----------------|-----|-------------|---------|---------|
| 1 | Regression | 105.209 | 4 | 26.302 | 206.875 | 0.000 |
| | Residual | 50.221 | 395 | 0.127 | | |
| | Total | 155.430 | 399 | | | |

Source: Developed for research.

Table 3. Multiple Linear Regression

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | p-value | Collinearity Statistics | | Hypotheses testing |
|-------|------------|-----------------------------|------------|---------------------------|-------|---------|-------------------------|-------|--------------------|
| | | B | Std. Error | Beta | | | Tolerance | VIF | |
| 1 | (Constant) | 0.260 | 0.118 | | 2.204 | 0.028 | | | |
| | SQ | 0.402 | 0.044 | 0.425 | 9.230 | 0.000 | 0.386 | 2.593 | Supported |
| | T | 0.219 | 0.042 | 0.248 | 5.217 | 0.000 | 0.361 | 2.768 | Supported |
| | VM | 0.093 | 0.043 | 0.100 | 2.173 | 0.030 | 0.389 | 2.568 | Supported |
| | EA | 0.141 | 0.041 | 0.149 | 3.410 | 0.001 | 0.428 | 2.337 | Supported |

Table 3 shows that all IVs have a variance inflation factor (VIF) of 2.337 to 2.768 and a tolerance value of 0.361 to 0.428. This research avoids multicollinearity if the tolerance level is greater than 0.10 and the VIF **Satisfaction (S) = 0.260 + 0.402 (SQ) + 0.219 (T) + 0.093 (VM) + 0.141 (EA).**

The linear equation above shows that all independent variables positively correlate with public transport passenger satisfaction. Service quality, timeliness, value for money,

is less than 10. (Sahin et al., 2018). According to Table 3, four hypotheses—H1 (SQ), H2 (T), H3 (VM), and H4 (EA)—have p-values below 0.05. SQ, T, VM, and EA all positively affect PS. The linear equation follows.

and environmental attitude increase by 40.2%, 21.9%, 9.3%, and 14.1%, respectively, assuming all other variables remain constant. Parameter estimates (B) also measure each IV's influence over DV (Kingdom & Prins, 2018). SQ, T, EA, and VM influence PS the most.

5. CONCLUSION

Public transit system users in Peninsular Malaysia are the target audience. Passenger satisfaction (PS) is determined by SQ, T, VM, and AE, with VM being the most important factor (EA). Since the p-values for Hypothesis 1 (SQ), Hypothesis 2 (T), Hypothesis 3 (VM), and Hypothesis 4 (EA) are all less than 0.05, it is evident that SQ, T, VM, and EA positively correlate with the PS. Briefly, we find evidence in favour of hypotheses 1, 2, 3, and 4. The results indicate that passengers' happiness with public transportation may be predicted in large part by four factors: service quality, timeliness, value for money, and environmental attitude.

6. DISCUSSION

6.1. Service Quality and Passengers Satisfaction

The p-value for this study was 0.000, which is substantially lower than the accepted threshold of 0.05, indicating a positive and statistically significant correlation between service quality and passenger satisfaction in Malaysia. Hence, the null hypothesis is rejected and the alternative is accepted. Aside from that, the coefficient value of 0.402 shows that passenger satisfaction spans across a wide range of factors, from the number of people using the space at any given time to the cleanliness of the

facility to the convenience with which visitors can make purchases and access relevant information. Consistent with what has been found in the past, as detailed by researchers like Nesheli, Ceder, and Brissaud (2017). The quality of services provided is strongly influenced by the cleanliness and convenience of the physical location. Customers have faith in the service's quality and like its distribution method because of these factors. These are the things that passengers care about most when riding the bus or train.

6.2. Timelines and Passengers Satisfaction

This research shows that punctuality plays a significant role in how happy people are with public transit. This research shows that passenger happiness is positively and significantly correlated with punctuality. In this investigation, the alternative hypothesis was accepted because the p-value was 0.000, which is less than 0.05. Transfer time, departure time, waiting time, and arrival time at the destination from the first to the last mode of public transportation all factor into passenger satisfaction, as indicated by the coefficient value of 0.219. Those riding public transit are more likely to be worried about being on time, especially those who have busy work schedules during rush hour. Passengers will think about how timely the public transit system is before

deciding to use it. Therefore, increasing punctuality in public transportation will have a significant impact on customer satisfaction (Iunera.com, 2021).

6.3. Value of Money and Passengers Satisfaction

According to the data, there is a positive correlation between perceived value and travellers' happiness when the p-value is less than 0.05. This analysis thus accepts the possibility of the competing hypothesis. With a coefficient of 0.093, we can see that the worth of money fluctuates depending on factors such as whether or not public transportation is cost-effective, whether or not concessionary rates apply, whether or not one-way values are lower than driving values, and so on.

6.4. Environmental Attitude and Passengers Satisfaction

The researchers found that positive environmental perceptions predict happiness when using public transit. The p-value for the correlation between environmental attitude and passenger satisfaction is less than 0.05, suggesting that there is a meaningful association between the two. This leads us to reject the alternative theory. The coefficient of 0.141 indicates a difference in terms of efforts to reduce driving, keep the environment safe,

reduce carbon dioxide emissions, and keep things tidy. Travellers worry about their impact on the planet. Greenhouse gas emissions from cars are much higher than those from public transit, and this is a major concern for passengers. Individuals' cultural norms, their instrumental and affective attitudes, and their sense of agency over their own actions towards environmentally friendly modes of transportation were crucial during the change phase (Friman et al., 2018).

Implications for research show that service quality is important and directly correlates with customer happiness in Malaysia. The statistically significant finding suggests that ridership satisfaction could be increased with improved service from public transit. This illustrates that the government may enhance the service quality of public transportation by addressing issues like narrow seats, filthy vehicles, and unprofessional drivers. Timeliness is a factor that influences riders' experiences of public transportation; hence, passengers value punctuality highly. Management should pay attention to peak hours and boost public transportation frequency to prevent the phenomenon of not being able to obtain a ride, as individuals who use public transportation need to save time.

In addition, the study found that monetary value is related to passengers' levels of satisfaction. This shows that the government ought to charge a fair fare for those travellers. The government can also promise to work with the business and its workers to devise a plan to reduce expenses. As a result, workers are more likely to use public transit, and businesses save money by reducing their reliance on employees' personal vehicles. Then, passengers' happiness might be affected by the way people feel about their surroundings. There are many upsides to taking public transit. It can benefit the environment by contributing to the government's effort to cut carbon emissions, and it can aid in traffic relief. That is to say, whether one is at work, on vacation, or on the road, one may rapidly reach their objective. The benefits to the environment of using public transportation should be heavily promoted.

The findings of this study suggest that policymakers and transit authorities may soon have a clearer picture of riders' levels of satisfaction, allowing them to address any areas for improvement.

The government and public transportation authorities will thus be able to realise their objective of establishing a society that prioritises the well-being of its citizens while also fostering rapid economic expansion.

Passenger satisfaction is highly correlated with four independent variables: service quality, punctuality, value for money, and environmental attitudes. Several studies have investigated how happy people are with Malaysia's public transportation systems. Public transit ridership can be increased and riders' happiness with the system enhanced by addressing issues including service quality, timeliness, value for money, and environmental attitudes, as explored in this study. Factors like service quality and timeliness have been shown to affect riders' happiness with public transportation. It will show that a rise in customer satisfaction may be achieved by focusing on service quality and promptness. In addition, when two products, such as price and a positive outlook on the environment, are combined, it might lead to happy customers or travellers. Finally, this research can be used as a reference by scholars and aspiring researchers keen on enhancing the theoretical foundation and learning more about the driving forces behind passengers' levels of pleasure with public transit.

The breakout of the COVID-19 pandemic in Malaysia necessitated a nonprobability sampling strategy, and we are satisfied with the results. It can be difficult to gather information from respondents who are

not part of a social network. There is a problem with this study's random selection of the respondent from the Malaysian population since the respondent is not selected at random and each Malaysian does not have an equal probability of being selected. Although we were able to collect 400 samples, this does not mean that our results are representative of the entire population of Malaysia. This research relied on a survey, but additional investigation into riders' experiences and expectations for the future of public transit could benefit from the inclusion of interviews. Interviews could help researchers gain insight and context. In addition, future researchers may collect more representative samples for the study of passenger satisfaction, lending credence to the findings. Finally, future researchers should make every effort to collect as many responses as possible from the questionnaire so that they may compare their findings to ours and get a fuller picture of passenger satisfaction with public transportation.

The National Transport Policy (NTP) is the government's attempt to encourage the public by reducing the value of money and encouraging the efficient and sustainable use of resources; therefore, it is essential that this message reaches the Malaysian population. To put it another way, the government may use

social media or commercials to spread the word about the new policy and get more people to take the bus or train instead of driving their own cars. In addition, the government may elect to install billboards with messages urging citizens to take public transportation. It's a brilliant strategy to encourage people to take public transportation, which is cheaper, more efficient, and could even increase productivity by making it more inconvenient for car owners to get where they need to go. The issue statement also notes that transportation is Malaysia's second-largest consumer of energy, behind only the generation of electricity. This causes a major increase in atmospheric pollution. Malaysians should stop thinking of public transit as an option just for the poor. An effective public transportation system not only improves the quality of life for those living in urban and rural areas by decreasing the time spent commuting and the likelihood of vehicular accidents, but it also boosts their take-home pay by increasing productivity and decreasing negative environmental impacts.

Project managers can use this information to engage relevant stakeholders, including transportation authorities, service providers, and passenger representatives, to prioritize these factors in their projects. By involving stakeholders in decision-making

processes, project managers can better align project objectives with the needs and expectations of passengers. It is important to note that the specific impact of the research on project management practices would depend on the project context, available resources, and the willingness of stakeholders to adopt the research findings.

Businesses can do their part by supplying workers with monthly passes for public transit. The organisation will reap the benefits of lessened employee stress caused by the elimination of the need for them to maintain their own transportation. If managers encourage their staff to take public transport, they can save money on gasoline and spend that money elsewhere, perhaps boosting productivity. Anything we can learn from this research regarding passenger happiness in Malaysia and how to boost it is invaluable. This led to the implementation of a questionnaire-based survey. The results of this study provide strong evidence in favour of all the hypotheses. As discussed, all four of our independent variables (service quality, punctuality, value for money, and environmental attitude) considerably bolstered the satisfaction level. In a nutshell, the research objective was accomplished by pinpointing the variables that affect riders' happiness and the growth of Malaysia's public

transportation network. Lastly, this paper addresses the study's potential consequences, its potential limitations, and its potential recommendations. To aid in studies focusing on passenger happiness and greener transportation in the future.

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