

Customer Satisfaction on Service Quality of Bus Transport: A Survey of Passengers from Phnom Penh to Poipet in Cambodia

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Abstract

This study is designed to evaluate the main factors affecting the bus service quality and customer satisfaction in bus services to travel from Phnom Penh to Poipet which are providing by private companies. It examines and explores the consumer expectation on service quality of bus transport through the SERVQUAL's 5 dimensions such as tangible, reliability, assurance, empathy, and responsiveness. This research study is intended to collect data from participants to investigate the relationship among five components of service quality and customer satisfaction. The independent variable used throughout this study is overall satisfaction with bus transport service. Independent variables are specific service quality attributes which consist of service given, access, availability, time and environment. From the finding, on interesting finding was that in the question of customer's reason to use the BTS of private companies in Cambodia, in which "suitable traveling" ranked last among other factor (location convenience, appreciate price, no choice, good service). Also, more than half of the respondents stated they maybe use the BTS again in the future, because there

is no choice for them. Therefore, it can be clearly seen that this research was focusing at right point. Despite the fact that half of the respondents rated their satisfaction level of the “poor” level, and nearly half of the respondents rated their satisfaction level in “average” level. Nevertheless, not so many customers preferred to use the BTS because of its service convenience. Service quality is an important consideration in a successful service business. By the time, this research was conducted, the highly competitive market conditions in Cambodia’s bus transport service industry had forced service operators to deliver high-quality service to customers. In order to provide that, the service operators should first focus on understanding customers’ needs and their expectations before implementing the suitable service strategy to meet the customers’ needs.

Keywords: Bus Transport, Customer’s satisfaction, Customer’s expectation, Service quality, SERVQUAL

1. Introduction

Bus transportation is a key travelling way for global travelers. It offers linkage between destinations and transports customers for goods and service (Eden, 2005). Nowadays, every kind of people utilize transportation sector to travel anywhere. Bus transportation is a part of the transport sector services available in Cambodia. Bus transportation plays a vital role as the main transportation for all people, especially for poor and fair income families.

This study is intended to learn and how to improve the customer’s satisfaction in private bus companies. The satisfaction can be characterized as an experience of fulfillment of an expected outcome (Rabiul, Mohammed S., Mohammad, & Salauddin, 2014). The quality is increasingly becoming a strategic issue in the Western world (David & Prof. Henry M., 2014), and also in Cambodian situation. Customer satisfaction is considered to be the most important factor whether it is meant for a product or a service. In case of failure to satisfy customers, company will be replaced by others and when industries offering various services, have to be more vigilant because there is a special attitude that plays an important role in attracting and retaining the customers (Rida, Hummayoun, Sana, Faiza, & Taha, 2012). Customer expectations are beliefs about service delivery that serves as standards or reference points against which performance is judged (Veronica, Jacqueline, & Melissa-Ray, 2015).

This study aims to evaluate the main factors affecting the bus service quality and customer satisfaction in bus services to travelling from Phnom Penh to Poipet which are providing by private companies. It examines and explores the customer expectation on service quality of bus transport through the SERVQUAL’s 5 dimensions such as tangible, reliability, assurance, empathy, and responsiveness.

2. Literature Review

Service quality appraisals are created on judgments of result quality, interaction quality and physical environmental quality. Service quality constitutes one of the key measurements, which are figured into the customer’s satisfaction judgments (Zeithami Valarie A., Parasuraman, & Leonard L., 1990). Services are created and expanded in the meantime, which makes it hard to gauge; test and thusly particular uniform quality can seldom be set.

Subsequently, it is notoriously difficult to decide how customers assess the service quality (Parasuraman, Valarie A., & Leonard L., 1985). On the other hand, the heterogeneity of service suggests its delivery differs from producer to producer, consumer to consumer and day-to-day (Parasuraman et al., 1985).

Accordingly, if a service over and over neglects to experience the customer's expectations it will be seen as poor service. Furthermore, in services to customers assess the service procedure and additionally the ultimate result (Hoffman & Bateson, 2006). On account of transport travel, that will be whether the transport leaves on an opportune way, how smooth the excursion was, the manner by which lovely the experience with the transport conductor was and on the off chance that they landed at their last goal on time.

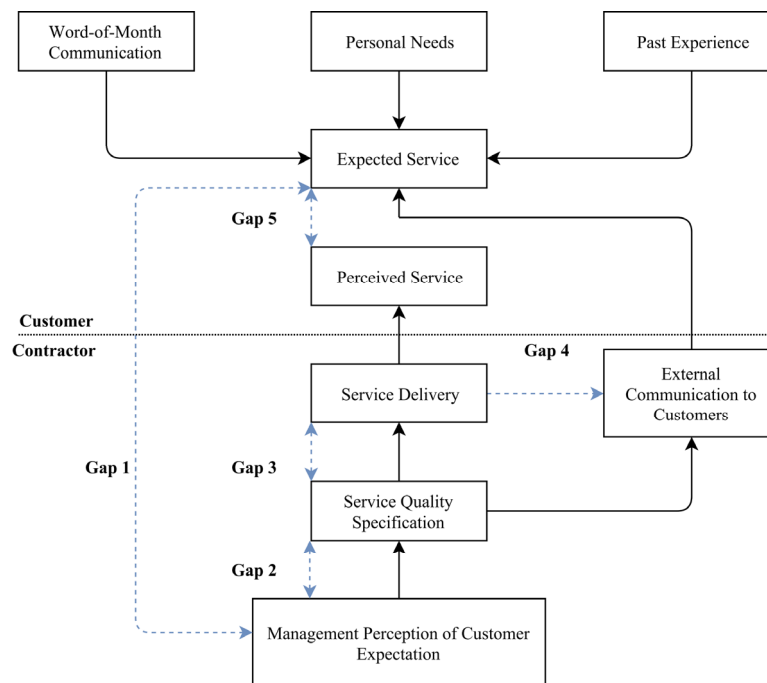


Figure 1. The model of gaps

Source: Parasuraman, Zeithaml and Berry (1988)

The figure was indicated that proposed five gaps crevices as take after: Gap 1 is the hole between customer perception and management's perception of service; Gap 2 is the hole between Customer-driven service plans and gauges, and management perceptions of customer expectation; Gap 3 is the hole between customer - driven outlines and norms and service delivery; Gap 4 is the hole between service delivery and outer correspondences to customers; and Gap 5 is the structure of the other four gaps' disagreement that suggested the between service quality's expectation and perception (Candido & Morris, 2000).

There are many reviews on "customer expectation" to figure out what customers truly require,

so that business operations can quickly offer the products and service that can take care of customers' needs and demand. Pervious research said expectation as "desires or needs of customers which are what they feel a service provider ought to offer instead of would offer" (Parasuraman, Valarie A., & Leonard L., 1988); as the customers' past experience will probably influence their future expectation (Zeithaml Valarie A., Leonard L., & Parasuraman, 1993). At the end of the day, customers' expectations influence the arrangement of their satisfaction inside discriminative circumstances and furthermore the expectation is some of the time more significant just when they are unambiguous (Nyer, 1996). After customer experienced great service, they would inform other regarding the service quality of the supplier. Thus, if service providers comprehend their customer's preference along service quality estimations and staying to give some quality of service which will precisely diminish the gaps in service quality between customers and satisfied by the service providers those great words from the customer's preference on service quality will acquire unwaveringness from the other service users (Manjunatha & Shivalingaiah, 2004).

Customer satisfaction was given a few definitions which can be in various circumstances and they are constantly identified with both products and services. Customer satisfaction was characterized as the customer's evaluation a product or service as far as whether that product or service has the customer's needs and expectations (Alan, Valarie A., Mary Jo, & Dwayne D., 2012). The definition and specified that customer satisfaction is an effective term and they distinguish five unique sorts of satisfaction, which is pleasure, relief, novelty and surprise (Oliver & Swan, 1989). Customer satisfaction has likewise turned into a noteworthy benefactor for improving a service company, for example, long-term gratefulness, customer dependability customer maintenance. Numerous analysts additionally contend that customer satisfaction has a big effects customer expectation for repurchase (Cronin Jr, Brady, & Hult, 2000). The measuring customer satisfaction gives a sign on how an organization is performing or giving products or services; hence, customer satisfaction will be the degree of accomplishment to every one of the organizations including the public sectors too (Tirimba O., Richard B., Robert M., Thomas O., & Tom O., 2013).

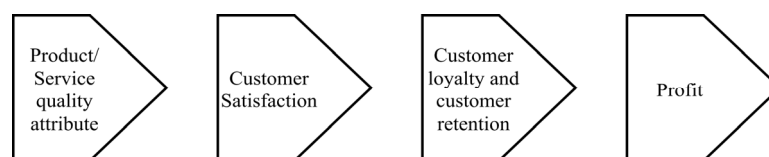


Figure 2. The Chain Reaction Model of customer

Source: Eugene & Vikas (2000)

This figure shows about the model of chain that was indicated by Eugene & Vikas (2000). The item and service quality traits when were enhanced, the customers' satisfaction would extend as the expanding number of customer satisfaction dependably prompt more noteworthy greater customer retention and loyalty (Eugene & Vikas, 2000). These would lead

the association to increment more prominent gainfulness.

The SERVQUAL scale which is otherwise called the crevice to demonstrate by Parasuraman, et al. (1988) has appeared to be one of the most ideal approaches to gauge the quality of services gave to customers. This service assessment technique has been demonstrated steady and dependable by some authors (Brown, Churchill, & Peter, 1993). They held that, when seen or experienced service is not as much as the expected service; it infers not as much as palatable service quality; and when seen service is more than anticipated service, the undeniable surmising is that service quality is more than acceptable (Jain & Gupta, 2004).

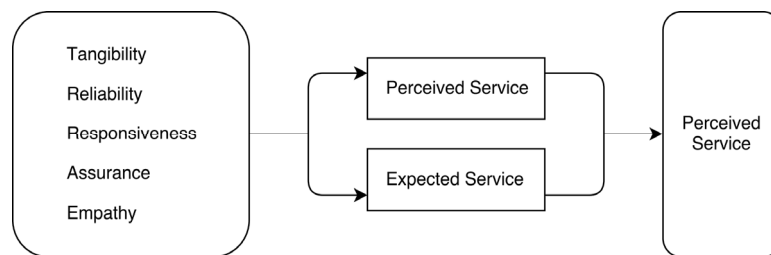


Figure 3. The Model of SERVQUAL

Source: Parasuraman, Zeithaml and Berry (1988)

This figure is to show on account of when it is expressed “perceived” and “expected” service; it is certain this goes to the individual, who is going to or is devouring the service; who unquestionably is the consumer/customer (Jenet Manyi, 2011). In first SERVQUAL show that came had 22 sets of Likert-sort things, where one section measured saw level of service gave for a specific association and the other part measured expected level of service quality by respondent (Kuo, 2003). Assistant examination prompted the finding that the five of ten measurements were corresponded as demonstrated as follows: (1) Tangibility: physical offices, hardware, and appearance of faculty; (2) Reliability: capacity to play out the guaranteed service constantly and precisely; (3) Responsiveness: readiness to help customers and give incite service; (4) Assurance: learning and obligingness of employees and their capacity to move trust and confidence; and (5) Empathy: minding individualized consideration the firm gives to its customers.

In relating customer satisfaction and service quality, scientists have been more exact about the significance and estimations of satisfaction and service quality. Satisfaction and service quality have certain things in like manner; however satisfaction by and large is a more extensive idea, though service quality concentrates particularly on measurements of service (Alan et al., 2012). In spite of the fact that it is expressed that different elements, for example, cost and item quality can influence customer satisfaction, saw service quality is a part of customer satisfaction (Zeithaml Valarie A., Mary Jo, & Dwayne, 2006).

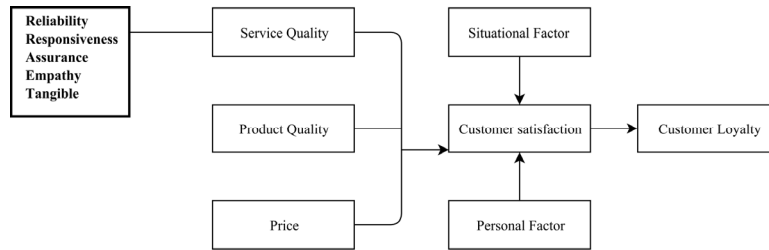


Figure 4. Customer perceptions of quality and customer satisfaction

Source: Alan Wilson et al., (2012)

The above figure demonstrates the relationship between customer satisfaction and service quality. The creator exhibited a circumstance that service quality is an engaged assessment that mirrors the customer’s perception of reliability, assurance, responsiveness, empathy and tangibility and substantial quality while satisfaction is more comprehensive and it is affected by view of service quality, item quality and cost, likewise situational components and individual variables (Alan et al., 2012).

3. Research Design

This research study is designed to collect data from participants to investigate relationship among five components of service quality and customer satisfaction. The research used both qualitative and quantitative. The independent variable used throughout this study is overall satisfaction with bus transport service. Independent variables are specific service quality attributes which consist of service given, access, availability, time and environment.

These are the five dimensions of service quality deduced from service quality literatures.

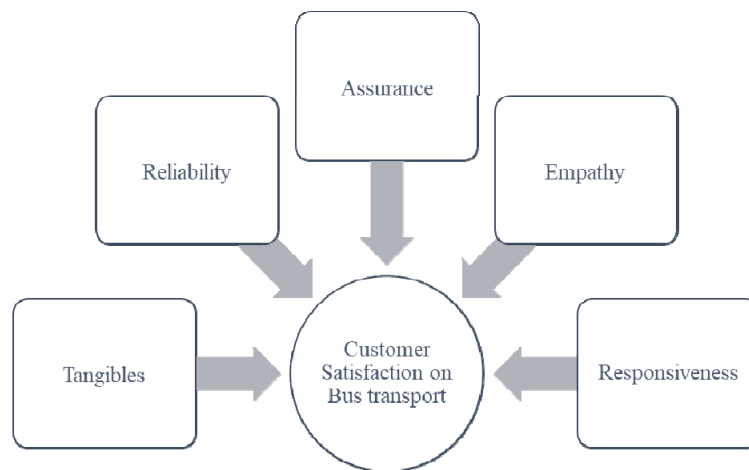


Figure 5. Theoretical framework

This research conducted through the questionnaire with 400 respondents to find out of both Cambodian and foreigners who has experience in using bus services to travelling from

Phnom Penh to Poipet. The questionnaire consisted of 3 sections as follow:

1) Demographic information: (gender, age, nationality, education, occupation, times of travel, reason to choose bus transport services, will use the services again, overall satisfaction level).

2) This section is measures the customer's expectation that relate to 5 dimension of SERVQUAL (Tangibles, Reliability, Assurance, Empathy, and Responsiveness). The rating as below:

Strongly poor	1 point
Poor	2 point
Average	3 point
Good	4 point
Excellence	5 point

3) This sector is a freely recommend how bus transport sector should improve their services through customers' recommendations and suggestions.

4. Results

4.1 Demographical and General Results

This section presents the frequency and percentage in general information of the respondents.

Table 1. Summarize of demographical and general result

Category	Frequency (400)	Percentage (100%)
Gender		
Male	217	54.3
Female	183	45.8
Age (Year)		
Less than, or 24	93	23.3
25-35	163	40.8
36-45	76	19.0
46-60	57	14.3

Above 60	11	2.8
Nationalities		
Cambodian	351	87.8
American	7	1.8
Russian	4	1.0
Vietnamese	2	0.5
German	3	0.8
Japanese	3	0.8
Thai	5	1.3
French	7	1.8
Korean	5	1.3
Chinese	4	1.0
English	6	1.5
Indonesian	3	0.8
Education		
Less than high school	30	8.0
High school	60	15.0
Bachelor degree	151	37.8
Master degree	117	29.3
Above Master degree	40	10.0
Occupation		
Student	102	25.5
Farmer	41	10.3
Government Officer	80	23.3
Private Staff	115	28.8
Business Owner	58	14.5
Other	3	0.8

Average Income		
Less than 120 USD	43	10.8
121-250 USD	149	37.3
251-500 USD	63	15.8
501-1000 USD	97	24.3
Above 1000 USD	48	12.0
Frequency of time		
Morning	224	56.0
Afternoon	47	11.8
Evening	25	6.3
Night	104	26.0
Frequency of day		
Working day	219	54.8
Weekend	25	6.3
Short Holiday	31	7.8
Long Holiday (Festival)	125	31.3
Purpose of traveling		
Business	50	12.5
Visiting friends or family	197	49.3
Leisure	142	35.5
Transport	11	2.8
Reason to use BTS		
Appreciate Price	73	18.3
Suitable Travelling	158	39.5
Location Convenience	148	37.0
Good Service	9	2.3
No Choice	12	3.0

 Will to used BTS next time

Exactly	144	36.0
Maybe	253	63.3
No with what choice?	3	0.8

Overall Satisfaction

Extremely poor	79	19.8
Poor	154	38.5
Average	131	32.8
Good	36	9.0

According to the result, table 2 shows that the total number of the respondent was 400; of this 217 (or 54.3%) were male, and 183 (or 45.8%) were female. In terms of age, the majority of the respondents (163 or 40.8%) were in the group with the ages of 25-35, followed by those with the age of less than or 24 (93 or 23.3%), those with the ages of 36-45 (76 or 19.0%), those with the ages of 46-60 (57 or 14.3%), and those with the ages above 60 (11 or 2.8%), respectively. Regarding to the respondents' nationality, the majority (351 or 87.8%) were Cambodian, followed by American and French (7 or 1.8%), English (6 or 1.5%), Thai and Korean (5 or 1.0%), Russian and Chinese (4 or 1.0%), German, Japanese and Indonesian (3 or 0.8%), and Vietnamese (2 or 0.5%), respectively. As to the respondents' educational level, the majority were Bachelor's degree holders (151 or 37.8%), followed by holders of Master's degree (117 or 29.3%), High school (60 or 15.0%), holders of degrees higher than Master degree (40 or 10.0%), and less than high school (30 or 8.0%), respectively. As regards their occupation the majority were Private staff (115 or 28.8%), followed by student (102 or 25.5%), Government officer (80 or 23.3%), Farmer (41 or 10.3%), and other occupation (3 or 0.8%). Concerning their purpose of traveling, visiting friends or family was the main purpose of their traveling (197 or 49.3%), followed by leisure (142 or 35.5%), business (50 or 12.5%), and transport (11 or 2.8%), respectively. Regarding the reason that the respondents chose to use the BTS, the suitable traveling was the main reason (158 or 95.5%), followed by location convenience (148 or 37.0%), appreciate prince (73 or 18.3%), no choice (12 or 3.0%), and good service (9 or 2.3%), respectively. When asked if they would travel by the BTS again, the majority of the respondents (253 or 36.3%) said that they might, 144 or 36.0% they would exactly use the BTS again in the future, and only 3 or 0.3% said they would not use the BTS again. Regarding their satisfaction level of the BTS, the majority of the respondents (154 or 38.5%) rated the BTS at poor; 131 or 22.8%, at an average level; 79 or 19.8% at an extremely poor level; and 36 or 9.0% at good level, respectively.

4.2 SERVQUAL's 5 Dimensions Results

This section indicates the frequency and percentage data of expectation of the respondents depended on SERVQUAL's 5 dimensions. The questionnaires' results are sorted by dimension. The number 1-5 in the table represents the satisfaction rating, which shows as follows; 1) Strongly poor; 2) Poor; 3) Average; 4) Good; and 5) Excellence

4.2.1 Tangibles

Table 2. Customer's distribution of Tangible dimension based on expectation

		1	2	3	4	5	Mean	S.D
1. Bus station and facilities are comfortable	Frequency	84	188	94	24	10	2.22	0.929
	Percentage	21.0	47.0	23.5	6.0	2.5		
2. Inside environment of bus is clean and hygienic	Frequency	80	232	54	20	14	2.14	0.912
	Percentage	20.0	58.0	13.5	5.0	3.5		
3. Cleanliness of facilities and equipment	Frequency	75	226	61	21	14	2.17	0.920
	Percentage	19.5	56.5	15.3	5.3	3.5		
4. Buses have spacious and comfort seats for the passenger	Frequency	77	200	83	24	16	2.26	0.968
	Percentage	19.3	50.0	20.8	6.0	4.0		
5. Buses have ample legroom and foot space	Frequency	76	226	61	23	14	2.18	0.925
	Percentage	19.0	56.5	15.3	5.8	3.5		

In Table 2 presents to the satisfaction rating on tangible dimension which shows as follows: 1) Bus station and facilities are comfortable (Poor 47.0%; Average 23.5%; Strongly Poor 21.0%; Good 6.0%; and Excellence 2.5%); 2) Inside environment of bus is clean and hygienic (Poor 58.0%; Strongly Poor 20.0%; Average 13.5%; Good 5.0%; and Excellence 3.5%); 3) Cleanliness of facilities and equipment (Poor 56.5%; Strongly Poor 19.5%; Average 15.5%; Good 5.0%; and Excellence 3.5%); 4) Buses have spacious and comfort seats for the passenger (Poor 50.0%; Average 20.8%; Strongly Poor 19.2%; Good 6.0%; and Excellence 4.0%); and 5) Buses have ample legroom and foot space equipment (Poor 56.5%; Strongly

Poor 19.0%; Average 15.3%; Good 5.8%; and Excellence 3.5%). Therefore, with the results in table 3 indicates that almost customers rated on the satisfaction and expectation of tangible dimension at “Poor”.

4.2.2 Reliability

Table 3. Customer’s distribution of Reliability dimension based on expectation

		1	2	3	4	5	Mean	S.D
1. Accuracy of ticketing and billing services	Frequency	77	174	105	29	15	2.23	0.989
	Percentage	19.3	43.5	26.3	7.3	3.8		
2. Buses departure and arrives at the punctual time	Frequency	106	221	36	22	15	2.05	0.955
	Percentage	26.5	55.3	9.0	5.5	3.8		
3. Safe and security service	Frequency	108	176	61	21	14	2.14	0.990
	Percentage	27.0	44.0	20.3	5.3	3.5		
4. Buses are never break down on the road	Frequency	106	170	86	23	15	2.18	1.009
	Percentage	26.5	42.5	21.5	5.8	3.8		
5. When you have problem bus companies show a sincere interest to solving	Frequency	114	230	19	22	15	1.99	0.944
	Percentage	28.5	57.5	4.8	5.5	3.8		

According to Table 3, the results show as following: 1) Accuracy of ticketing and billing services (Poor 43.5%; Average 26.3%; Strongly Poor 19.3%; Good 7.3%; and Excellence 3.8%); 2) Buses departure and arrives at the punctual time (Poor 55.3%; Strongly Poor 26.5%; Average 9.0%; Good 5.5%; and Excellence 3.8%); 3) Safe and security service (Poor 44.0%; Strongly Poor 27.0%; Average 20.3%; Good 5.3%; and Excellence 3.5%); 4) Buses are never break down on the road (Poor 42.5%; Strongly Poor 26.5%; Average 21.5%; Good 5.8%; and Excellence 3.8%); and 5) When you have problem bus companies show a sincere interest to solving (Poor 57.5%; Strongly Poor 28.5%; Average 4.8%; Good 5.5%; and Excellence 3.8%). As results, the highest rating of reliability dimension was at “Poor” that had been rated

by almost customers.

4.2.3 Assurance

Table 4. Customer's distribution of Assurance dimension based on expectation

		1	2	3	4	5	Mean	S.D
1. You feel safe in your journey	Frequency	76	198	91	20	15	2.22	0.946
	Percentage	19.0	49.5	22.8	5.0	3.8		
2. Staffs are consistently courteous with the passenger	Frequency	83	221	63	20	13	2.15	0.915
	Percentage	20.8	55.3	15.8	5.8	3.3		
3. Driver and conductor are consistently polite	Frequency	112	230	24	22	12	1.98	0.912
	Percentage	28.0	57.5	6.0	5.5	3.0		
4. Driver have sufficient and driving skill	Frequency	107	210	48	21	14	2.06	0.954
	Percentage	26.8	52.5	12.0	5.3	3.5		
5. Staffs are friendly and polite	Frequency	110	222	33	22	13	2.02	0.934
	Percentage	27.5	55.5	8.3	5.5	3.3		

In Table 4 presents to the satisfaction rating on assurance dimension which shows as follows: 1) You feel safe in your journey (Poor 49.5%; Average 22.8%; Strongly Poor 19.0%; Good 5.0%; and Excellence 3.8%); 2) Staffs are consistently courteous with the passenger (Poor 55.3%; Strongly Poor 20.8%; Average 15.8%; Good 5.8%; and Excellence 3.3%); 3) Driver and conductor are consistently polite (Poor 57.5%; Strongly Poor 28.0%; Average 6.0%; Good 5.5%; and Excellence 3.0%); 4) Driver have sufficient and driving skill (Poor 52.5%; Strongly Poor 26.8%; Average 12.0%; Good 5.3%; and Excellence 3.5%); and 5) Staffs are friendly and polite (Poor 55.5%; Strongly Poor 27.5%; Average 8.3%; Good 5.5%; and Excellence 3.3%). Therefore, with the results in table 5 indicates that almost customers rated on the satisfaction and expectation of assurance dimension at "Poor".

4.2.4 Empathy

Table 5. Customer's distribution of Empathy dimension based on expectation

		1	2	3	4	5	Mean	S.D
1. Bus companies give a convenient operating hours	Frequency	77	248	33	28	14	2.14	0.924
	Percentage	19.3	62.0	8.3	7.0	3.5		
2. Staffs understand your specific needs	Frequency	109	226	30	22	13	2.01	0.928
	Percentage	27.3	56.5	7.5	5.5	3.3		
3. Bus companies have passenger inters at heart	Frequency	108	185	62	31	14	2.15	1.016
	Percentage	27.0	46.3	15.5	7.8	3.5		
4. Customer loyalty program and promotion	Frequency	110	185	73	19	13	2.10	0.966
	Percentage	27.5	46.3	18.3	4.8	3.3		
5. Bus companies give special care for women, children, handicap and vulnerable peoples.	Frequency	115	207	45	19	14	2.03	0.952
	Percentage	28.8	51.8	11.3	4.8	3.5		

According to Table 5, the results show as following: 1) Bus companies give a convenient operating hour (Poor 62.0%; Strongly Poor 19.3%; Average 8.3%; Good 7.0%; and Excellence 3.5%); 2) Staffs understand your specific needs (Poor 56.5%; Strongly Poor 27.3%; Average 7.5%; Good 5.5%; and Excellence 3.3%); 3) Bus companies have passenger inters at heart (Poor 46.3%; Strongly Poor 27.0%; Average 15.5%; Good 7.8%; and Excellence 3.5%); 4) Customer loyalty program and promotion (Poor 46.3%; Strongly Poor 27.5%; Average 18.3%; Good 4.8%; and Excellence 3.3%); and 5) Bus companies give special care for women, children, handicap and vulnerable peoples (Poor 51.8%; Strongly Poor 28.8%; Average 11.3%; Good 4.8%; and Excellence 3.5%). As results, the highest rating of empathy dimension was at "Poor" that had been rated by almost customers.

4.2.5 Responsiveness

Table 6. Customer's distribution of Responsiveness dimension based on expectation

		1	2	3	4	5	Mean	S.D
1. Bus companies provide specific time and efficient service	Frequency	111	203	46	23	14	2.05	0.972
	Percentage	28.5	50.8	11.5	5.8	3.5		
2. Bus companies always inform what is available or prohibit services	Frequency	105	218	38	22	17	2.07	0.979
	Percentage	26.3	54.5	9.5	5.5	4.3		
3. Communication with staffs is clear and helpful	Frequency	76	232	55	25	12	2.16	0.907
	Percentage	19.0	58.6	13.8	6.3	3.0		
4. Staffs are always willing to serve you	Frequency	76	247	39	25	13	2.13	0.903
	Percentage	19.0	61.9	9.8	6.3	3.3		
5. Staffs are never too busy to respond to your request	Frequency	75	233	52	27	13	2.18	0.923
	Percentage	18.8	58.3	13.0	6.8	3.3		

In Table 6 presents to the satisfaction rating on assurance dimension which shows as follows: 1) Bus companies provide specific time and efficient service (Poor 50.8%; Strongly Poor 28.5%; Average 11.5%; Good 5.8%; and Excellence 3.5%); 2) Bus companies always inform what is available or prohibit services (Poor 54.5%; Strongly Poor 26.3%; Average 9.5%; Good 5.5%; and Excellence 4.3%); 3) Communication with staffs is clear and helpful (Poor 58.6%; Strongly Poor 19.0%; Average 13.8%; Good 6.3%; and Excellence 3.0%); 4) Staffs are always willing to serve you (Poor 61.9%; Strongly Poor 19.0%; Average 9.8%; Good 6.3%; and Excellence 3.3%); and 5) Staffs are never too busy to respond to your request (Poor 58.3%; Strongly Poor 18.8%; Average 13.0%; Good 6.8%; and Excellence 3.3%). Therefore, with the results in table 7 indicates that almost customers rated on the satisfaction and expectation of assurance dimension at "Poor".

5. Discussion

Firstly, the researcher would like to inform that the most important challenge in this research

was the accuracy and biases of the result, and since it is quite difficult to find “clean” sample who has never used the service of bus transport before, and anyway if there were such sample, it is almost impossible for the researcher to release the questionnaire before the actually experience the service and collect it back when the sample has returned from their journey as every samples have different time schedule. The researcher have to admit that due to the above mentioned difficulties, the results in this research are considered to be used as a “guideline” of “which” and “what” are should the BTS of private companies of Cambodia improve its service quality rather than the question of “how” and “how much”.

From the finding, on interesting finding was that in the question of customer’s reason to use the BTS of private companies in Cambodia, in which “suitable traveling” ranked last among other factor (location convenience, appreciate prince, no choice, good service). Also, more than half of the respondents stated they maybe use the BTS again in the future, because there is no choice for them. Therefore, it can be clearly seen that this research was focusing at right point. Despite the fact that half of the respondents rated their satisfaction level of the “poor” level, and nearly half of the respondents rated their satisfaction level in “average” level. Nevertheless, not so many customers preferred to use the BTS because of its service convenience.

Clearly, there is still opportunity for the improvements to be done in order to increase the customer satisfaction on service quality. Therefore, it is considered very important that the BTS of private companies in Cambodia to improve its service quality in every dimension (tangible, reliability, assurance, empathy, and responsiveness), in order to maintain existing customer, regain the lost, as well as attracting new customer.

6. Conclusion

The research of “ Improving Service Quality and Customer’s Satisfaction on Bus Transport Sector of Cambodia” was aimed to study and find out the results of customer’s satisfaction with the BTS provided by private companies in Cambodia that serve the traveling from Phnom Penh to Poipot, that is the rush traffic in Cambodia. Service quality is an important consideration in a successful service business. Above all, a great service can only be delivered on the basis of meeting with the customer’s requirement and satisfaction. By the time, this research was conducted, the highly competitive market conditions in Cambodia’s bus transport service industry had forced service operators to deliver high-quality service to customers. In order to provide that, the service operators should first focus on understanding customers’ needs and their expectations before implementing the suitable service strategy to meet the customers’ needs.

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