

TABLE OF CONTENTS

COVER	i
THESIS ENDORSEMENT	ii
DECLARATION OF ACADEMIC INTEGRITY.....	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT.....	xii
INTISARI.....	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Objectives	4
1.4 Research Limitation	5
1.5 Research Benefit	5
1.6 Research Originality.....	6
CHAPTER II LITERATURE REVIEW.....	8
2.1 Service.....	8
2.2 Value Creation	8
2.3 Service Quality.....	9
2.4 Customer Satisfaction	11
2.5 Various Dimensions of Service Quality.....	12
2.6 Park and Ride	15
CHAPTER III THEORETICAL FRAMEWORK.....	18
3.1 Ragunan Park and Ride.....	18
3.2 Kano Model.....	20
3.3 Self-stated Importance	22
3.4 Validity and Reliability	23
CHAPTER IV RESEARCH METHOD	25
4.1 Research Design.....	25
4.2 Research Method.....	26
4.3 Population and sample	27
4.4 Data Collection.....	27
4.5 The Questionnaire	28
4.5.1 Determine the quality attributes	28
4.5.2 The Questionnaire design.....	29

4.6 Data Analysis	32
4.6.1 Validity and Reliability	32
4.6.2 Kano evaluation	38
4.6.3 Mapping into satisfaction and dissatisfaction diagram	39
4.6.4 The level of importance of each attribute	41
CHAPTER V RESULTS AND DISCUSSIONS	42
5.1 Survey Results	42
5.1.1 Characteristic of respondent	42
5.1.2 Kano model	47
5.1.3 Kano evaluation	47
5.1.4 Satisfaction coefficient and dissatisfaction coefficient	51
5.1.5 Satisfaction and dissatisfaction diagram	56
5.1.6 Self-stated importance	57
5.1.7 The priority attributes for service development	58
5.2 Discussions	63
CHAPTER VI CONCLUSION	69
6.1 Conclusions	69
6.2 Further Research	72
REFERENCES	73
APPENDIX	78