

# **Determinants of customer satisfaction of service quality: city bus service in Kota Kinabalu, Malaysia**

## **Abstract**

This paper identifies components of satisfaction of public bus service in Kota Kinabalu City, Malaysia. Factor analysis is used to analyse a total of 24 parameters satisfactions of public buses. This study succeeded in developing three dimensions of public bus service attributes a satisfaction in the study area namely comfort, accessibility and safety and found that there is a slight difference in satisfaction between the minibus and bus transit, but users agreed that overcrowded and felt unsafe during the night were among the most significant attributes that affect their satisfaction. Transportation authorities can use these findings as a guide to enhance the quality of life of public transport users in the future.