

**Informational Interview with Mohamad Riduan Bin Salleh (Business Development Manager) of Handal Indah Sdn. Bhd. (aka Causeway Link or MyBas)**

**Samy:** Assalamualaikum Sir.

**Sir Riduan:** Walaikumussalam.

Samy: I'm Mohamad Samy, the UTM student that has been wanting to interview you regarding Public Bus.

**Sir Riduan:** Are there a lot of questions?

**Samy:** No sir, there's only a few questions. Allow me to start interview you right away.

**Sir Riduan:** Okay, no problem

**Samy:** I have conducted a survey to people who often takes public bus. The objective of the survey is to determine what are the problems faced by the respondents. From the result, there are 13 out of 21 people that faced the problem of waiting the bus for over 30 minutes.

**Sir Riduan:** May I know where is area that you conducted the survey?

**Samy:** Majority of the respondents are actually from my secondary school, English College friends that take bus frequently to go and return from school. They all live in different areas such as Skudai, Bukit Indah, Tampoi, Tun Aminah, Mutiara Rini, Taman Universiti and more. Thus, it can be said that this survey involves the whole Johor Bahry.

**Sir Riduan:** I see.

**Samy:** Fellow respondents not only complained that they always have to wait for more than 30 minutes, they also complained that sometimes the bus driver ignores them although they waved to stop the bus, resulting for longer waiting time. 12 out of 21 people face this problem from "sometimes" to "always" category.

**Sir Riduan:** Ok, I understand.

**Samy:** In your opinion, what is the best way to solve these problems?

**Sir Riduan:** So far, the interval of bus departure is fixed to be 30 minutes. Actually, depends on where you live, there are some buses that have similar routes, there would be more than one bus that you can take to reach your destination. Say, for example you want to stop at Kampung Pasir, Paradigm or Skudai from the bus stop from your school English college, there would be at least 2 buses that you can take to reach those destination. If there's only one bus you can take and you miss it, you have no choice but to wait for another 30 minutes because like I mentioned, that the interval is fixed. If we were to decrease the time interval of bus departure to 15 minutes, the cost would be too high, in the aspects of petrol, bus and driver. We think that for now, 30 minutes is the ideal interval for most of the routes in Johor. With this, we can utilize the bus as best as we can by maximizing the customers for each bus. We feel that this interval is justified, or else with shorter interval, the bus would be carrying empty seats and that is a waste. Though, there are some places that we think that should have more bus and the interval would be 20 minutes for every bus.

**Samy:** I see, I understand. For my project, my suggestion is to implement live-location tracking for all the buses. With this function, I believe we can reduce the waiting time and the chance to miss the bus as customers can track the bus and its Estimated Time of Arrival to their bus stop of choice.

**Sir Riduan:** Oh we do have this function implemented already. It is in the app called LUGO. It shows all the nearby bus stops, bus locations and bus routes. It also shows the ETA for the bus to arrive at your bus stop.

**Samy:** I see, I will recommend the app to our friends. Next, there are 7 out of 21 people sometimes will face the problems of not having small changes of money such as RM1, 50/20/10 cents to pay for the bus fare. Furthermore, 13 out of 21 people complaints that the bus driver will charge different prices although the destination is the same.

**Sir Riduan:** For the first problem here, now at MyBas we are utilizing cashless payment, using ManjaLink Card, and also our new features that is cardless payment, using ManjaPay with our app. Furthermore, we have implemented MyKonsesi programme which allow students aged 7-17 years old to have free bus rides by just tapping their identity card on the card reader machine. This way, they don't have to worry about not having changes and also being charged by different prices because they don't have to pay at all.

**Samy:** In your opinion, as per my proposal, is my suggestion to utilize cashless payment using QR method of checking-in and checking-out for not student, but for public use a valid idea?

**Sir Riduan:** I see your point, however for public use, we also just enabled the use of VISA debit card for public bus payment which is a lot more convenient than QR code. ManjaPay also utilizes QR payment but after the implementation and execution, we realize that it is quite slow compared to cards. We are aiming to go completely cashless as we understand that there exist irresponsible

drivers that would try to take advantage and not do their jobs accordingly. This way, the driver has no say in the ticket price and minimize communication of customers and drivers as customers only need to tap the machine when they board on the bus. This helps a lot in management too. As a matter of fact, the percentage of cashless payment in public bus has gone up from being just 2.00% to 31.00%. We are aiming the percentage to increase to 90.00% by next year.

**Samy:** Next, 10 out of 21 people met with the problem of not being updated or notified about changes to their bus and the bus routes.

**Sir Riduan:** There is an easy solution to this, you can just surf the website MyBas Johor Bahru to get that information. You need to always check our websites for any updates to know.

**Samy:** Lastly, to provide some context, some bus stops are situated at highways which vehicles move very fast including public buses. Thus, it is hard to identify from afar which bus you need to stop as the bus move in high speed. 6 out of 21 people have the problems of stopping the wrong bus and sometimes it causes the driver to be angry as they made an unnecessary stop. Also, 13 out of 21 people has trouble stopping the bus although they tried to stop the bus by waving their hand as mentioned in the first question because sometimes the bus driver refuses to slow down in a high way.

**Sir Riduan:** If you are met with this problem, you are welcomed to submit feedbacks and complaints to us so we can improve our system. You can just go to MyBas website and there is an email for you to submit official complaints. It is hard for us to witness the problems and try to fix it because we don't see ourselves when the drivers are on the road. However, if you submit complaints stating the time and location of the happening, we can identify the problem and take action from there. We implemented CCTVs and dashcams on the bus so we can investigate who is the one at fault of the happening.

**Samy:** I have an idea that would like to be implemented from my proposal. I think creating a system for customer to book pickup points for the bus to stop would be a great idea, similar to grab and Kumpool. The customer can book a pickup and the driver would be notified; thus, the customer wouldn't need to keep waving their hand at their bus just to be sometimes ignored.

**Sir Riduan:** I think this would actually make quite a decent idea, but we need to consider that this would be wrongfully used by customers. But I would gladly take this idea into consideration.

**Samy:** Thank you so much for the interview Sir Riduan.