

**UNIVERSITI TEKNOLOGI MARA**

**YOUTH BEHAVIORAL INTENTION  
TO USE BAS SMART SELANGOR:  
A STUDY IN SHAH ALAM,  
SELANGOR**

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## ABSTRACT

On the 1<sup>st</sup> July 2015, the Bas SMART Selangor was introduced in Selangor state which governed under the local government authority for respective districts. This free bus service was aimed to promote the usage of public transportation among the citizen in Shah Alam area. However, the increasing number of private transports in Selangor state are alarming which has shown that the citizens are less utilizing the free bus services provided. Hence, the study was conducted in discovering the perspective of youth in using Bas SMART Selangor. This study was conducted in the *Laluan 01* route for Bas SMART Selangor operation for data collection. The cross-sectional study was adopted as a research design and 398 questionnaires were distributed. The data were analysed using SPSS Version 22. The result found that the level of youth behavioural intention to use Bas SMART Selangor was at a moderate level with 4.0056 mean value. Besides that, there was a significant relationship between service quality, environmental concern and satisfaction with youth behavioural intention at the p-value of  $<0.05$ . In addition, the most influential variables in this study were the satisfaction in influencing the behavioural intention of youth to use Bas SMART Selangor. Hence, it is crucial for Selangor state government to always step up in providing the best services to enhance youth satisfaction as well as influencing their utilization of Bas SMART Selangor.

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# **CHAPTER ONE**

## **INTRODUCTION**

This chapter briefly explained the background of the study as well as research questions and research objectives related to the study. Other than that, it also included the scope of research, significant of research, the definition of terms and finally the conclusion. Thus, the detail about the study was enlightened in this chapter pertaining to youth behavioural intention to use Bas SMART Selangor.

### **1.1 Background of Study**

Public transport is well known as an option for an individual who might not have the capacity to get to private transports. Thus, the availability of public transport is crucial as a medium for the public to access their daily activities. In Malaysia, public transport can be classified into four modes such as highway, railway, airway and water (Ambak et al., 2016). Buses, airlines, taxis, trains and rails are the most well-known sorts of public transport that are broadly used in Malaysia. Thus, it can be said that public transport is very widely used as the travel mode for daily activities.

Public transport is said to be able to help in generating the economy and also increasing the quality life of an individual when the public are well satisfied with the services (Putra & Sitanggang, 2016). Moreover, public transport companies have realised that the public is getting aware of the service received which makes them keep on improving the service quality. Public transport should therefore continuously enhance the demand from the public as the need for availability, affordable, fast and reliable mode to attract the public to use their services.

Commonly, in a developing city, the development of public transport is rapid due to demand from the public. As year by year, public transport has become an essential travel mode by the urban dwellers as they want to avoid traffic congestion. Environmental awareness also has become one of the reasons why the public changed to public transport. Thus, the attitude is playing a huge role in this. Heath & Gifford, (2002) stated that changes in these beliefs should lead to behavioural change. Public