

**UNIVERSITY OF TECHNOLOGY MARA
FACULTY OF ADMINSTRATIVE SCIENCE & POLICY STUDY**



**PUBLIC OPINION TOWARD CAUSES OF ROAD
ACCIDENT
A CASE STUDY AT GRAHA MAJU MALACCA**

**NUR ASLINA BINTI MUSTAPA
2008405784
EDNA PETER GUNTILI
2008405788**

APRIL 2011

LETTER OF TRASMITTAL

Edna Peter Guntili

2008405788, Bachelor of Administrative Science (Hons)

Faculty of Administrative Science & Policy Studies (FSPPP)

University of Technology MARA,

75300, Malacca City,

Malacca

Nur Aslina Binti Mustapa

2008405788, Bachelor of Administrative Science (Hons)

Faculty of Administrative Science & Policy Studies (FSPPP)

University of Technology MARA,

75300, Malacca City,

Malacca

April 21, 2011

Asso. Prof. Tuan Haji Musa bin Ahmad

Lecturer of Faculty of Administrative Science & Policy Studies (FSPPP)

University of Technology MARA,

75300, Malacca City,

Malacca

Dear Sir

SUBMISSION OF PROJECT PAPER

We would like to refer the matter as above

Please find attached the project paper entitled “Public Opinion Toward Causes Of Road Accident: A Case Study At Graha Maju Malacca” for your kind personal. We hope that this research will fulfill the course requirement for subject ADS 554 as needed.

Your kindness to accept this project paper is very much appreciated.

Thank you,

Yours Sincerely,

(EDNA PETER GUNTILI)

2008405788

Yours Sincerely

(NUR ASLINA BINTI MUSTAPA)

2008405784

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY
THE SUPERVISOR**

Name of Supervisor : PM Haji Musa bin Ahmad

Title of Research Report : “A Study on Public Opinion towards Causes of
Road Accident”. A Case Study at Graha Maju Malacca

Name of Student : Nur Aslina Binti Mustapa (2008405784)

Edna Peter Guntili (2008405788)

We have reviewed the final and complete research project and approve the submission of this report for evaluation.

Remarks:

(PM Haji Musa bin Ahmad)

ABSTRACT

Road accidents has becomes the big issues that always have been discuss by many parties in Malaysia. Almost every festive seasons, there will be lots of road accident occurred in major road in Malaysia. So, a case study has been run to measure the public opinion about the causes of road accidents. The causes of road accident will be dived into three which are the human factor, vehicle factor and also the traffic factor. Recommendation or alternatives that can be done in order to reduce the number of road accident in Malaysia