



THE PRESENCE OF ROAD SAFETY CAMPAIGN AND THE
DETERMINANTS OF ROAD TRAFFIC ACCIDENT
OCCURRENCE IN MALAYSIA

SYARIFAH SYAHRUL NAQIBAH WAN HAIBIE
2011300435

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) BUSINESS ECONOMICS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
SABAH

JUNE 2015

ACKNOWLEDGEMENTS

All praise is due to Allah S.W.T who had given blessing, strength and knowledge for establishing the writer to complete and finishing this thesis.

Moreover, the writer would like to dedicate her sincere thanks and gratitude to En. Herdiansah Bin Abdul Karim, director of Road Safety Department (JKJR), for providing her with all the necessary facilities during her practical training at the department.

The writer's gratitude is also expressed to Tuan Haji Wahi Bin Ismail, Lecturer of University Technology Mara (UiTM) Campus Sabah, as her academic advisor. The writer's extremely grateful and indebted to him for his sincere and valuable guidance and constant encouragement towards her.

The writer's take this opportunity to record sincere thanks to all the faculty member of the Business Management especially economics student for their help and encouragement.

The writer's also would like to thanks to her parents and friends for their unceasing encouragement and support.

The writer's also place on record her sense of gratitude to one and all who, directly or indirectly, have lent their helping hand in this venture.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
LIST OF ABBREVIATIONS	ix
ABSTRACT	x
CHAPTER 1	INTRODUCTION AND RECOMMENDATION
1.0	Introduction 2
1.1	Background of Study 3
1.2	Problem Statement 7
1.3	Research Objectives 7
1.4	Research Questions 7
1.5	Significance of Study 7
1.6	Limitations of Study 8
1.7	Definitions of Terms 9
1.8	Thesis Organization 9
CHAPTER 2	LITERATURE REVIEW
2.0	Introduction 11
2.1	Theory and model specification 12
2.2	Literature Review 12
2.3	Conceptual Framework 16
2.4	Summary of Chapter 17
CHAPTER 3	RESEARCH METHODOLOGY
3.0	Introduction 19

3.1	Data, Population and Sampling methods	19
3.2	Empirical model	20
3.3	Measurement of variable	21
	3.3.1 Unit Root Test	21
	3.3.2 OLS Test	21
3.4	Estimation procedure	21
3.5	Hypothesis development	22
3.6	Summary of Chapter	23
CHAPTER 4	RESEARCH FINDINGS	
4.0	Introduction	25
4.1	Analysis of data	25
4.2	Discussion of findings	26
CHAPTER 5	CONCLUSION AND RECOMMENDATION	
5.1	Conclusion	30
5.2	Recommendation	31
REFERENCES		34
APPENDICES		36

ABSTRACT

Determinants of road traffic accidents have become a major public health concern worldwide. However, unlike developed or high-income countries, many developing countries have made very little progress towards addressing this problem. Nonetheless, there are ways to strengthen the reduction of injured persons that will help to lower the toll from road traffic accidents. The purpose of this paper was to clarify ways to accomplish these goals in the context of Malaysia. The result of the multiple regression analysis was 0.99. This implies that the proportion of variation in the dependent variable of the road traffic accidents explained by the independent variables of the population, registered vehicles and road length was 99%. The F-ratio of 884.763 was higher than the table value of 2.69 at 0.05 level of confidence. This shows that road traffic accidents significantly increase with increased of gross domestic product per capita, increased of registered vehicles, decreased of road length and increased of road safety presence. Based on the findings recommendations were proffered on how to reduce the phenomenon of traffic accidents in Malaysia.