



BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS

**A STUDY ON FREE BIKE SHARING FOR SUSTAINABLE
ENVIRONMENT IN MELAKA TENGAH, MALACCA**

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JULY 2012

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Tuan Haji Abdul Hameed Bin Mohamed Mydin
Advisor Lecture of Applied Research
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Dear Madam/Sir,

Submission of Research Report

Regarding to above subject matter, we hereby submit out research report title “A Study on Free Bike Sharing for Sustainable Environment in Melaka Tengah, Malacca” as requirement for the completion of Applied Research Project (ADS 554) subject for kind perusal and retention.

Thank you.

Yours sincerely,

Nurul Shawaltul Aini Binti Zamli

Siti Suraya Binti Mohd

CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of Supervisor : Tuan Haji Abdul Hameed Bin Mohamed Mydin

Title or Research Report : A Study on Free Bike Sharing for Sustainable Environment in
Melaka Tengah, Malacca

Name of Students : Nurul Shawaltul Aini Binti Zamli
Siti Suraya Binti Mohd

I have reviewed the final and complete research report and approve the submission of the
report evaluation.

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(TUAN HAJI ABDUL HAMEED BIN MOHAMED MYDIN)

SUPERVISOR

ABSTRACT

This study examines the awareness of benefit gain of free bike sharing in Melaka Tengah. In addition, this study also attempts to determine the differences of customer based on their demographic. Other than that, this study also hypothesized whether there are significant relationships in free bike sharing towards healthy lifestyle reduce pollution and reduce congestion. Questionnaire as been used as a research instruments were used to obtain data. A total of 348 respondents were distributed with questionnaire around Melaka Tengah. The sample of study and data was analyzed by “Statistical Package for Social Science” (SPSS Window) Version 19.0. The tests involved are Reliability Test, Descriptive Analysis, and Spearman Correlation. The results of the awareness of benefit gain of free bike sharing are support the hypothesis. Furthermore, the result also found most of the respondent never heard and familiar with this free bike sharing term. In addition, some suggestions have been recommended for increase the awareness of benefit gain of free bike sharing in Melaka Tengah.