

UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE EFFECTIVENESS OF NEW
APPLICATIONS BY PROVIDING UP-TO-DATE
REAL TIME INFORMATION GUIDE FOR
USER OF GOKL CITYBUS

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AUTHOR'S DECLARATION

It is hereby declared that the effort to complete this thesis - A study on the effectiveness of a new Mobile Application by providing an up-to-date real time information guide for user of GoKL Citybus was carried out in accordance with the of Universiti Teknologi MARA (UiTM) regulations as a whole. It is my original idea which took months of surveys and studies, conducted physically and manually in Kuala Lumpur. References are also made from journals and records at various institutions in Malaysia.

I, hereby acknowledge that I have been supplied with the 'Academic Rules and Regulations' for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research and particulars are as follows :

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ABSTRACT

Public transportation services are basic facilities provided by governments of certain countries to their citizens. With the existence of public transportation services, it may helped them to travel from one place to another conveniently. This research focuses on tourists using the ‘GoKL City Bus’ service in Kuala Lumpur City, to travel places of interest free of charge and free from unnecessary hassle. The outcome is the hoped that the government will promote tourism in a better way and at the same time it will determine the effectiveness of a new Mobile Application model that is to be introduced in near future. This research was done manually by distributing survey questionnaires to around 50 respondents. The findings of this research will be used to develop the new mobile application for tourists to easily find and locate foodcourts, entertainments, shopping complexes, leisure centres and other attractions nearby. Hopefully, this research will be able to improve public transportation services and tourism in Malaysia besides promoting the use of this mobile application.

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