

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF ROAD SAFETY TO
ROAD USER IN JOHOR BAHRU**

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ABSTRACT

Inevitably, road safety can be defined as the mechanism or methods that frequently used to reduce and prevent death as well as injury among road users. It has become one of the important aspects in every country in order to reduce and prevent road accidents, injury, and death. In fact, practicing road safety reflects and improves safety of the road users. However, there are many factors that might affect the awareness of road safety among the road user. In this research, there are 2 independent variables taken into consideration, that is driver behavior and road safety campaigns, and the connection it had with the dependent variable of this research that is road safety awareness. This paper is established with purpose of finding the relationship of driver behavior and road safety campaign towards the road safety awareness as part of the effort to improve the situation of the road safety condition, by focusing on the road user in Johor Bahru area. The method of data collection used is through questionnaire distribution and the data obtained then was analyzed through various tools such as Pestel Analysis, SWOT Analysis, TOWS Analysis and Statistical Analysis using SPSS and PLS software to aided the process. From these analyses done, it is concluded that the driver behavior have the most impact and has highest connection with the awareness of the road safety among the road user in Johor Bahru. This research then end with the sustainable recommendations that can be adapted in many other developing countries around the world.

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