

**UNIVERSITI TEKNOLOGI MARA**

**THE AWARENESS OF PEDESTRIAN SAFETY AMONG  
MALAYSIANS**

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Proposal of Final Year Project Submitted in Partial Fulfillment of the  
Requirements for the Degree of  
**BACHELOR OF SCIENCE (HONS.) STATISTICS**

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**JUNE 2020**

## **ACKNOWLEDGEMENT**

IN THE NAME OF ALLAH, THE MOST GRACIOUS AND THE MOST MERCIFUL

First and foremost, praises and thanks to Allah, the Almighty for His showers of blessings throughout our research work to complete the research successfully

We would like to express our deep and sincere gratitude to our supervisor Madam Nora binti Mohd Basir, for helping us in completing this project. She gave us supports and taught us everything she could to us in making this project perfect. We would also like to thank her for her friendship, empathy, and great sense of humor. We are extending our heartfelt thanks to her family for their acceptance and patience during the discussion we had with her on research work.

We would also like to express our special thank of gratitude to our lecturer Dr. Nurul Nisa' Khairol Azmi for providing invaluable guidance throughout this research. She helped us in many things by providing many lessons and guidelines to complete the project.

We would like to thank to our beloved parent for giving endless support, love, prayers, caring and sacrifices to us. They help us in many things including giving us moral supports, facilities and some value of cash for spending in this project.

We would like to thank to our group mate in making this project. We helped each other during completing every single task and we struggled together consistently from the beginning until the project finished.

## **ABSTRACT**

A record in Malaysia shows that road injuries have been the largest issue with up to 6000 occur in fatal accidents and over 10,000 in minor and major incident annually. By focusing on the most vulnerable road users, which is the pedestrian, an average of more than 500 accidents happen in each year that cause death. Until today, not many research have been done on this topic with comprehensive method to identify what is the main reason to effect the pedestrian safety awareness. Thus, this study attempt to identify the level of awareness for every respondent recorded and finding the most significant factor that effects the pedestrian safety awareness. 398 sampled was selected using convenience sampling and online questionnaire is used as research instrument for this study. Ordinal logistic regression model is used in identify the significant factors. From the study, the result shows that knowledge and behaviour is the most significant factor effecting the awareness in this study. The study shows that 39.7% total variation of the pedestrian awareness level can be explained by the independent variable while the remaining 60.3% are explained by other factor.

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