



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDY
BACHELOR OF ENVIRONMENTAL ADMINISTRATION**

**A STUDY ON THE INFLUENCE OF ATTITUDE, KNOWLEDGE AND
SUBJECTIVE NORMS TOWARDS PUBLIC PERCEPTION OF AIR
POLLUTION AMONG ROAD USERS IN MALAYSIA**

NAME OF STUDENTS:

NUR HANANI BINTI SHAMSUDIN (2019627512)

WAN NUR ALYA BINTI ZAINUDIN (2019251844)

AUGUST 2022

Acknowledgment



In the name of Allah, the Most Gracious and the Most Merciful.
Peace and blessings of Allah be upon Prophet Muhammad

Alhamdulillah, praise be to Allah for His guidance. Despite the challenges that we faced in preparing as well as completing this research, everything was successfully wrapped with the help and guidance from Allah SWT.

During the whole period of finishing this research, we went through a lot of challenges and tough times. With the guidance, commitment and dedication from our beloved supervisor, Noorliana Binti Safian in assisting, guiding us through the entire process of this work and conducting numerous consultations, we successfully make it until the finishing line. She provided us and also the other groups with an unfailing supply of support and inspiration that led this hard work to what it is today. Therefore, we would like to express our sincere gratitude and special thanks to our respectful supervisor for her delicate advice and guidance. Not to forget, a big thanks to our beloved lecturer of the subject Fundamentals of Research and Data Analysis, Dr Nurul Hidayana Binti Mohd Noor for the guidance.

Lastly, the utmost and greatest respect with love is bowed upon to our family, other lecturers and friends who gave us endless encouragement, moral support as well as guidance till the completion of our research paper by providing all the necessary assistance and guidance for developing it. Not to forget my research partner for giving commitment and cooperation without ever falling throughout the process in completing this research paper. Without those we mentioned, the completion of this research would not have been possible.

Abstract

In this modern era, each and every part of the world has experienced rapid development in many aspects. However, the rapid development in the industry today has contributed to the increase in the number of motor vehicles from year to year such as cars, vans, buses, lorries and others. In fact, the use of these motor vehicles also has adverse impacts on human health and the environment. Therefore, this study is conducted to identify the influence of attitude, knowledge and subjective norms towards public perception of air pollution among road users in Malaysia. This study also consists of three independent variables namely attitude, knowledge and subjective norms while the dependent variable is the air pollution among road users in Malaysia. This is quantitative research in which survey questionnaires are used as the primary data collection method. In addition, the survey was conducted in two languages, English and Malay, and distributed through the online survey research. There are 301 respondents who participated in the study. The data were analyzed using SPSS software. As a result, it was confirmed that all variables have a significant relationship with air pollution among road users in Malaysia.

Keywords: attitude, knowledge, subjective norms, air pollution, road users, motor vehicle, human health, environment.

Table of Contents

Acknowledgment	i
Declaration	ii
Abstract	iii
Abstrak	iv
CHAPTER 1.....	1
1.1 Introduction.....	1
1.2 Background of Study	1
1.3 Problem Statement.....	4
1.4 Research Questions.....	7
1.5 Research Objectives	7
1.6 Scope of Study	8
1.7 Significance of the Proposed Study	8
1.7.1 Limited Research in the Context of Transport Air Pollution.....	8
1.7.2 Limited Evidence of Existing Studies	8
1.8 Definition of Terms, Terminology and Concepts.....	9
Air Pollution.....	9
Attitudes.....	9
Knowledge	9
Subjective Norms	9
Road Users	9
1.9 Summary of Chapter	10
CHAPTER 2.....	11
2.1 Introduction.....	11
2.2 Dependent Variable: Air Pollution	11
2.3 Independent Variables – Factors Influence Air Pollution	15
2.3.1 Attitude	15
2.3.2 Knowledge	17

2.3.3 Subjective Norms	19
2.4 Conceptual Framework.....	21
2.5 Hypotheses Development	22
2.5.1 The Relationship Between Attitudes and Air Pollution Among Road Users	22
2.5.2 The Relationship Between Knowledge and Air Pollution Among Road Users.....	23
2.5.3 The Relationship Between Subjective Norms and Air Pollution Among Road Users	24
2.6 Summary of Chapter.....	25
CHAPTER 3.....	26
3.1 Introduction.....	26
3.2 Research Design.....	26
3.3 Unit of Analysis	27
3.4 Sample Size.....	27
3.5 Sampling Technique.....	29
3.6 Measurement of Variables	30
3.7 Data Collection.....	32
3.8 Data Analysis	33
3.8.1 Testing of the Hypotheses	33
3.9 Summary of Chapter.....	34
CHAPTER 4.....	35
4.1 Introduction.....	35
4.2 Pilot Study.....	35
4.2.1 Reliability Results.....	36
4.3 Demographics Profile	36
4.3.1 Response Rate	36
4.3.2 Demographic Profile.....	37
4.4 Main Findings	39
4.4.1 Testing Assumption	39
4.4.2 Pearson Correlation Analysis	42
4.4.2.1 Research Objective 1: To identify a significant relationship between attitudes and air pollution among road users in Malaysia	42