

**FACULTY OF ADMINISTRATIVE SCIENCE &
POLICY STUDIES**

UNIVERSITY TEKNOLOGI MARA

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)



PERCEPTION OF PEOPLE TOWARDS MOTORCYCLIST

ON THE ROAD IN KOTA KINABALU, SABAH

RABIATUL ADAWIYAH BT MUHAMAD TAIB

2014785863

RAJA BATRISYIA AZNOR BT RAJA BADRULHISHAM

2014557895

DECEMBER 2016

ACKNOWLEDGEMENT

Completing this research was challenging project for us. However, fortunately we had the help from many parties that made this project less difficult. First and foremost, we would like express our highest gratitude to Allah, God Almighty and most gracious and most merciful for his blessing for granting us the will and strength, that able us to complete this research report successfully.

Thanks to our Supervisor, Mr Mohammed Rahezzal Shah B Abdul Karim for his time, guidance, advice, critics and assistance along preparation of this research report. Without his kindness and motivation, we will never success to complete this research report. Thanks to our lecturer who taught us many things about research but did not tell us that it would be this difficult. We learn a valuable lesson about research in action.

Not to be forgotten, we would love to express our gratitude to our beloved families, friends and everyone who directly and indirectly involve in this research report who care of us, giving all support in hoping that we will be successful in anything that we do. Without their support and motivation, it would be hard for us to finish this research report. Thank you for giving an idea and share our problems during this research conducted.

Rabiatul Adawiyah Bt Muhamad Taib
Raja Batrisyia Aznor Bt Raja Badrulhisham
Bachelor of Administrative Science (Hons)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA (UiTM) Kota Kinabalu, Sabah

ABSTRACT

Motorcycle is one of the main mode transportation in Malaysia. It is the most preferable, convenient and affordable mode of transport. Motorcyclist in Malaysia must possess a valid driving license before being permitted to ride on the road. There are many issues happen these recent years regarding on the road safety of motorcyclist in Malaysia. In this studies, the problem arise among motorcyclist is increases of number of motorcyclist fatalities, accident rate and injuries compare to other road users in Malaysia. We focus on 3 factor which is Speed Problem, Safety Requirement and Rider Education & Training to see the perception of people towards motorcyclist on the road in Kota Kinabalu, Sabah. This study focuses finding a Kruskal Wallis test based on the factor that affects the perception of people. Furthermore, this study can be used by public or motorcycle uses as to provide awareness for them. However, this study was limited as the respondent only limited to 300 people in Kota Kinabalu and this amount did not represent the perception of public as a whole. At the end of this study, it was found that this three factor (Speed Problem, Safety Requirement and Rider Education & Training) contribute significantly to the perception of public towards motorcyclist on the road.

TABLE OF CONTENTS

Chapter 1: Introduction

1.0	Background of the Study	1
1.1	Problem Statement	2
1.2	Research Questions	3
1.3	Research Objectives	3
1.4	Scope of the study	3
1.5	Significance of the Proposed Study	3
1.6	Definition of Terms, Terminology & Concepts	4

Chapter 2: Literature Review & Conceptual Framework

2.0	Introduction	5
2.1	Literature Review	
2.1.1	Public Perception	5
2.2	Factors that contributed to the Perception of People towards motorcycle on road	
2.2.1	Speed Problem	6
2.2.2	Safety Requirement	8
2.2.3	Rider Education and Training	9
2.3	Conceptual Framework	10
2.4	Summary	11

Chapter 3: Research Method

3.0	Introduction	12
3.1	Research Design	12
3.2	Sample Size	13
3.3	Sampling Technique	13
3.4	Unit of Analysis	14
3.5	Measurement / Instrumentation	14
3.6	Data Collection	14
3.7	Data Analysis	
3.7.1	Descriptive Analysis	15
3.7.2	Inferential Analysis	16

Chapter 4: Findings

4.0	Introduction	17
4.1	Reliability Analysis	17
4.2	Demographic Profile of the Respondent	18
4.3	The Perception of People towards Motorcyclist on the Road	
4.3.1	Descriptive Statistic	21
4.3.2	Factor that Differ with the Perceptions of People towards Motorcyclist on the Road	22
4.4	Factor Level and Mean	
4.4.1	Speed Problem Level and Mean	26
4.4.2	Safety Requirement and Mean	26
4.4.3	Rider Education & Training Level and Mean	27
4.5	Inferential Analysis	
4.5.1	The Kruskal Wallis Test on Speed Problem Level According to Age	28
4.5.2	The Kruskal Wallis Test on Safety Requirement Level According to Age	28
4.5.3	The Kruskal Wallis Test on Rider Education & Training Level According to Age	29

Chapter 5: Discussion and Conclusion

5.0	Introduction	30
5.1	Discussion	30
5.1.1	Research Objective	32
5.2	Research Limitation	
5.2.1	Research Methodology	33
5.3	Recommendation for Future Research	
5.3.1	Equal Distribution of the Questionnaire	34
5.3.2	Specifically Choose the Respondent of Research	34
5.4	Conclusion	35

References