

UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY  
STUDIES



PEOPLE'S PERCEPTION TOWARDS UBER RIDE  
SERVICES IN KOTA KINABALU CITY

MUHAMMAD ASRAF B. MARZUKI  
2014738435

MUHAMMAD KHWAJ B. MATUSOP  
2014335285

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Muhammad Asraf bin Marzuki

Muhammad Ikhwan bin Matusup

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

Universiti Teknologi Mara, Kampus Kota Kinabalu

## **Abstract**

Introduction of Uber Ride service has provided big impact toward ways of public transportation operation. Public transportation service has always being questions on the reliability in providing services to the people. Especially in Malaysia, public transportation sector were in gloomy and frustrating condition as people has lost faith in reliance toward the public transportation provider. Uber Ride service has been seen as new alternatives by providing new vibes in the public transportation experience with the theme of "Ride Sharing" concepts. Entering Malaysia market on January 2014, the foundation has been spread their service providing coverage through major big cities in Malaysia including Kota Kinabalu on March 2016. It has been a while since they operated in Kota Kinabalu and people seem to be attracted and started to get to known with its service provider. The study identify the public perception toward Uber Ride service in Kota Kinabalu City and the factor that associated with the perception in the standpoint of user and residence of Kota Kinabalu City. Random sample of 384 people in Kota Kinabalu City were requested to answered questionnaires prepared to determined two major issues. The people perception toward Uber Ride service and factor associated with the perception were studied. The studies find that people agreed with the execution of Uber Ride service in Kota Kinabalu due to several factors such as fare, time and etc. Public suggest that the Uber Ride service provide benefit to them rather the other similar kind of public transportation.