

**FACTORS INFLUENCING INTENTION TO USE PUBLIC TRANSPORTATION
AMONG EMPLOYEES OF KENANGA INVESTORS BERHAD**

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ABSTRACT

Employees of Kenanga Investors Berhad intention to use public transportation may be influenced by different factors. Intention to use public transportation is found to determine employees' willingness to use public transportation. The main objective for this study is to understand how attitude, subjective norm, and perceived behavioral control influence intention to use public transportation among employees of Kenanga Investors Berhad. The primary data of this study was gathered by distributing 322 survey questionnaires to the respondents at Kenanga Investors Berhad. The Cronbach's Alpha Reliability test which can ensure high reliability result was conducted on every variable. Pearson Correlation Coefficient and Multiple Linear Regression Analysis were conducted in this study to observe independent variables (i.e. attitude, subjective norm and perceived behavioral control). The discussion of the findings, implications of study, limitations and recommendations for future research are discussed at the end of the study

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TABLE OF CONTENT

Content	Page
Title Page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of Contents	v
List of Figures	ix
List of Tables	x
Abstract	xi
1.0 Chapter One : Introduction	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	5
1.4 Research Objectives	8
1.5 Research Questions	8
1.6 Scope of the Study	9
1.7 Significant of Study	
1.7.1 Researcher	10
1.7.2 Organization	10
1.7.3 Employees	10
1.8 Definition of Terms	
1.8.1 Public Transportation	11
1.8.2 Attitude	11

1.8.3 Subjective Norm	11
1.8.4 Perceived Behavioral Control	12
2.0 Chapter Two : Literature Review	
2.1 Introduction	13
2.2 Theory of Planned Behavior	13
2.3 Attitude	15
2.4 Subjective Norm	16
2.5 Perceived Behavioral Control	18
2.6 Intention to use Public Transportation	20
2.7 Research Framework	22
2.5 Research Hypothesis	24
3.0 Chapter Three : Research Methodology	
3.1 Introduction	26
3.2 Research Design	26
3.2.1 Purpose of Study	27
3.5.2 Type of Investigation	27
3.2.3 The Extent of Researchers Interference	28
3.2.4 Study Setting	28
3.2.5 Time Horizon	28
3.2.5 Unit of Analysis	29
3.3 Population of Study	29
3.4 Sampling Design	
3.4.1 Stratified Random Sampling	30
3.4.2 Sampling Size	31
3.5 Data Collection Method	
3.5.1 Primary Data	31