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ROAD SAFETY AWARENESS: A STUDY ON PUBLIC PERCEPTION  
TOWARDS ROAD TRAFFIC ACCIDENTS IN KOTA SAMARAHAN

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# Table of Contents

CHAPTER 1 .....	5
INTRODUCTION .....	5
1.1 Introduction .....	5
1.2 Problem statement .....	8
1.3 Research Questions .....	11
1.4 Research Objectives .....	11
1.5 Hypothesis .....	11
1.6 Scope of Study .....	12
1.7 Significance of the proposed study .....	12
1.8 Definition of terms, terminology and concepts .....	14
CHAPTER 2 .....	15
LITERATURE REVIEW & CONCEPTUAL FRAMEWORK.....	15
2.1 Introduction .....	15
2.2 Literature Review .....	15
2.3 Conceptual Framework .....	22
2.4 Summary .....	22
CHAPTER 3 .....	25
RESEARCH METHOD.....	25
3.1 Introduction .....	25
3.2 Research design.....	25
3.3 Unit/level of analysis.....	25
3.4 Sample size.....	26
3.5 Sampling technique.....	26
3.6 Measurement/Instrumentation.....	26
3.7 Data collection.....	27
CHAPTER 4 .....	30
FINDINGS .....	30
4.1 Introduction .....	30
4.2 Findings.....	30

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Nowadays, road transport is a necessity since it brings a lot of benefits towards people and the nation itself. It increases access to the workplace, economy sources; facilitate people's affairs and others. Besides, it is also easy, fast and very effective. However, there is disadvantage in road transport which is road traffic accidents. A Road traffic accident is a global issue that rises year by year. It became a serious and a never ending issue.

Generally, it can cause injuries and death. A road traffic accident is defined as an unpleasant event especially in a vehicle that happens unexpectedly (Hornby, 2010). It means that a vehicle that is moving along a roadway collides with another vehicle or objects. It brings impacts towards the victim and its environment. An injury from the road traffic accidents is a number one killer in the world after chronic diseases such as heart disease, strokes, pneumonia and also breathing difficulties (Hussin and Masron, 2015). Based on the statement by World Health Organization in Global Burden of Disease Project in the year of 2004, it shows that road traffic accidents is a serious issue in which it can leads to death as it contribute to 1.27 million fatal accidents every year. (Hussin et al., 2015 cited in WHO, 2009). According to Abdul Karim (2003), the number of accidents is constantly increased throughout the world and by the year of 2020, the road traffic accidents will be the third leading cause of death worldwide. Compared to war and disease, surprisingly the road traffic accidents kill more people (Kareem, 2003).

As we are living in the era of modern urbanization, the number of car is increasing rapidly as well as the growth of population. It contributes towards industrialization and

## **CHAPTER 2**

### **LITERATURE REVIEW & CONCEPTUAL FRAMEWORK**

#### **2.1 Introduction**

This chapter will succinctly and clearly identify and define the road traffic accidents and area of concern so as to provide a context in which the literature to be reviewed. The following literature review is divided into two main sections. The first provides a summary of studies that have investigated the rates and causes of road traffic accidents in Kota Samarahan. This chapter will also depict the parameters of road traffic accidents and explain the approach used by Malaysian government in curbing the road traffic accidents issues.

#### **2.2 Literature Review**

##### **2.1.1 Definition**

Road traffic accidents can be defined as a result of injuries, loss of lives and property that caused by unexpected occurrence of auto crash (G. U. and Osarumwense, 2013). It has bring the worst impacts towards our economy and also society. Based on many studies, road traffic accident is expected to be the third major killer and the largest leading cause of death and disabilities by the year of 2020. Currently, it also has been ranked 9<sup>th</sup> leading cause of disease burden (G. U. et al., 2013).

According to the Minister of Road Transport Department, Dato Seri Liow Tiong Lai said that road traffic accidents is an unplanned things that involved in injuries or death. He also added that the road traffic accidents are increase year by year.

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 Introduction**

This chapter will show how this research is designed. Moreover, this chapter will also suggest how researcher can collect data needed to generate information regarding the intended research topic. For the purpose of this research, both primary and secondary data will be used in obtaining necessary data for the completion of this research.

#### **3.2 Research design**

The purpose of this study is to measure the perception of respondent among the citizens from the various part of Kota Samarahan area. This is to obtain the feedback and information as well as to identify what are exactly the respondent's perceptions towards road traffic accidents.

#### **3.3 Unit/level of analysis**

Unit of analysis can be defined as the level of aggregation of the data collected during the subsequent data analysis (Sekaran, 2003). In this study, the units of analysis that will be selected are the area around Kota Samarahan.