



**PERCEIVED VALUE ON SATISFACTION UNDERGRADUATE STUDENT'S
TRAVEL BEHAVIOR**

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This study is implemented to study about Perceived Value On Satisfaction Undergraduate Student's Travel Behavior among UiTM student in Melaka City Campus. This research study is aimed to study the relationship between satisfaction of undergraduate students when they travel and the factor that can be affecting them (efficiency, service quality, social value, play, aesthetics, time and effort spent) and to identify the most significant variable can affect the satisfaction of undergraduate student when the travel. The study done at UiTM Malacca City Campus.

The study was conducted at UiTM Malacca City Campus where nearby with researcher studied. The sample size for this study is 181 respondents from former and undergraduate UiTM student. The data that were collected were analysed use Reliability Test, and Frequency Table, model summary, ANOVA and coefficient table through SPSS 20.0 program.

The sampling technique that has been used in this examine is probability sampling technique which is sampling simple random sampling. After run the data the result shows that the time and effort spent are the most influencing factor of the satisfaction of undergraduate student when they travel.

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