APPROVAL

I/We, hereby declared that I/We had read through this thesis and in my/our opinion that
this thesis is adequate in terms of scope and quality which fulfil the requirements for the
award of Bachelor Degree of Technology Management
(Technology Innovation)

Signature : ……
Name of Supervisor : ENG. DR. MOHD FAZLI BIN MOHD SAM
Date : ……

Signature : ……
Name of Panel : DATIN SURAYA BINTI AHMAD
Date : ……

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THE ACCEPTANCE OF IMPLEMENTATION TAXI-MOTOR SERVICE TO ENHANCE SOCIETY'S LIFESTYLE IN MALAYSIA

AZWA BINTI MOHD ZAWAWI

This Report Submitted In Partial Fulfillment of The Requirements For The Award Bachelor Degree of Technology Management (Technology Innovation) With Honors

Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka

JUNE 2018

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DECLARATION

"I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with sources clearly."

Signature : ……

Name : AZWA BINTI MOHD ZAWAWI

Date : .....

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DEDICATION

I would like to dedicate the appreciation to my family members who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research.

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ABSTRACT

The purpose of this study is about to investigate the acceptance of implementing taxi-motor service among society in Malaysia. The purpose of using this new kind of public transport in the country is want to reduce the number of transportation on a road in peak hour in order to avoid the road congestion. A survey has been conducted among the public transport user in Malaysia. Modified Theory Planned Behavior (TPB) Model has been used in this research and the purpose is to identify the relationship between three dimensions (Attitude, Subjective Norm, and Perceive Behavioral Control) and Behavioral Intention. Results showed the significance of the dimensions proposed to the acceptance of society in implement taxi-motor service in Malaysia.

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ABSTRAK

Tujuan kajian ini adalah untuk menyiasat penerimaan pelaksanaan perkhidmatan teksi di kalangan masyarakat di Malaysia. Tujuan penggunaan pengangkutan awam baru di negara ini adalah untuk mengurangkan bilangan pengangkutan di jalan raya pada waktu puncak untuk mengelakkan kesesakan jalan raya. Satu tinjauan telah dijalankan di kalangan pengguna pengangkutan awam di Malaysia. Model Teori Dirancang yang telah diubah digunakan dalam penyelidikan ini dan tujuannya adalah untuk mengenal pasti hubungan antara tiga dimensi (Sikap, Norma Subjektif, dan Kawalan Tingkah Laku) dan Tingkah Laku Perilaku. Keputusan menunjukkan kepentingan dimensi yang dicadangkan untuk penerimaan masyarakat dalam melaksanakan perkhidmatan teksi di Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

Overview of this chapter is researcher want to introduce the final year project which is to study the acceptance or behaviour intention of implementation using taxi-motor service among society in Malaysia in order to enhance their lifestyles. Then, this chapter will start with 1.2 backgrounds of study which means the basis of knowledge about this research. Next, the research will go through to construct the 1.3 problem statement, 1.4 research question, 1.5 research objective, 1.6 scope, limitation and key assumption of study, 1.7 important of study, 1.8 structure of proposal and the last part ended with 1.9 summary.

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1.2 Backgrounds of Study

Transportation is the movement of goods that bring it to some place to another. Transportation nowadays is widespread use of society that lives in the developed country and the usage of transport also growth parallel with the development of technology. The mode of transportation can transfer goods through air, water, land, pipeline and space to the final destinations. The importance of the usage of transport is can be a platform to communicate with others people and indirectly it can be important for the developing of civilizations (Wikipedia, 2017).

The history of the transportation begins with two feet of human that can take a long distance to transfer the goods. Then used animals as a platform to shorten the time to meet people or deliver the goods and now with established of advanced technology, a world now can make a powerful transportation in order to cut off the time to travels. In real life, transport has two types which are private transport and public transport. Private transport, the owner must consider every each of the maintenance, petrol, parking and other stuff but they can go anywhere they want. Compared to public transport, the consumers must have the initiative to move and find it and the advantage of using public transport is cheaper than used own vehicle. Ahmad Mudhakkir (2016) having said that, with the usage of public transport, do not have to pay the parking, petrol, maintenance or any other stuff.

In Malaysia, there a several types of land public transports such as a bicycle (beca), taxi, bus and train. In which public transport can be reduced the number of transportation that used carpooling concept on road. In order to increase the efficiency of the flow on road, researcher suggests using the motorcycle as a public transport. A motorcycle is a type of transportation that has two wheels and can bring one passenger only (Akta Pengangkutan Jalan 1987, 2006). Motorcycle mostly consumed by the one

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who likes to arrive faster in a safe condition. The top 5 countries that used motorcycle as daily transportation was Indonesia, Taiwan, India, Vietnam and Pakistan because there the population was pack (Holmes A., 2017).

So here, researcher wants to be one of those countries that used the motorcycle as daily transportation in term of implement the motorcycle as public transportation called taxi-motor service. In order to implement taxi-motor service as a public transport, a researcher has to do some research to study the acceptance of society about it. The result might be yes and might be cannot implement because of the several factors. This research will more explain it and at the same time do some research on behavioural intention of the particular society.

1.3 Problem Statement

The purpose of using this new kind of public transport in the country is want to reduce the number of transportation on a road in peak hour in order to avoid the road congestion besides also can be reduced the carbon emission to the environment. Public transport is service of passenger-transport that shared with others that use in public (taxicab and carpooling) or private (company's transportation and hired buses) that no have shared with the public (Wikipedia, 2017). The peak hour of road congestion is in the morning when they want to go to work and in the evening when they want to come back home. It is also used by a society that does not have a transportation to go wish destinations. There are many types of land public transport that used in Malaysia such as bus, taxi, train, and etc.

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Developing countries involved the increasing number of vehicles rapidly (Davis et. al., 2005). If people have a car and did not use public transport, that can cause road congestion and reputation of work will be low because of the lateness. If all doesn't have the awareness of using public transport, it may cause depletion of the ozone layer and increase the number of carbon emissions. Based on American Public Transportation Association (2008) research, activities of carbon footprint and energy consumption can be reduced through the sharing of public transport rather than use the private vehicle of traveler.

This research is about want to implement the usage of taxi-motor in Malaysia and at the same time want to study the acceptance of applying new public transport here. In other hands, Scooter Underground (2016) said that two-wheelers vehicle contributes less greenhouse gas emissions per kilometre than four-wheelers vehicle. The usage of two-wheelers vehicle can reduce road congestion and Kevin Ash (2012) study that when any transportation free-flowing on traffic, the motorcycle used same space as a car but another slot in a line of traffic, the behaviour of motorcycle uses less space on the road when traffic queues.

In contrast, researcher wants to implement the usage of taxi-motor instead of using other public transport in order to make it the progress of thing become faster and it also can enhance society's lifestyle in term of efficiency and effectiveness. So, some action should be taken to solve the problems. Therefore, this research will do some research to identify the factors and analyse behaviour intention towards applying new kind of public transport taxi-motor in Malaysia.

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1.4 Research Questions

The initial Research Question is to study the acceptance of using taxi-motor to enhance society's lifestyle and also do some research on what the methods and the impacts of the research are. The guidance of the study of the research is:

1) What are the current public transports in Malaysia?

2) How does the Behavioral Intention of society in implementing taxi-motor service in Malaysia?

1.5 Research Objectives

The importance of construct research objective is to develop the framework that must be focus on due to the research. In this part, it provides the clear path for researcher do the research about the acceptance of using taxi-motor. Therefore, the researcher has come out with several research objectives as below:

1) To identify the current public transport in Malaysia.

2) To analyze the Behavioral Intention of society in implementing taxi-motor service in Malaysia.

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1.6 Scope, Limitation and Key Assumptions of the Study

Researcher has been set the scope of research where to collect the data at randomly in Malaysia through online questionnaires. According to Department of Statistics Malaysia (Feb, 2018) announced that on 2017, there were over 32.3 million population in Malaysia and the target of the respondent will be there. The usage of public transportation is widespread in Malaysia such as bus, train or monorail, taxi, and more. This research will collect the data through online questionnaire and focus on society in Malaysia for study the acceptance of implementing the new kind of public transport which is taxi-motor service. The characteristics of respondents will be the student, worker and the person who used public transport for purposes to see the beauty of nature as well as to gain experience in public transport. The data collection will be the further validation of this research.

All of the research conducted, has their own limit. Limitation describes the characteristics of design that will impact the results of the research and it is under researcher control (Price, 2004). The limitation for this research is researcher identify that, this research is new in Malaysia and the sources of secondary data mostly from overseas. So, researcher needs more effort to search the information to complete the research.

Furthermore, this research depends on human factor that can give the opinion and suggestion on the acceptance of the usage of taxi-motor in the country in order to enhance society's lifestyle. Besides that, by relying on them, the data given maybe not very accurate due to human error. The key assumptions of this research are all respondents willing the help and give the honest answer and some suggestion to help researcher complete this research. Hopefully, the data and information collected will be useful in the next generation.

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1.7 Importance of Study

This part will be explaining the importance of the research towards researcher and public. Besides want to explore the new things, it also can be implemented in society's lifestyle. Certain society is hard to accept the new things but rather the new things have been used by many people and give them trustworthy to use the new things. Trust happened between two parties that have agreement where one of the parties holds the beneficial asset for other party (Surbhi S., 2015). This research is to study the acceptance of using taxi-motor in order to enhance society's lifestyle in Malaysia. In that way, a researcher can know the whether society accepts or not the usage of taxi-motor service in that country and also can know the problem that has been faced by society in term of using public transportation.

Besides, a researcher will provide solution towards society problem to go somewhere without facing the road congestion, time consuming in waiting for the public transport and others problem using taxi-motor service. According to Malaysian Automotive Association (2017), total of registered of new motor vehicles in Malaysia has almost hit 284,461 in the first six months of 2017 was 284,461 units against 275,483 units registered in the corresponding period of 2016. The role of this research is wants to attract the interest of society to use public transport in order to decrease the number of transport on road. By having the data collection, a researcher can know whether societies accept or not in using the taxi-motor service to improve their lifestyle through the research question on the behaviour intention of implementing taxi-motor service in Malaysia.

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1.8 Structure of Proposal

Chapter 1	It is about the introduction of research that researcher wants to study and it include the background of this project, problem statement, research questions and objectives, and lastly is scope and limitation of this research.
Chapter 2	This chapter is more on literature review of research. It based on what theory that researcher going to use in their research and it is related to the research objective that researcher has constructed in previous chapter.
Chapter 3	The details method that will be implementing in this research will explain more in this chapter.
Chapter 4	This chapter shows the results obtained from the distributed questionnaire. The Statistical Package Social Science (SPSS) method used to interpret the analysis of data.
Chapter 5	The recommendation and suggestion will be discussed in this chapter and also the summary of the research based on the results in previous chapter.

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1.9 Summary

This chapter of study begins with an introduction and the background of research topic. Next, the problem statement will tell readers about the actual problem that must be settle to improve the lifestyle of society. Structure of research objective will conduct the research to find more information through secondary data to support this research which is to analyse the behavioural intention of society in implementing taxi-motor service in Malaysia. The scope and limitation of the research is a subject to support the design of the research and the details information has been stated in Chapter 3.

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