THE FACTORS AFFECTING THE CHOICE OF TRANSPORTATION MODE OF STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, KOTA BHARU, KELANTAN

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LIST OF SYMBOLS AND ABBREVIATION

Abbreviations

UMK   Universiti Malaysia Kelantan

SPSS   Statistical Package for Social Science

UNWTO   United Nations World Tourism Organization

ABSTRACT

This study aims to identify the factors of transportation selection by university students to travel in Malaysia. Transportation is an important service aspect of tourism in this sense and in some cases, it can be the subject of the tourism experience journeys. This research is expected to identify the factors affecting the students' choice mode of transportation which is service quality, travel time and travel cost. Data was collected by conducting a quantitative approach which was distributed 364 among Universiti Malaysia Kelantan students who study in City Campus, Kota Bharu, Kelantan. The data collected was analyzed by using Statistical Package for Social Science (SPSS). Descriptive analysis, reliability test and Pearson Correlation were also used to analyze the data. Generally, it can be stated that the respondents were satisfied with the travel time, services quality and travel cost that affected the choice of the transportation. These students' choice leads to an establishment of a significant relationship between all the independent and dependent variables. Consequently, it can be proved through the Pearson Correlation results that there was a positive relationship between travel time ($r = 0.333^{**}$), service quality ($r = 0.387^{**}$), cost ($r = 0.650^{**}$) and the choice of transportation mode of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan. It means all the research questions have been answered and the hypothesis of this study has been also achieved. The findings of this study could provide better guidelines for university students because it can enhance their awareness about the importance of the bus service choice. More than that, this research also can help transportation companies or airlines to improve their service and make a good impression on passengers.

Keywords: Transportation, service quality, travel time, and travel cost

ABSTRAK

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Kajian ini bertujuan untuk mengenal pasti faktor pemilihan pengangkutan oleh pelajar universiti untuk melancong di Malaysia. Pengangkutan adalah aspek perkhidmatan pelancongan yang penting dalam pengertian ini dan dalam beberapa kes, ia boleh menjadi subjek perjalanan pengalaman pelancongan. Penyelidikan ini diharapkan dapat mengenalpasti faktor-faktor yang mempengaruhi kaedah pengangkutan pilihan pelajar iaitu kualiti perkhidmatan, masa perjalanan dan kos perjalanan. Data dikumpulkan dengan melakukan pendekatan kuantitatif yang diedarkan 364 di kalangan pelajar Universiti Malaysia Kelantan yang belajar di Kampus Bandaraya, Kota Bharu, Kelantan. Data yang dikumpulkan dianalisis dengan menggunakan Statistical Package for Social Science (SPSS). Analisis deskriptif, ujian kebolehpercayaan dan Pearson Correlation juga digunakan untuk menganalisis data. Secara amnya, dapat dinyatakan bahawa responden berpuas hati dengan masa perjalanan, kualiti perkhidmatan dan kos perjalanan yang mempengaruhi pilihan pengangkutan. Pilihan pelajar ini membawa kepada pembentukan hubungan yang signifikan antara semua pemboleh ubah bebas dan bersandar. Oleh itu, dapat dibuktikan melalui hasil Korelasi Pearson bahawa terdapat hubungan positif antara waktu perjalanan (r = 0.333 **), kualiti perkhidmatan (r = 0.387 **), kos (r = 0.650 **) dan pilihan mod pengangkutan pelajar di Universiti Malaysia Kelantan, Kota Bharu, Kelantan. Ini bermaksud semua persoalan kajian telah dijawab dan hipotesis kajian ini juga telah dicapai. Hasil kajian ini dapat memberikan garis panduan yang lebih baik untuk pelajar universiti kerana dapat meningkatkan kesedaran mereka tentang pentingnya pilihan perkhidmatan bas. Lebih daripada itu, penyelidikan ini juga dapat membantu syarikat pengangkutan atau syarikat penerbangan untuk meningkatkan perkhidmatan mereka dan memberi kesan yang baik kepada penumpang.

Kata kunci: Pengangkutan, kualiti perkhidmatan, masa perjalanan, dan kos perjalanan

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter discusses the background of study, problem statement, research objectives, research questions, the significance of study, definitions of terms and summary. Transportation position in industry tourism has been well discussed in the background of study. The problem description explained a number of practical and intellectual issues that motivated the researcher to conduct this study. In the meantime, the research objectives and research questions were employed to quantify the causes mentioned in the problem statement. Aside from that, the purpose and benefits of conducting this research have been rationalized in the importance of the study. The researchers were able to distinguish the field of inquiry in this chapter.

1.2 BACKGROUND OF STUDY

Transportation is a crucial tourism industry driver. It is necessary for travel because it allows visitors to move from their point of origin such as their home region) to and from their destination (Page, 2009). Transport has become one of the world's most

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pervasive and complex economic sectors. It serves as the backbone of national and international trade by facilitating the flow of goods and people. As a consequence, the growth of transport systems shares synergies with tourism growth, and vice versa. Externalities that affect tourist profitability at multiple spatial levels (e.g., attractions, destinations, regions, and globally) might have an impact on transportation flows. Externalities that have an impact on transportation might also have an impact on tourism demand and growth.

Transportation is an important service aspect of tourism in this sense and in some cases, it can be the subject of the tourism experience per se (e.g. cruising and scenic train journeys. The growth of tourism has been related to various modes of transport and technological advances in transportation, coupled with the increase in personal disposable incomes, have contributed to the expansion of both domestic and international tourism (Page, 2009). The basic definition of transport is that passengers are carried from one place to another. When transport from the tourist system is considered, it literally refers to transporting tourists from their place of living to the place where they are exposed to tourist items (Sorupia, 2005). Based on Wergin (2009) transport modes are manifested in three ways which are ground transport, air transport and marine transport. However, Goeldner & Ritchie (2012) state there are air transportation, road transportation, rail transportation, water transportation and others.

Madhuwanthi, Marasinghe, Dharmawansa, and Nomura (2015) said that in the international context, as the study originality, many studies have been performed to explore the variables influencing the choice of mode, such as mode of transport used as separate research by university students and employees. And one of the studies was

carried out to enhance the perception of the impact of congestion charging on travel behavior in order to solve the traffic problem. According to Juan de Dios Ortzar (2011), there are three categories that can examine the mode choice related to the traveler. The trip maker's characteristics (age, gender, income, vehicle ownership, household structure, possession of a driver's license, and residential density), the journey's characteristics (trip purpose, time of day, whether the trip is taken alone or with others), and the transportation facility's characteristics are the categories (vehicle in time, safety, comfort, cost and reliability of travel time.)

The real challenge of developing the tourism sector while emphasizing sustainable tourism in the country is to provide effective education that can provide experience and benefits to students, especially the generation at the school level. For example, the United States and Australia have their own tourism education policies because they feel that such education is very important in bringing their country as the world's leading tourist destination (Khalid, 2007). Based on the study by Abdullah (2013), this study shows the transport factor is an obstacle to travel as much as (10.0%).

Youth tourism is one of the tourism sectors that has significantly expanded in recent decades. The World Tourism Organization (WTO) believes that youth travel is the fastest growing tourism segment (D'Anjou, 2004). About 1/5 of all tourist trips in the world involve young people between the ages of 15-25 (Lee, 2006).

Students were chosen as the target group of this study because they belong to a generally young class and may show a potential propensity to shift behavior towards their choices of travel mode. In addition, students have varying qualities. They are adults with

freedom to determine how to fly and present data that is easier for study to access. Educational institutions are travel-generating centers and, for the most part, draw large numbers of users for a given period of time, thereby leading to the rise in traffic in the area. The flow can be solved and transmitted in a more coordinated way through the study of this concentrated travel (Schubert, Henning, & Lopes, 2020).

In this context, this study proposes the identification and comprehension of the factors influencing higher-education students' choice of alternate modes of transportation during their commute to universities, with a focus on the choice of public transportation. A revealed choice survey was used to learn about respondents' present commuting habits, while a stated preference survey was used to assess the feasibility of switching modes of transportation using hypothetical situations. A multinomial regression model was built using the data from these surveys. This study was conducted in the city of Joinville, which is located in the state of Santa Catarina's northwestern region. Joinville is an industrial center in Brazil's southern area, with a population of more than 583,000 people, making it a medium-sized city (Schubert et al., 2020).

This study aims to identify the factors of transportation selection by university students to travel in Malaysia. Among the factors that focus on transportation selection is identifying service quality, travel cost and travel time that influence them to travel. In addition, there are no studies on the factors of choice of mode of transportation for students traveling.

1.3 PROBLEM STATEMENT

The general aim of this paper is to contribute to this field by analyzing the factors that most influence tourists' choice on mode of transportation. There are various types of modes of transportation have been provided for tourists and can choose any suitable transport based on the appropriate factors. It is important to keep in mind the fact that the choice of mode of transport for recreation and tourism is sometimes less rational than for regular mobility purposes. For undertaking a drive, even the ride itself can be the most significant pull factor. There is an urgent need to change individual decisions from users of private vehicles to users of public transport. One of the efforts to encourage the transition is to increase the standard of public transport, and the factors motivating individuals to choose the mode of transport should be identified to help reinforce this initiative (Chee & Fernandez, 2013).

In this respect, the focus has to be on understanding the factor affecting the choice of transportation because travel demand of certain types of transportation depends largely on the individual's choice of modes. It is critical to comprehend mode selection since it influences how effectively we can move, how much urban area is dedicated to transportation services, and the range of options available to travelers (Dewi, 2010).

Meanwhile, to solve the problems of a study on factors affecting the choice mode of transport among UMK's students will be conducted. This review will focus on several dimensions of travel time, service quality and cost to evaluate the relationship between factors affecting and transportation mode. The survey is done on participants chosen to

answer the question so that we know which factors are most chosen. Therefore, the evaluation and analysis will be conducted to determine the effectiveness of the study.

1.4 RESEARCH OBJECTIVES

Specifically, this research aims to achieve the following objectives:

i.   To examine the relationship between the service quality and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

ii. To investigate the relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

iii. To analyze the relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

1.5 RESEARCH QUESTIONS

There are important questions that have been posed toward the finding and direction in carrying out the research in order to find out services quality, time and cost affect the transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

The research questions are:

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i. What is the relationship between the service quality and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?

ii. What is the relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?

iii. What is the relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?

1.6 SIGNIFICANCE OF THE STUDY

In the end of the research, this study is expected to contribute to the body of knowledge about the bus service choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan. The aim of this research is very important because it will indicate the bus services choice about service quality, travel time and cost. This research would be beneficial to the future researcher because they can use this study as a reference to guide them for their research as well. Furthermore, the finding of this research will be beneficial to university students because it can enhance their awareness about the importance of the bus service choice. More than that, this research also can help them to improve their service and make a good impression on passengers.

1.7 DEFINITION OF TERMS

The terms included in this research study are service quality, travel time and cost. Below is the definition of each of the term.

1.7.1 Service Quality

Can be defined as service quality is another significant transport variable in terms of transport service patronage with the most direct and powerful effect on patronage (FitzRoy & Smith, 1998). Service quality also can be defined as a comparison between customer expectation and perception of service (Anantharanthan Parasuraman, Zeithaml, & Berry, 1985).

1.7.2 Travel Time

Travel time is an important element in adopting the holiday decision in the option for a particular destination, especially in international tourism. The time factor is important that the voyage can be carried out at the desired time and that the travel time does not exceed certain acceptable limits for the tourist in the context of the total vacation time (Dinu, 2018).

1.7.3 Cost

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Travel cost is defined as the cost of driving a car or the fare level of public transportation such as air, rail, and bus (Cho, 2013). In such mode choice models, travel cost refers to the cost of driving personal cars or the fare of public transit options.

1.7.4 Transport

Can be defined as the backbone of city life. It is one of the conditions which determine the form and socio-economic growth of the urban. Portability and availability offered by the vehicle framework have been assuming a significant part in molding nations, influencing the situation of social and monetary movement, the structure and size of urban communities, and the style and speed of life by encouraging exchange, allowing admittance to individuals and assets, and empowering more noteworthy economies of scale, the entire world and since the beginning (Zuidgeest, 2005).

1.8 SUMMARY

Chapter 1 has described the introduction, background of study, problem statement, the research objectives, the research questions, the significance of study, and definitions of terms. In this chapter we can understand what is actually to be discussed and studied by researchers.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter discusses the quality of travel time, service quality and cost as independent variables (IV) while the bus services choice of students as dependent variables (DV), relationship between every independent variable with dependent variables, study setting, conceptual framework, hypothesis and closed by the summary of this chapter.

2.2 FACTOR AFFECTING THE CHOICE OF TRANSPORTATION

2.2.1 Service Quality

According to Wilson, Zeithaml, Bitner and Gremler (2012), service quality focuses on assessment that represents the understanding of the customer of particular service aspects, including efficiency, reactivity, assurance, empathy and tangibles. While

the bus plays a fundamental role in achieving social equity (Minogue, 2005). Services are created and expanded in the meantime, which makes it hard to gauge, test and particular uniform quality can seldom be set. Subsequently, it is notoriously difficult to decide how customers assess the service quality (A Parasuraman & Zeithaml, 1983). The heterogeneity of the service, on the other hand, indicates that its distribution varies from manufacturer to producer, customer to consumer and day-to-day delivery (Anantharanthan Parasuraman et al., 1985). To evaluate these assessments, Service Quality Model (SQM) is used to identify and it also can solve the problems related to quality of services (Anantharanthan Parasuraman et al., 1985). But in contrast, if a service is bad and again neglects to experience the customer's expectations, then it will be seen as poor service. Furthermore, during services to customers, it may assess the service procedure and additionally the ultimate result (Hoffman & Bateson, 2006).

According to FitzRoy & Smith (1998), it was argued that service quality is another important transport variable in terms of transport service patronage with the most direct and powerful influence on patronage. Service quality is a targeted assessment that reflects the customer's views on specific dimensions of service (such as reliability, responsiveness, assurance, compassion, and tangibility). Service providers would then have to recognize and catch what tourists are trying to voice out and inquire; contact is essential to recognize as the standard of tourism service component (Yiksel & Remmington, 1998). Found age, education, and income were all significant variables in influencing the perceptions of overall service quality provided by bus and minibus taxis. As a result, the students will go to choose the better service quality traffic in order to meet their own needs. In previous research, service quality is one of the important criteria for sustainable transportation (Murat & Cakici, 2017).

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2.2.2 Travel Time

Travel is extracted from the behaviors that individuals wish to undertake, meaning that only from such a wider viewpoint can travel habits be explained. Some research, for example, has analyzed transport strategies aimed at minimizing the use of vehicles by adapting traditional models of preference to car utilization data for commuter travel. With the vehicle at home, though, other family members now have access to the car and may change their activity habits, eventually contributing to improved mobility (Ettema & Timmermans, 1997).

Most people use public transportation presently. According to Polat (2012), argued that "public transport services are very important and specific. According to Matas (2004), the atmosphere of public transport is interactive and productive. It requires a combination of alternate modes of transport; various categories of travelers, such as UMK students, have different reasons for travel, different frequencies for travel and different travel times.

There are some differences in travel time within the crowd depending on age, ethnicity, geography and family status (Metz, 2008). For instance, during the semester break, some poor students could take a bus or train to return to their hometown. Besides that, for the students that have wealthy family conditions they will take flight and be able to spend more money to reduce the travel time to return to their hometown. Travel time is one of the key factors affecting transportation choice among students on the basis in this study. Furthermore, students are very concerned about travel time and most of them

are able to pay cash for a trip to minimize travel time, which means that improvements in the transport system will increase boon by reducing travel time. With regard to physical climate, factors such as commute size, travel time, and infrastructure density are considered essential to the mode choice of university students.

According to the Russian Ministry of Emergency (1990), it is about 3 times safer to fly by rail than by aircraft, and 10 times safer than by vehicle when travelling. In short, travel time has a lot of relationships between transportation. It is because the travel time is long and short and the transportation has fast and slow journeys. In this analysis, the aspect that will affect the transport choice of respondents is travel time. Occasionally, respondents have a precise propensity to initiate the interaction, as well as a tendency to evolve during the interaction (Bettman, Luce, & Payne, 1998). Thus, the passengers are able to change their transportation preference, for example, the preferable travel time.

2.2.3 Cost

The cost in public transportation mode can change customer selection of transportation mode as they will seek for the choice of transportation mode that they deserve with the price that they paid. In addition, through this study, the researcher points out that the cost also affects the key factors among students that influence transportation choice. According to Grava (2002), it may be seen that factors determining the choice of mode are determined by the aspects of the vehicle, the characteristics of the vehicle itself, which are travel costs, travel time, convenience, ease of use of the mode of transport, reputation value of a mode of transport, reliability, and protection. Specifically, Collins

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& Chambers (2005) figure out that mode-specific costs and bus entry, along with travel distance, travel time, and environmental awareness, will jointly impact the choice of mode.

The summed-up costing of a trip is "explicit in the content of as a solitary, generally fiscal, measure that consolidates, for the most part in a straight framework, the vast significance of the critical yet distinct cost that constitutes the entire expense of a trip. This is that when a student has to buy a ticket to return to their hometown or transport such as an air ticket, this is very pricey. According to previous research, transportation costs, service efficiency, and travel time are considerations that can persuade students to select the mode of transportation. Specifically, researchers want to analyze how students are affected by transportation costs, service efficiency and travel time by selecting the right mode of transportation they use. Not just that, the researcher wants to investigate the relationship between the variables affected and the best transportation mode of the student's choosing.

2.3   CONCEPTUAL FRAMEWORK
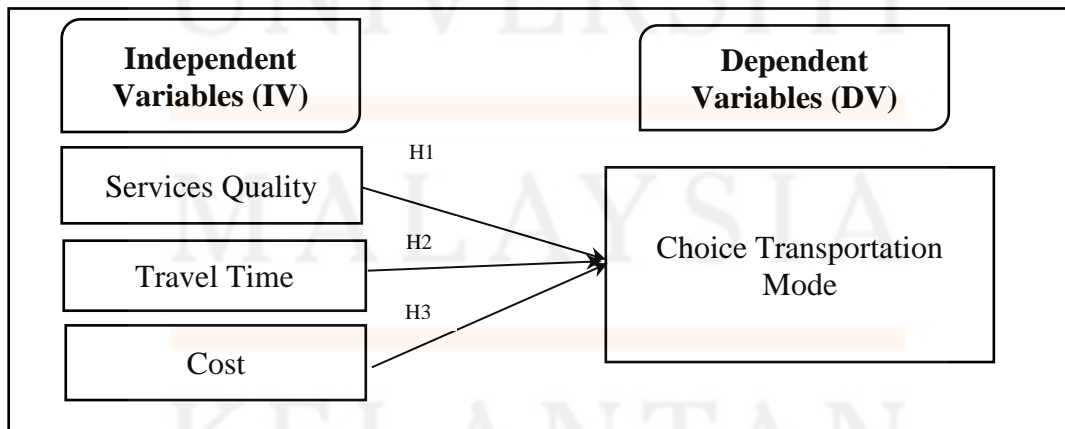
Figure 2.1: Conceptual Framework
Source: (Islam, Chowdhury, Sarker, & Ahmed, 2014)

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Figure 2.1 indicates the independent variables (IV) and dependent variables (DV) of this research. The independent variables are the factors which could affect the choice of transportation mode of students in Universiti Malaysia Kelantan (UMK), Kota Bharu, Kelantan. On the other hand, the dependent variables (DV) which is the choice transportation mode of students in Universiti Malaysia Kelantan (UMK), Kota Bharu, Kelantan. There were three independent variables (IV) that were determined in this study which are the services quality, travel time and cost. This figure shows the relationship between the service quality, travel time, cost and the choice of transportation students in Universiti Malaysia Kelantan (UMK), Kota Bharu, Kelantan.

2.4 HYPOTHESIS

The hypothesis of the research is made based on the factors such as the travel time, service quality and cost which affect the choice of transportation mode students in Universiti Malaysia Kelantan (UMK), Kota Bharu, Kelantan. Based on the study, the hypotheses had been created and to be tested:

H1:

There is a significant relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

H2:

There is a significant relationship between the service quality and transportation

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choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

H3:

There is a significant relationship between the cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

2.5 SUMMARY

In short, a variable is an attribute or characteristic that is stated in a specific or an applied way. Variables are things that can be measured, controlled or manipulated in an investigation. A point in the case is the variable 'grade point average', where it can be used as a measure of students' academic achievement. In short, variables including the independent variables (IV) and dependent variable (DV) are the main in researching.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The methods of research is the subject of this chapter. The research method utilized to perform this study is described in this chapter. The research methodology includes the research method, data gathering method, sampling strategy, field work plan, and analytic plan (Mukesh Kumar, 2012). In the further explanations this chapter will be discussing the research design that is being used to carry out this study, target population, sample size, sampling method, data collection, research instrument, data analysis and will close by the summary of this chapter.

3.2 RESEARCH DESIGN

Research design is the structure of research methods and methods chosen by a researcher. The importance of research design is to make sure that evidence generated from the data would be able to answer the research question confidently and convincingly (Vaus, 2009). There are two types of study which are quantitative and qualitative. In this study, the researchers used the quantitative method for the research design.

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Quantitative research involves data collection so that data can be quantified and statistically treated to support or refute alternative claims of knowledge (Williams, 2007). In addition, quantitative research refers to a structured way of collecting and analyzing data collected from different sources. This study examines the relationship between travel time, service quality and cost affecting the choice of transportation mode of students in Universiti Malaysia Kelantan (UMK), Kota Bharu, Kelantan. Quantitative is considered the most suitable approach to be used.

3.3 POPULATION

A population refers statistically to the sum of the persons or units from which a sample is taken and to which the results of any study are to be applied, the aggregate of individuals or items under investigation (Scott, 2005). Population in Research Methodology is characterized as a large number of persons, artifacts, organizations, entities or events with common or similar characteristics selected for research by researchers.

This study investigates the choice of transportation mode of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan. The research target population is automatically chosen by all undergraduate students at Universiti Malaysia Kelantan.

3.4 SAMPLE SIZE

The sample refers to the population element. The subject is known as the sample participant, and the total number of subjects in the sample is known as the sample size. Normally, the sample size is determined by the population. For this research, the researcher focuses on the respondents which are the choice of transportation mode of students, to answer the research objectives. Figure 1 demonstrates the relationship between the sample size and the overall population.

According to Krejcie & Morgan (1970), there are provided a table to fix the current discrepancy that calculated the sample size for a given population for easier reference. The total number student of Universiti Malaysia Kelantan is estimated 9,000 people, the researcher only need to get feedback from 364 people by referring to the Figure 3.1 that shown a table is beneficial in doing quantitative research for our study.

FORMULA FOR DETERMINING SAMPLE SIZE:

$$s = X^2 NP (1-P) \div d^2 (N-1) + X^2 P (1-P)$$

s = Required sample size.

X2= The table value of chi-square for 1 degree of freedom at the desired

confidence level (3.841).

N = The population size.

P = The population proportion (assumed to be 0.50 since this would provide the

maximum sample size).

d = The degree of accuracy expressed as a proportion (0.05).

Figure 3.1: Table for Determining Sample Size from a Given Population.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

Source: (Krejcie & Morgan, 1970)

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3.5 SAMPLING METHOD

The sample refer to the smaller, manageable version of a subset of a larger population or larger group. In the context of sampling, the researchers chose any population components as the objects of the study. The method of sampling is the procedure of choosing a suitable number of elements from the population (Kumar, Talib, & Ramayah, 2013). It is possible to divide the sampling process into two types which is probability sampling and non-probability sampling. In this research, we choose non-probability sampling. In order to select the participants in this research, the researcher used a purposive sampling method as a sample survey method.

Purposive sampling is a non-probability sampling strategy and it occurs when elements picked for the sample are picked by the judgment of the researcher. Researchers typically feel that they can produce a representative sample by applying a sound judgment, which will result in saving time and money (Black, 2011).

In this analysis, the researchers chose purposive sampling to carry out this analysis, which is perhaps the most typical of all sampling methods, in order to easily get the data and cost-effectively through the surveys. As we know, the total number of sample is 364 can be one of the reasons for the researcher to select purposive sampling as sample survey method because of the big number of samples. Purposive sampling, on the other hand, may be useful when only a restricted number of persons may be used as primary data sources due to the nature of the research design and objectives. The sample should be randomly chosen to make sure that UMK students in Kota Bharu, Kelantan had the

same chance to be selected in the sample. It is also an important way to obtain data from a wide number of respondents, such as UMK students in Kota Bharu, Kelantan.

3.6 DATA COLLECTION

Data collection might come from primary data or secondary data. Primary data research involves collecting information specifically for the study in hand from the actual sources such as consumers, user/non-users or other entities involved in the research. Secondary data research involves any information from published sources which has been specifically collected for the current research problem. The primary data collected from the questionnaires. The real questionnaire, 364 respondents were administered among UMK students in the population area Kota Bharu, Kelantan. The researchers took about two weeks to collect the data from UMK students. The questionnaire answering sessions were conducted by using online Google Forms. The researchers also receive data through online questionnaires and distribute it by social media such as WhatsApp, Facebook and other platforms of social media. However, the respondents were selected based on several characteristics. The respondents must be UMK students who study in City Campus, Kota Bharu, Kelantan. To make sure the respondents selected are qualified to all the criteria stated above, researchers will mention on the Google Forms about only for UMK students who study in City Campus, Kota Bharu, Kelantan, before the respondents start to answer the questionnaires. Meanwhile, the secondary data collected from the textbooks and publications. The aim for secondary data used to collect information regarding description in order to explain decision making.

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3.7   RESEARCH INSTRUMENT

In this research, the questionnaire was used to collect the data in order to gather all the required input that needed to complete this research. Questionnaire is a method of data collection that involves the respondents to answer a series of questions either by written or verbal. There are different types of measurement such as survey, case study or questionnaire that can be used by researchers for their study depending on the nature of research that has been carried out. Besides that, this kind of research is usually cheaper compared to other methods and easy to monitor because it is standardized. Since, there are probability of various types of respondent that will answer the questionnaire, this questionnaire will be provided with a duo language which is English and Malay to make it easier for the respondent. The questionnaire is separated into three sections (Section A, Section B and Section C). Section A discussed the respondent's demographic information such as gender, age, race, religion, marital status and year of study. Demographic profile is a market segment according to the respondent age, gender, religion, race and education. Section B focused on all the independent variables which are provided by the researchers such as travel time, service quality and cost. Section C discussed the dependent variable which is the choice of transport mode of students in UMK, Kota Bharu, Kelantan. The structure of the questionnaires in Section A using nominal and interval scale while in Section B and Section C using Likert Scale. The 5-Likert Scale being used in this study because the reactions are effectively quantifiable and abstract to calculation of some scientific investigation. In addition, this 5-Likert Scale typically does not have two extreme options which are 'very strongly disagree' and 'very strongly agree' that are usually being used in the 7-Likert Scale (Pearse, 2011). Hence, the measurement tools on

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the 5-Likert Scale are 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree. The data obtained through questionnaires. The researchers distributed the questionnaires among UMK students in the area of Kota Bharu, Kelantan.

Table 3.1: Research Instrument

Section	Factors	Contents	Questions	
A	**Demographic profile**	Gender	1. Gender	
			● Male	● Female
		Age	2. Age	
			● 20 years old	● 22 years old
			● 21 years old	● 23 years old
		Race	3. Race	
			● Malay	● India
			● Chinese	● Others
		Religion	4. Religion	
			● Islam	● Hindu
			● Buddhist	● Others
		Marital Status	5. Marital Status	
			● Single	● Married
		Year of Study	6. Year of Study	
			● 1	● 3
			● 2	● 4
B	**Independent Variable**	Travel Time	1. Travel time will influences the choice of transportation mode among UMK students.	
			2. Travel time such as waiting time and transferring time need to consider before making choice.	
			3. Travel time reliability is a fundamental factor that UMK students need to consider in order to choose the best transportation mode.	
			4. UMK students will prefer to choose the transportation mode which is the travel time is good because of faster and save time.	
			5. Travel needs and preferences will influences the choice of transportation mode among UMK students.	

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		Service Quality	1. Transport modes differ in reliability and regularity.
			2. UMK students choose the public transportation mode based on the service quality of transportation mode.
			3. A good service quality in public transportation mode can change the selection of transportation mode among UMK students.
			4. Service quality is one of the key dimensions which are factored into the UMK student's satisfaction judgment.
			5. Most of UMK students are selected the bus transportation as their transport mode because of the service quality is good.
		Cost	1. The price of the transportation will influences in choosing transportation mode among UMK students.
			2. The price of the transportation is reasonable based on transportation mode.
			3. The bus transportation has become the first selection of UMK students because the cost is low.
			4. The price of the transportation is acceptable based on transportation mode.
			5. The price of transportation should be consider before choosing the transportation mode.
C	**Dependent Variable**	The choice of transport mode	1. I choose bus transportation as my transport mode.
			2. I like the bus transportation because the services is given to me is quite good.
			3. I get attracted to bus transportation because of its convenience such as easy to travel and cost is still acceptable.
			4. I think the bus transportation is the first choice of university students especially for UMK students.

Supporting References: (Tussyadiah, 2016)

3.8 DATA ANALYSIS

The process of analyzing, cleansing, manipulating, and modeling data with the

objective of identifying usable information, informing conclusions, and assisting decision-making is known as data analysis. Data analysis has several dimensions and approaches, including a wide range of techniques under various titles and being applied in a variety of business, science, and social science sectors. In today's business world, data analysis is used to assist firms make more scientific decisions and run more efficiently.

3.8.1 Pearson Correlation

The data is analyzed using Pearson Correlation Coefficient analysis. One of the most important analyses that can evaluate the strength of the linear relationship between the independent variables (IV) and the dependent variable (DV) is the Pearson Correlation Coefficient analysis. This analysis is to identify if the correlations exist between the independent variables (IV), which is travel time, service quality and cost and the dependent variable (DV) which is choice of transportation mode. If the correlation exists, the researchers have to decide the strength and direction of association between the independent variables (IV) and dependent variable (DV).

3.8.2 Pilot Study

Pilot study is one of the essential steps in any type of research studies. Generally,

a pilot study can be used as a small version of a full-scale study or trial run in preparation for a main study (Polit, 2010). The main purpose of conducting a pilot study is examining the feasibility of the intended approach the researchers will use in the main study (Andrew C Leon, 2011).

There will be a total of 30 sets of questionnaires to be distributed to targeted respondents which are UMK students, Kota Bharu, Kelantan. This is because it is the minimum requirement to conduct pilot study analysis. Pilot study is essential to be conducted in quantitative research with questionnaires because it can help to give clarification to respondents. It will be conducted to test the respondents' level of understanding towards the study. The data collected can be analyzed with minimal mistakes and errors and can be fixed after the data has been collected back from respondents.

3.9 SUMMARY

In this chapter, the researchers are clearer on the study as they decide the travel time, service quality and cost. From this research also the researcher can know how the travel time, service quality and the cost can affect the choice of transportation mode of students. In this chapter also explains how the questionnaire is being conducted and how the questionnaire can apply in this research. The researchers also explain the content of each question and the use of every question. At the end of this chapter, hopefully all the components in this research can be used in future research.

CHAPTER 4

DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the result of reliability analysis, frequency analysis, descriptive analysis and Pearson Correlation Coefficient analysis. The results of the research data were obtained from 364 respondents. In this study, Statistical Package for the Science Social (SPSS) version 20 was used to analyze the data after data collection.

4.2 RESULTS OF RELIABILITY TEST

Reliability analysis was used to measure the reliability of the questionnaire. According to Linn (2008), whether it is a written test, a performance evaluation, or an informal observation or query, reliability is a vital quality of any test. It ensures continuity, which is essential for validity. In the context of research and evaluation, reliability refers to the outcomes of an assessment instrument rather than the instrument itself. Educators were more concerned with the tests or assessment's reliability than with the test itself. The reliability estimate shows accuracy. According to Robinson (2010), The Cronbach Alpha coefficient is the most widely used internal consistency metric.

When using Likert scales, it is regarded as the most suitable test of reliability. While there are no absolute guidelines for internal consistency, most experts agree on a minimum internal consistency coefficient of 0.70. From the value, researchers will identify and decide whether or not our questionnaire was accurate, reliable, and easy to understand by the respondents.

Internal accuracy is considered excellent when the Cronbach's alpha is closer to 1, indicating that the items in a survey are more accurate. Internal accuracy is considered unacceptable if the Cronbach's alpha is less than 0.5. When the Cronbach's alpha is 0.7 or higher, the reliability coefficient is acceptable and good.

Table 4.1: Results of Cronbach's Alpha Coefficient for the Independent Variables (IV) and Dependent Variable (DV)

Variables	Number Of Item	Cronbach's Alpha Coefficient	Strength of Association
Travel Time (IV)	5	0.747	Good
Service Quality (IV)	5	0.777	Good
Cost (IV)	5	0.725	Good
The Choice of Mode Transport (DV)	5	0.860	Good

Cronbach's Alpha Coefficient values for independent and dependent variables in this analysis are shown in Table 4.1. According to Table 4.1, all of the variables had a value greater than 0.8. As a result, the questionnaire was approved.

The travel time variable that influences the mode of transportation option among UMK students was measured using five questions. Cronbach's Alpha for this section's

question was 0.776, which is considered fine. As a result, the coefficients obtained for the travel time questions were reliable.

Then, to determine the service quality variable that influences UMK students' mode of transportation option. Cronbach's Alpha for this section's question was 0.808, which is considered good. As a result, the coefficients obtained for the service quality questions were reliable.

The next step is to determine the cost factor that affects UMK students' mode of transportation option. Cronbach's Alpha for this section's question was 0.666, which is considered fine. As both a result, the coefficients obtained for the cost questions were reliable.

Finally, five questions regarding mode of transportation were used to assess the reliability and validity of the dependent variable. Cronbach's Alpha is 0.819, which is considered fine, and the Likert-Scale issue is thought to be more accurate.

4.2.1 Rate of Response

A total of 364 questionnaires were distributed to the respondents and a total of 364 respondents answered the questionnaires. However, there were 2 respondents who were rejected for not answering some of the questions. So, the total number of respondents resulted in a total of 362 valid responses after excluding incomplete questionnaires.

4.3 RESULTS OF FREQUENCY ANALYSIS

The frequency analysis was used as the foundation for this study's analysis. The data from Section A of the questionnaire included questions about respondents' gender, age, race, marital status, year of study, frequent traveling a year, on average how often travel home during semester, the goal of travel and the favorite way of travel as demographic variables. The frequency analysis of the demographic profiles of the respondents was provided in the form of a table and a pie map.

4.3.1 Gender of the Respondents

Table 4.2: Number of Respondents by Gender

Gender		
Gender	**Frequency**	**Per Cent (%)**
Male	171	47.24 %
Female	191	52.76 %
Total	**362**	**100.0**

Table 4.2 showed the respondents by gender. The total number of respondents for male is 172 respondents while the number of females was 192 respondents. Out of 362 respondents, 47.24 per cent of total respondents were male and the remaining of 52.76 per cent were female respondents who were involved in this study.

4.3.2 Age of the Respondents

Table 4.3: Number of Respondents by Age

Age	Frequency	Percentage
19 – 20 years old	110	30.4 %
21 – 22 years old	225	62.2 %
23 – 24 years old	23	6.4 %
25 years old above	4	1.0 %
Total	**362**	**100.0**

Table 4.3 shows that the largest group of the respondents (62.2%) are between 21 to 22 years old. Second largest group are between 19 and 20 years old (30.4%). The group age between 23 and 24 years old are 6.4% and the age group of 25 years old above were recorded as the smallest group which is only 1.0%.

4.3.3. Race of the Respondents

Table 4.4: Race of the Respondents

Races	Frequency	Percent （%）
Malay	125	34.53
Chinese	190	52.49
Indian	47	12.98
Others	0	0
Total	**362**	**100**

The result show that the highest number of race group of the respondents is Chinese with 52.49%, followed by Malay with 34.53% respondents. Lastly, Indian is minority with 12.98%.

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4.3.4. Marital Status of the Respondents

Table 4.5: Marital Status of the Respondents

Marital status	Frequency	Percent （%）
Single	360	99.45
Married	2	0.55
Total	**362**	**100**

Table 4.5 shows the total of respondents by marital status. There were 362 respondents who were single with 99.45 %. While, 2 respondents with 0.55 % stated they are married had responded to the questionnaire.

4.3.5 Year of Study of the Respondents

Table 4.6 Year of Study of the Respondents

Year of Study	Frequency	Percent （%）
Year 1	112	30.94
Year 2	45	12.43
Year 3	183	50.55
Year 4	22	6.08
Total	**362**	**100**

Table 4.6 shows the total of respondents by the year of study. The table 4.6 shows that the majority of the respondents is Year 3 which is 50.55% (183 respondents). Then the year of study for Year 1 is 30.94% (112 respondents) and Year 2 is 12.43% (45 respondents). Lastly, the minority answered is Year 4 which is 6.08% (22 respondents).

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4.3.6. Frequent Travel in a Year of the Respondents

Table 4.7: Frequent Travel in a Year of the Respondents

Travel Frequency	Frequency	Percent （%）
Every month	14	3.87
2-3 times	305	84.25
Not once	43	11.88
Total	**362**	**100**

Table 4.7 represents the frequency travel in a year among respondents. The highest that travel in a year is 2-3 times which 84.2 is 5% (305 respondents). Lastly, respondent that travel every month in a year is 3.87%.

4.3.7 Average Travel Home During Semester of the Respondents

Table 4.8: Average Travel Home during Semester of the Respondents

Average Travel Home During Semester	Frequency	Percent （%）
Rarely or never	36	9.94
Once or twice a semester	291	80.39
Most weekends	35	9.67
Total	**362**	**100**

Table 4.8 shows that mostly answered this questionnaire is 80.9% were the average travel home during semester. Following by 9.94% of people rarely or never travel home during the semester. Then, 9.67% of those are only on weekends back at home during the semester.

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4.3.8 The Goal of Travel of the Respondents

Table 4.9: Number of Respondents by the Goal of Travel

The Goal of Travel	Frequency	Percentage (%)
Rest and relaxation	188	51.9
Quality time with spouse/ family/ friends	101	27.9
Learn about something and experience history and culture	43	11.9
Others	30	8.3
Total	**362**	**100.0**

Table 4.9 shows the total respondents by the goal of travel. There were 362 respondents who consist of rest and relaxation (188 respondent / 51.9 %), quality time with spouse/ family/ friends (101 respondents / 27.9 %), learn about something and experience history and culture (43 respondents / 11.9 %) and other goal of travel such as try one food that never tried before and enjoy the natural beauty (30 respondents / 8.3 %) had responded to the questionnaire.

4.3.9 The Favorite Way to Travel of Respondents

Table 4.10: Number of Respondent by the Favorites Way to Travel

The Favorites Way To Travel	Frequency	Percentage (%)
Car	92	25.4
Train	50	13.8
Bus	212	58.6
Taxi	3	0.8
Yacht	5	1.4
Total	**362**	**100.0**

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Table 10 shows the total respondents by the favorite way to travel. There were 362 respondents which consist of car (92 respondents / 25.4 %), train (50 respondents / 13.8 %), bus (212 respondents / 58.6 %), taxi (3 respondents / 0.8 %) and yacht (5 respondents / 1.4 %) had responded to the questionnaire.

4.4 RESULTS OF DESCRIPTIVE ANALYSIS

Descriptive analysis was used to explain the data from Section B and Section C of the questionnaire, as well as the mean and average mean of the independent and dependent variables. The term "descriptive analysis" refers to a simple quantitative description of a collection of data that has been gathered.

4.4.1 Mean and Average Mean of Independent Variables (IV) And Dependent Variable (DV)

The mean and average mean of each statement in independent and dependent variables were described using descriptive analysis. The mean and average mean are used to determine the respondents' level of agreement with the claims. The relationship between the range of mean and the level of agreement is seen in Table 4.7.

Table 4.11: Range of Mean and Level of Agree

Range of Mean	Level of Agree
4.51-5.00	Strongly Agree
3.51-4.50	Agree
2.51-3.50	Neutral
1.51-2.50	Disagree
1.00-1.50	Strongly disagree

Based on table 4.11, it shows that the range of mean for strongly disagree is between 1.00-1.50. The range of mean for 1.51 to 2.50 is in the level of disagree. The range of mean 2.51 to 3.50 is in the level of neutral. The range of mean 3.51 to 4.50 is in the level of agree. The range of mean 4.51 to 5.00 is in the level of strongly agree.

4.4.2 TRAVEL TIME

Table 4.12: Travel Time

		Variables	N	Mean	Level of Agree
Q1		I think that travel time will influences the choice of transportation mode.	362	3.74	Agree
Q2		I think that travel time such as waiting time and transferring time need to be consider before making choice.	362	4.02	Agree
Q3		I think that travel time reliability is a fundamental factor that need to consider in order to choose the best transportation mode.	362	3.92	Agree
Q4		I will prefer to choose the transportation mode which is the travel time is good because of faster and save time.	362	4.14	Agree
Q5		I think that travel needs and preferences will influences the choice of transportation mode.	362	4.12	Agree

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Table 4.12 shows the mean and the average mean of the first independent variable (IV) which is travel time. Statement "I think that travel time will influence the choice of transportation mode" has the mean of 3.74 which is in the agree level. Statement "I think that travel time such as waiting time and transferring time need to be considered before making a choice" has the mean of 4.02 which is in the level of agree. Statement "I think that travel time reliability is a fundamental factor that needs to be considered in order to choose the best transportation mode" has the lowest mean, 3.92, but still in the level of agree as well. Statement "I will prefer to choose the transportation mode which is the travel time is good because it is faster and saves time" has the highest mean, 4.14, which is also in the level of agree. The last statement "I think that travel needs and preferences will influence the choice of transportation mode" has the mean of 4.12 also in the level of agree.

As a result, the average mean for the travel time is 3.99. This shows that most of the respondents were agree on the travel time needs to be considered before choosing the transportation mode.

4.4.3 SERVICE QUALITY

Table 4.13: Service Quality

No.	Items	N	Mean	Standard Deviation
Q1	I choose drivers adhere to careful driving style.	362	4.27	.550
Q2	I think driver / conduct or is responsive	362	4.12	.644

	and ready to prompt the desired stop.			
Q3	I choose driver / conduct or know the city and can prompt the desired stop.	362	4.14	.577
Q4	I think cleanliness is very important when travelling.	362	4.27	.542
Q5	I feel the comfort is very important while travelling.	362	4.31	.554

Table 4.13 shows the number of respondents, mean and standard deviation of the first independent variable (IV) which is travel time. Statement "I feel the comfort is very important while travelling " had the highest mean score which is 4.31, followed by statement "I choose drivers adhere to careful driving style and I think cleanliness is very important when travelling " which is 4.27, statement " I choose driver / conduct or know the city and can prompt the desired stop " which is 4.14 and the respondents believe that " I think driver / conduct or is responsive and ready to prompt the desired stop" are the lowest ones which is 4.12.

4.4.4 COST

Table 4.14: Cost

No.	Items	N	Mean	Standard Deviation
Q1	I think the price is reasonable.	362	4.42	.682
Q2	I think using this transportation can save money.	362	4.07	.641
Q3	I think this transportation service is cheap.	362	4.01	.645
Q4	I think the price of the transportation is acceptable based on the transportation mode.	362	4.08	.611

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| Q5 | I think the price of transportation is an important thing in the travelling. | 362 | 4.18 | .606 |

Table 4.14 shows the number of respondents, mean and standard deviation of the independent variable (IV) which is cost. Statement " I think the price is reasonable " had the highest mean score which is 4.42, followed by the statement " I think the price of transportation is an important thing in travelling." which is 4.18, statement " I think the price of the transportation is acceptable based on the transportation mode" which is 4.08, statement " I think using this transportation can save money " which is 4.07 and the respondents believe that " I think this transportation service is cheap " are the lowest ones which is 4.01.

4.4.5   THE CHOICE OF TRANSPORTATION MODE

Table 4.15: The Choice of Transport

No.	Items	N	Mean	Standard Deviation
Q1	I choose this transportation as my transport mode.	362	4.07	.557
Q2	I like this transportation because the service is given to me is quite good.	362	4.15	.608
Q3	I get attracted to this transportation because of its convenience such easy to travel and cost is still acceptable.	362	4.17	.594
Q4	I think this transportation is the first choice of university students.	362	4.56	.743
Q5	I think this transport is easy to find on online platforms.	362	4.64	.635

Table 4.15 shows the number of respondents, mean and standard deviation of the independent variable (IV) which is the choice of transport. Statement " I think this transport is easy to find on online platforms " had the highest mean score which is 4.64, followed by statement " I think this transportation is the first choice of university students " which is 4.56, statement " I get attracted to this transportation because of its convenience such easy to travel and cost is still acceptable." which is 4.17, statement " I like this transportation because the service given to me is quite good " which is 4.15 and the respondents believe that " I choose this transportation as my transport mode " are the lowest ones which is 4.07.

4.5 RESULTS OF PEARSON CORRELATION ANALYSIS

The Pearson Correlation Test is a statistical method for determining the linear relationships between two numerical variables. The test is used to see if the correlation coefficient is suitable and to figure out which theories should be accepted and which should be refused. In this section, three (3) hypotheses were tested, and all of the hypotheses were tested to see whether they had a significant relationship, and the results are mentioned below.

4.5.1 Correlation between Service Quality and the Choice of Transportation Mode of Students

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H1: There is a relationship between travel time and the choice of transportation mode of students in UMK, Kota Bharu, Kelantan.

Table 4.5.1 Correlation between travel time and the choice of transportation mode of students

		TRAVEL TIME	CHOICE OF TRANSPORTATION MODE
TRAVELTIME	Pearson Correlation	1	.333**
	Sig. (2-tailed)		.000
	N	362	362
MEANCMT	Pearson Correlation	.333**	1
	Sig. (2-tailed)	.000	
	N	362	362

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.5.1, it is noticeable that the p-values are 0.000 which is less than 0.01. Pearson Correlation in above result is 0.333** and this results depicts that there is a weak correlation among variables. In other words, it can be said that there is no relationship between travel time and the choice of transportation mode of students. Hence, H1, 'The relationship between travel time and the choice of transportation mode of students is accepted.

4.5.2 Correlation between Service Quality and the Choice Of Transportation Mode Of Students

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H2: There is a relationship between service quality and the choice of transportation mode of students in UMK, Kota Bharu, Kelantan.

Table 4.5.2 Correlation between service quality and the choice of transportation mode of students

		SERVICE QUALITY	CHOICE OF TRANSPORTATION MODE
SERVICE QUALITY	Pearson Correlation	1	.387**
	Sig. (2-tailed)		.000
	N	362	362
CHOICE OF TRANSPORTATION MODE	Pearson Correlation	.387**	1
	Sig. (2-tailed)	.000	
	N	362	362

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.5.2, it is noticeable that the p-values are 0.000 which is less than 0.01. Pearson Correlation in above result is 0.362** and this results depicts that there is a weak correlation among variables. In other words, it can be said that there is no relationship between service quality and the choice of transportation mode of students. Hence, H2, The relationship between service quality and the choice of transportation mode of students is accepted.

4.5.3 Correlation between Cost and the Choice of Transportation Mode

H3: There is a relationship between travel time and the choice of transportation mode of students in UMK, Kota Bharu, Kelantan.

Table 4.5.3: Correlation between Cost and the Choice of Transportation Mode of
Students

		COST	CHOICE OF TRANSPORTATION MODE
COST	Pearson Correlation	1	.650**
	Sig. (2-tailed)		.000
	N	362	362
CHOICE OF TRANSPORTATION MODE	Pearson Correlation	.650**	1
	Sig. (2-tailed)	.000	
	N	362	362

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.5.3, it is noticeable that the p-values are 0.000 which is less
than 0.01. Pearson Correlation in above result is 0.650** and this results depicts that there
is a moderate correlation among variables. In other words, it can be said that. Hence, H3,
The relationship between cost and the choice of transportation mode of students is
accepted.

Table 4.6.4: Summary Results of Pearson Correlation Coefficient

Hypothesis	Results	Findings Of Data Analysis
There is a relationship between travel time and the choice of transportation mode of students	r = 0.333** p=0.000 (weak)	H1: Accepted
There is a relationship between service quality and the choice of transportation mode of students	r = 0.387** p=0.000 (weak)	H2: Accepted
There is a relationship between cost and the choice of transportation mode of students	r = 0.650** p=0.000 (moderate)	H3: Accepted

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4.6 SUMMARY

To conclude, all the results that have been obtained through Pilot Test, Actual Reliability Test and Correlation Analysis was discussed further in this chapter. Data distributed to 362 respondents was used to analyze further data. It can be said that the reliability coefficient of dependent and independent variables are good and reliable as the values are in the range of 0.9 and above which is 0.983-0.993. Descriptive statistics were done for the demographic profile of respondents. It is evident that most of the respondents are 21-22 years old. There are 192 respondents who are female, 190 (52.49%) respondents from Chinese, and 360 respondents are single status who contributed to this research. The mean score of travel time ranges from 3.74 to 4.14. While the mean score of service quality and cost was 4.12 to 4.31 and 4.44 to 4.53 respectively. Mean score obtained by tourists' satisfaction (dependent variable) ranges from 4.01 to 4.42. However, there are independent variables that are not accepted like travel time (0.333**) and service quality (0.362**) which has a weak correlation coefficient. While independent variables like cost (0.650**) achieve moderate positive correlation coefficient with dependent variable. At the end, it was summarized that there is no significant relationship between travel times, service quality and transportation choice of students in Universiti Malaysia Kelantan. However, there are significant coefficients between cost and transportation choice of students. Consequently, only one hypotheses were accept.

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CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter discusses the result shown in Chapter 4. Other than that, this chapter also explains about the recommendation that can be used about this study in the future and also at the end of this chapter the researchers will conclude about this study to the public.

5.2 RECAPITULATION OF THE FINDINGS

This research conducted to examine a relationship between travel time, service quality and cost and the choices of mode transportation among Universiti Malaysia Kelantan's students. Based on the relationship the researchers can know how all the variables can be related with the demand of choices of mode transportation. The results shown in Chapter 4 are based on the questionnaire which was designed by the researchers to the respondent. The questionnaire consisted of a total number of 20 questions which included all the sections. Section A is focused on respondents' gender, age, race, marital status, year of study, frequent traveling a year, on average how often they travel home during semester, the goal of travel and the favorite way of travel as demographic

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variables. Section B focused on independent variables (IV) which are travel time, service quality and cost. While section C focused on the dependent variable (DV) which is the choices of transportation mode among Universiti Malaysia Kelantan's students.

5.2.1 Frequency of Travel

84.25% students travel 2 or more times a year because they only travel during break semester. Based on Sofronov (2018), it stated that millennials, which are referred to as students, have rapidly established themselves as one of the most influential groups in the travel industry. This generation, which consists of adults between the ages of 24 and 35, has money to spend and wants to spend it on new and exotic destinations. They have already started to replace the older generation, resulting in improvements throughout the tourism industry. Millennials become the largest segment in terms of the number of services purchased over a transition phase. As a result, the tourism industry must adjust to this new generation of travelers who are more familiar with the deals they seek. Consider designing facilities to meet the demands of this segment of the market, such as mobile reservation apps like transportation, room service from the hotel room's accessible tablet, expanded loyalty services, and a commission that encourages guests to stay as long as possible. However, there students decide not to travel anywhere because they need to save money.

5.2.2 Average Travel Home

In this research, the highest record of average travel home during semester break is once or twice a semester (80.39%). This data is also related to the frequency of travel because some students will travel during break semester or just go back home. According to a UNWTO survey, the average youth traveler spends $2600 per flight, compared to $950 for the average international tourist (United Nations World Tourism Organization, Student, & Confederation, 2011). As a result, youth travel is one of the fastest growing segments of the tourism industry. Despite the fact that the youth, especially students, are more price sensitive, they have plenty of time to travel. Huang & Petrick (2010) also reported that young travelers between the ages of 18 and 25 are expected to have a significant impact. In conjunction, Lim, Ramli, Yusof and Cheah (2015) proved that the majority of students (54.9%) decided to go on vacation during their semester breaks.

5.2.3 Goal of Travel

Rest and relaxation had the highest record of the goal travel which is 51.9% chosen by UMK's students. The students involve getting away from the routine and strain of daily life, escaping from their surroundings, resting, and relaxing. Van Vuuren & Slabbert (2012) said that when on vacation, tourists have a natural desire to unwind. When they go on vacation, they want to get away from it all and relax. As a result, resorts should have a tranquil and calming atmosphere where visitors can forget about their daily stresses. By traveling, the students can rest from their daily life. Resting and relaxation

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had the highest mean-value in the study which is 3.63. This means that the two most important motivators for visitors visiting resorts are rest and relaxation (Van Vuuren & Slabbert, 2012). It is also described as rest and relaxation as an escape from one's daily life. For this analysis, this factor had the highest percentage. As a result, the most important factor driving visitors to travel is the need to rest and relax. This is deemed important as a key component in the development of an efficient and profitable marketing strategy.

5.2.4 Favorite Way to Travel

58.6% respondents choose the bus as their favorite way to travel. For UMK students, they have a bus company near the campus. There are also many bus companies that provide students. The students can choose the bus that they want to ride. So, students chose to buy because it is easy to buy the ticket and no need to worry about the ticket. The widespread consensus is that using public transportation is less expensive than owning a car. All of the respondents agree that taking public transportation will save them money on their travel expenses. This suggests that, while bus travel is cost-effective, it is insufficient to persuade private automobile drivers to switch to public transportation (Borhan, Ibrahim, Syamsunur, & Rahmat, 2019). Then, it is critical to have access to critical information, such as bus routes and schedules, in order to encourage people to use public transportation. Several respondents, particularly those who drive their own cars, emphasized the importance of bus routes and schedules.

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5.2.5 Travel Time

Table 5.1: Travel Time

Research Objective 1:	To examine the relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.
Research Question 1:	What is the relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?
Hypothesis 1:	There is a relationship between the travel time and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

The research purpose and hypothesis that were tested to address research questions are mentioned above. According to the Pearson Correlation review on Table 5.2.1, independent variable 1 (travel time) has a weak relationship with students' choice of mode of transportation at UMK, Kota Bharu, Kelantan.

Based on the analysis done, it was found the relationship between travel time and the choice of transportation mode of students in UMK, Kota Bharu, Kelantan is at a weak level which is ($r=0.333$, $n=362$, $p,<0.01$). In the tourism industry, satisfaction is primarily defined as a justification for pre- and post-travel expectations. Tourists would be satisfied if their encounters exceed their standards. Improved travel time reliability provides added

value for several trips. This illustrates the fact that travelers and freight operators change their departure times to prepare for the risk that their trips could take longer than normal due to uncertainty. The less unsure they are about how much extra time they'll need for this contingency, the more precisely they will plan their journey, saving time.

In the first independent variable, travel time was featured as a factor that affected the choice of transportation mode of students in UMK, Kota Bharu, Kelantan. The importance of the time factor is that the trip can be completed at the desired time and that the travel time does not surpass any reasonable limits for the tourist in terms of overall vacation time (Dinu, 2018). Stradling (2002) argued that saving time is one of the trip features. The fundamental factors that can encourage people to use public transportation are money, time, and effort. He also added to the discussion because the term "effort" is associated with burdens such as walking, waiting, and maintaining body posture during transit rides (Stradling, 2002). Basically, majority of the respondents think that the travel time and the choice mode transport range must be equaled in order students only travel once or twice in a semester.

Research on the perceptions of university students in Italy found "punctuality" and "distrust" factors is a major problem of bus transportation. In a way detailed, most survey study results against public bus use found a service factor which contributes to satisfaction in a the whole is the appropriateness of time, frequency and the reliability of the service as well as the information communicated to the user. In fact, the shorter time or faster time when travel is the most chosen among students because it did not take a long time to stay in the bus (Mohamed et al., 2019). Some students will choose the transport that travels less time because they do not like long travel and it is getting tiring.

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5.2.6 Service Quality

Table 5.2: Service Quality

Research Objective 2	To investigate the relationship between the service quality and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.
Research Question 2	What is the relationship between the service quality and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?
Hypothesis 2	There is a relationship between the service quality and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

According to the previous chapter's Pearson Correlation review, service quality had a low positive relationship with students' choice of transportation mode at UMK, Kota Bharu, Kelantan. To put it another way, the Pearson Correlation value of 0.387 indicates that at UMK, Kota Bharu, Kelantan, there is a low positive relationship between service quality and students' choice of transportation mode.

In a study conducted in customer satisfaction's service quality by Amponsah & Adams (2016), there is a positive correlation between service quality and tourist satisfaction. The impact of improved service quality on consumer satisfaction in Sweden and finds that quality improvements have only a minor impact on people's satisfaction with public transportation (Friman, 2004). However, there is some conflicting proof. In

developed countries, public transportation is widely regarded as weak. In developing countries such as Italy, there is evidence of inadequate public transportation service (Barabino, Deiana, & Tilocca, 2011). However, "Public transportation systems are very critical and specific towards tourists or customers, according to Polat (2012). Based on Žabkar, Brenčič, & Dmitrović (2010), it is also demonstrated that perceived quality and fulfillment have a strong interrelationship. Tourists would be happy if the quality of the product they obtained through the look, touch, and feel, as well as the services, is good or excellent. If they have the opposite experience, they will be disappointed.

In this report, the researchers acknowledged that students are satisfied with the quality of services and transportation modes available to them, which is why there is a low positive relationship between quality of services and transportation mode choice throughout the analysis. It means they are having their own opinion on satisfied and dissatisfied with performance, features, cleanliness, comfort and services provided by the transportation chosen. For example, tourists thought the transportation and facilities provided by the organization were of high quality.

As a result, the aim of investigating the relationship between travel time and transportation choice of students at Universiti Malaysia Kelantan, Kota Bharu, Kelantan has been met. Meanwhile, this study has addressed the research question what is the relationship between travel time and transportation options of students at Universiti Malaysia Kelantan, Kota Bharu, Kelantan? This is how the study's results can be summarized.

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5.2.7 Cost

Table 5.3: Cost

Research Objective 3:	To analyze the relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.
Research Question 3:	What is the relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan?
Hypothesis 3:	There is a relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

According to the Pearson Correlation Analysis on Table 5.3, cost has a very strong positive relationship with students' choice of transportation mode at UMK, Kota Bharu, Kelantan. It demonstrates that at UMK, Kota Bharu, Kelantan, there is a strong positive association between cost and students' preferred mode of transportation ($r=0.650$, $n=362$, $p<0.01$).

The final independent variable in study is cost. In this variable, statements of I think the price is reasonable recorded the highest mean which is 4.42. Based on Van Truong & Shimizu (2017), the cost of a destination is a significant factor in assessing its popularity. The cost of transport, as well as the cost of living and other facilities at the destination, are usually included. The time spent traveling by visitors or students sources for a portion of the overall cost. The time cost varies depending on their time value.

Travel costs include both the total amount of money paid for the transportation service as well as the cost in terms of travel time. Accessibility improvements result in lower travel costs, which is particularly beneficial for students who must save and plan the budget for traveling (Pagliara, La Pietra, Gomez, & Vassallo, 2015). The students had limited money and time to travel. So. The students need to plan carefully about traveling because they can travel smoothly. The researchers can conclude that cost is important to students and to anybody else because they have to use money along the way. Meanwhile, there is a significant relationship between cost and the choices of mode transport among the students.

As an outcome from the results achieved throughout the study, the research objective, which is 'To analyze the relationship between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan was achieved. Meanwhile, the research question which stated above was also answered through this research. Hence, this study hypothesizes between the travel cost and transportation choice of students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan.

5.3 LIMITATIONS

Throughout the whole research, a worthwhile and meaningful process to finish research has been experienced. Even so, there are several limitations that cannot be prevented from letting the research process run smoothly.

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The first limitation is that some of the respondents returned incomplete surveys of the questionnaire. This is because there is an opportunity that some questions will be ignored or left with an unanswered mode by using the surveys of questionnaires. So, the researchers have to reject a few of the survey questionnaires due to the survey not completed.

Other than that, some of the respondents did not prefer to answer the questionnaire. This is because they did not want to share their thoughts or data about themselves in an unfavorable manner. They feel uncomfortable and worry if the researchers gave their information to other parties. This is because nowadays there are too many scammers that use other people's information for other purposes.

Last but not the least, some of the respondents may not be fully aware of their reasons for any given answer. This is because they are lacking in their memory on the subject, or even boredom.

5.4 RECOMMENDATIONS

The first recommendation is the study carried out by using a quantitative method. Generally, quantitative methods are designed to provide the summaries of data that support generalizations about the phenomenon under study.

Next recommendation is, the researchers can applied the survey response letter

from Faculty of Hospitality, Tourism, and Wellness (FHPK) when carrying out the survey. This is because it can avoid misunderstanding of respondents towards the motive of researchers. The survey response letter will explain about the survey towards respondents in Universiti Malaysia Kelantan, Kota Bharu, Kelantan. This also can build the trust worthy towards research and the survey session will go smoothly.

The last recommendation is, the target population of the students of Universiti Malaysia Kelantan should be enlarged. The researchers can enlarge it from the target population of Kota Bharu campus to another two campuses in Kelantan, since there are three campuses of Universiti Malaysia Kelantan in Kelantan. For example, the researchers may not only target from Kota Bharu, but also can target another two campuses together which are Bachok and Jeli campus. This will make it easier to collect data and increase the number of sample data.

Furthermore, the recommendation for the future research is that students should travel in order to complete their assignment. Other than that, travel also can make students experience new things and be more social with others.

Besides that, another recommendation for future research is to study how the students spend their money on travel. This is because students nowadays are very considerate with the pricing and quality before choosing the most transportation.

5.5 CONCLUSION

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The research objective to determine the relationship between travel time, service quality and cost between the choices of transportation mode, have positive relationship. All research questions have been answered and the purpose of this research has been achieved at the same time during the entire research process.

Based on the discussion, the students like to travel because the study results revealed that rest and relaxation is a higher predictor of life satisfaction for persons engaged in shorter excursions. They also travel home once or twice a semester during break. They also have plenty of time to travel because the students still youth. Since they are students, they only can travel 2 or times a year because they travel only during break semester and choose the bus as their favorite way to travel.

The research objectives of service quality are one of the factors affecting transportation choice among students in this study. It is because the good and bad service quality will affect the choice of student such as cleanliness. The cleanliness and comfort are very important because student will choose the better service quality of the transportation in order to meet their own needs.

Travel time is one of the key factors affecting transportation choice among students on the basis in this study. It is because the waiting time and transferring time also need to be consider before them making choice. Most of the student also will prefer the travel time is good which is saving time and fast because it can reduce the impatient when they travel.

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The research objectives of cost are most of the students affecting the choice of transportation's mode. This is because most of the students think that the price of the transportation is reasonable and also can save the money. Therefore, the cost in public transportation mode can change student selection of transportation mode as they will seek for the choice of transportation mode that they deserve with the price that they paid.

The conclusion of the research and as the following this research will be beneficial to student because it can enhance their awareness about the important of the bus service choice. This research also will give benefit to the practical side like bus's company or airline's company and know what kind of transport will be chosen by student and help to improve their service and make a good impression to passengers. All the hypotheses in this study are accepted.

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APPENDICES

QUESTIONNAIRE

THE FACTORS AFFECTING THE CHOICE OF TRANSPORTATION MODE OF STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, KOTA BHARU, KELANTAN.

Dear Respondent,

We are undergraduate students of Bachelor of Entrepreneurship (Tourism) with Honours, from Faculty of Hospitality, Tourism, and Wellness (FHTW), Universiti Malaysia Kelantan. We are currently conducting a survey entitled "The Factors Affecting The Choice of Transportation Mode of Students in Universiti Malaysia Kelantan, Kota Bharu, Kelantan" to fulfill the requirements for the degree. Therefore, we are sincerely inviting you to spend about 5-10 minutes to complete this questionnaire. We assure that all the information collected is strictly used for academic purpose only and will be kept confidential. We are sincerely appreciated your kind cooperation and participation in this questionnaire. Thank you for your willingness to participate in the study.

Yours sincerely,

SITI KHADIJAH BINTI KAMAL (H18A0576)
LAI YONG XIN (H18A0175)
CHIN JIA HAO (H18A0081)
CHONG JIA CHYI (H18A0733)

FAKTOR - FAKTOR YANG MEMPENGARUHI PEMILIHAN KAEDAH PENGANGKUTAN PELAJAR DI UNIVERSITI MALAYSIA KELANTAN, KOTA BHARU, KELANTAN.

Responden yang dihormati,

Kami adalah pelajar Ijazah Sarjana Muda Keusahawanan (Keusahawanan Pelancongan) dengan Kepujian, dari Fakulti Hospitaliti, Pelancongan, dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan. Kami sedang menjalankan tinjauan yang bertajuk "Faktor-Faktor yang Mempengaruhi Pemilihan Kaedah Pengangkutan Pelajar di Universiti Malaysia Kelantan, Kota Bharu, Kelantan" untuk memenuhi syarat bagi memperolehi ijazah. Oleh itu, kami dengan ikhlasnya menjemput anda meluangkan masa sekitar 5-10 minit untuk melengkapkan soal selidik ini. Kami memastikan bahawa semua maklumat yang dikumpulkan hanya digunakan untuk tujuan akademik dan akan dirahsiakan. Kami sangat menghargai kerjasama dan penyertaan anda dalam soal selidik ini. Terima kasih kerana sudi mengambil bahagian dalam kajian ini.

Dengan ikhlasnya,

SITI KHADIJAH BINTI KAMAL (H18A0576)
LAI YONG XIN (H18A0175)
CHIN JIA HAO (H18A0081)
CHONG JIA CHYI (H18A0733)

SECTION A: DEMOGRAPHIC PROFILE / BAHAGIAN A: PROFIL DEMOGRAFI

Please tick (/) on the appropriate answer or fill in the detailed information in the space provided. / Sila tandakan (/) pada jawapan yang sesuai atau mengisi maklumat yang terperinci di ruangan yang disediakan.

1. Gender / Jantina *

   ☐ Male / Lelaki
   ☐ Female / Perempuan

2. Age / Umur *

   ☐ 19 - 20 years old / 19 - 20 tahun
   ☐ 21 - 22 years old / 21 - 22 tahun
   ☐ 23 - 24 years old / 23 - 24 tahun
   ☐ 25 years old and above / 25 tahun dan ke atas

3. Race / Bangsa *

   ☐ Malay / Melayu
   ☐ Chinese / Cina
   ☐ Indian / India
   ☐ Others / Lain - Lain :

4. Marital Status / Status Perkahwinan *

   ☐ Single / Bujang
   ☐ Married / Sudah berkahwin

5. Year of Study / Tahun Pengajian *

   ☐ Year 1 / Tahun 1
   ☐ Year 2 / Tahun 2
   ☐ Year 3 / Tahun 3
   ☐ Year 4 / Tahun 4

6. Frequent travel in a year / Perjalanan yang kerap dalam setahun *

☐ Every month / Setiap bulan

☐ 2 - 3 times / 2 - 3 kali

☐ Not once / Bukan sekali

7. On average how often do you (or do you intend to) travel home during semesters? / Rata-rata berapa kerap anda (atau anda berhasrat) pulang ke rumah semasa semester? *

☐ Rarely or never / Jarang atau tidak pernah

☐ Once or twice a semester / Sekali atau dua kali dalam satu semester

☐ Most weekends / Kebanyakannya pada hujung minggu

8. The goal of travel / Matlamat perjalanan *

☐ Rest and relaxation / Rehat dan berehat

☐ Quality time with spouse/family/friends / Masa yang berkualiti dengan pasangan / keluarga / rakan

☐ Learn about something and experience history and culture / Ketahui dan alami sejarah dan budaya

☐ Other:

9. The favorite way to travel / Cara kegemaran untuk melancong *

☐ Car / Kereta

☐ Train / Kereta Api

☐ Bus / Bas

☐ Taxi / Teksi

☐ Yacht / Kapal Layar

☐ Other:
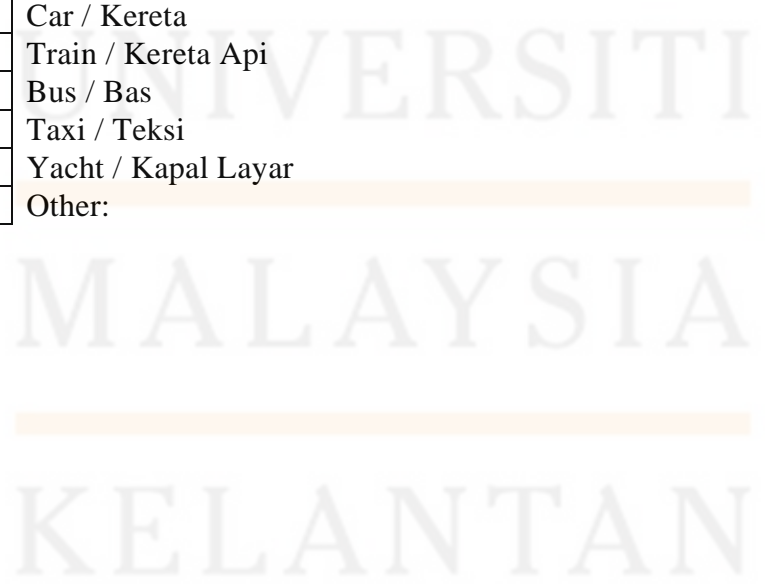
Section B- Travel time

Instruction: Please respond to each statement by tick your answer using the scales given below.

1-Strongly Disagree
2-Disagree
3-Neutral
4-Agree
5-Strongly Agree

STATEMENTS	1	2	3	4	5
1. I think that travel time will influences the choice of transportation mode. / Saya berpendapat bahawa masa perjalanan akan mempengaruhi pilihan mod pengangkutan.					
2. I think that travel time such as waiting time and transferring time need to consider before making choice. / Saya berpendapat bahawa waktu perjalanan seperti menunggu masa dan memindahkan masa perlu dipertimbangkan sebelum membuat pilihan.					
3. I think travel time reliability is a fundamental factor that need to consider in order to choose the best transportation mode. / Saya rasa kebolehpercayaan masa perjalanan adalah faktor asas yang perlu dipertimbangkan untuk memilih mod pengangkutan terbaik.					
4. I will prefer to choose the transportation mode which is the travel time is good because of faster and save time. / Saya lebih suka memilih mod pengangkutan yang mana masa perjalanannya baik kerana lebih cepat dan menjimatkan masa.					
5. I think that travel needs and preferences will influences the choice of transportation mode. / Saya berpendapat bahawa keperluan dan pemilihan perjalanan akan mempengaruhi pilihan mod pengangkutan.					

Section B- Service Quality

Instruction: Please respond to each statement by tick your answer using the scales given below.

STATEMENTS	1	2	3	4	5
1. I think drivers adhere to careful driving style. / Saya memilih pemandu yang mematuhi gaya pemanduan yang berhati-hati.					
2. I think driver/conductor is responsive and ready to prompt the desired stop. / Saya berfikir pemandu / konduktor yang responsif dan bersedia untuk meminta berhenti yang diingini.					
3. I think driver/conductor know the city and can prompt the desired stop. / Saya memilih pemandu / konduktor yang mengetahui bandar dan boleh meminta berhenti yang diinginkan.					
4. I think cleanliness is very important when traveling. / Saya rasa kebersihan adalah sangat penting ketika melakukan perjalanan.					
5. I feel the comfort is very important while traveling. / Saya rasa keselesaan adalah sangat penting ketika melakukan perjalanan.					

Section B- Cost

Instruction: Please respond to each statement by tick your answer using the scales given below.

STATEMENT	1	2	3	4	5
1. I think the price is reasonable. / Saya rasa harganya berpatutan.					
2. I think using this transportation can save money. / Saya rasa menggunakan pengangkutan ini dapat menjimatkan wang.					
3. I think this transportation service is cheap. / Saya rasa perkhidmatan pengangkutan ini adalah murah.					

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	1	2	3	4	5
4. I think the price of the transportation is acceptable based on transportation mode. / Saya rasa harga pengangkutan boleh diterima berdasarkan mod pengangkutan.					
5. I think the price of transportation is an important thing in traveling. / Saya rasa harga pengangkutan adalah perkara yang penting dalam perjalanan.					

Section C-The choice of transport mode

Instruction: Please respond to each statement by tick your answer using the scales given below.

STATEMENT	1	2	3	4	5
1. I choose this transportation as my transport mode. / Saya memilih pengangkutan ini sebagai mod pengangkutan saya.					
2. I like this transportation because the services is given to me is quite good. / Saya suka pengangkutan ini kerana perkhidmatan yang diberikan kepada saya adalah cukup baik.					
3. I get attracted to this transportation because of its convenience such as easy to travel and cost is still acceptable. / Saya tertarik dengan pengangkutan ini kerana kemudahannya seperti perjalanan yang mudah dan kos masih boleh diterima.					
4. I think this transportation is the first choice of university students. / Saya rasa pengangkutan ini adalah pilihan pertama pelajar universiti.					
5. I think this transport is easy to find on online platforms. / Saya rasa pengangkutan ini senang didapati di platform dalam talian.					

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