

[SV 17] LIGHT RAIL TRANSIT (LRT) SURVEY IMPLEMENTATION IN ONE OF THE UNIVERSITY IN NORTHERN MALAYSIA

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ABSTRACT

The research aims to study the use of transportation Light Rail Transit (LRT) at University Utara Malaysia College. Light Rail Transit (LRT) is an electric-powered trains and moving on two tracks to offer a comfortable choice to move in a designated area. This research used quantitative case study method in which questionnaire was used for data collection. A total of 152 undergraduate students were selected using simple random sampling method. The study was conducted to making a screening to the student's knowledge about Light Rail Transit in terms of time saving, cost, and environmental knowledge. The finding shows that the percentage of agreed students is quiet higher. It proves that Light Rail Transit (LRT) is an efficient transport system to use for the University Utara Malaysia (UUM) students.

Keywords: *transportation, electric-powered trains, LRT, UUM, student's knowledge, time saving, cost, environmental knowledge*

INTRODUCTION

Universiti Utara Malaysia (UUM) is the sixth state university that was officially established on February 16, 1984. UUM is the only university that specializes in the field is set to management since its inception. UUM campus in Sintok, Kedah, which is located in the northern state of Kedah Darul Aman.

There are 15 students Lodge (INASIS) that can accommodate nearly 20,000 students. INASIS is named according to the companies, institutions and organization in Malaysia that also contribute to the development of this university. Student's inn (INASIS) consists of MAS, TENAGA NASIONAL BERHAD, TRADEWINDS, PETRONAS, EON, MISC, SIME DARBY, BSN, TELEKOM MALAYSIA, PROTON, MAYBANK, YAYASAN AL-BUKHARY, BANK MUAMALAT, BANK RAKYAT AND SME BANK. In addition, UUM also provides comfortable accommodation for tourists visiting the University Inn and UUM Hotel EDC. UUM also make the campus as a campus open to the public to visit and use of the facilities available in it. UUM also provide lodging places on campus as the University Inn while INASIS that can be rented during the semester break. UUM also offers hotel accommodation which EDC-UUM which is located near the main entrance. UUM has developed some forest area save an area of 107 hectares as a tourist attraction in the northern region by creating several facilities such as golf course 9 hole, go-kart circuit internationally, camping, shooting range shooting and archery, deer park, an equestrian center, etc. , Based on the facilities available at the UUM campus as complete infrastructure such as banks,

shopping centers, health clinics, postal services, etc. has made this campus become the first choice of accommodation for students. In addition, the university UUM also known as jungle beautiful and comfortable. Modern comforts such as bamboo garden, porch living, sport center, the initial plateau, golf center and so on. No wonder UUM has been known as a center of educational tourism.

Tourism-based education has launched Discovery UUM 2016. Discover Program 2016 is a platform to UUM for the treasures contained in this university to the outside and UUM in particular, in addition to highlight another aspect of entrepreneurial and managerial dimensions UUM.

On 9 November 2015, the strategic cooperation between University Utara Malaysia (UUM) and train Tanah Melayu Berhad (KTMB) to improve efficiency and service quality of railway industry not only locally, but also internationally with the signing of a Memorandum of Understanding (MoU) both two parties in the EDC-UUM. In this case UUM has been entrusted to the cooperation between industry and universities for the first time, moreover KTMB is one of the country's leading brands. Researchers feel that string LRT service is seen as a transformation that can bring changes to the student, accommodation, transport and tourism in UUM.

PROBLEM STATEMENT

Management stability placement and transportation for students in higher education is an important thing. Anywhere in higher education, students would prefer a location that most students stay close to their learning faculty. This is because the time factor, energy and security costs as well as their priorities to be on board student accommodation provided by the university. However, for students who are placed far apart with faculty or outside of the campus they also need to use a variety of transportation system to commute to campus such as using your own vehicle or use the bus service provided. The implication, allowing them to be affected in terms of time and energy as well as the high cost compared to on-campus accommodation. Furthermore, this will also involve a safety factor when they are on the road.

A continuation of the student accommodation and transport in the shuttle to study at the university, one of the new approaches should be introduced in the transport system in universities especially in University Utara Malaysia. Light rail transit (LRT, the Light Rail Transit) is a modern, electrically powered trains and moving on two tracks to offer a comfortable choice to move in a designated area.

The use of LRT may be required as a coloring transport system in universities among students. The question is whether students can receive transportation system changes the next LRT can make INASIS SME Bank to be their first choice?

Therefore, researchers will study the admission of students to INASIS SME Bank as their preferred choice of transport through the implementation of LRT. This study was conducted to determine the extent to which this transport can save time, reduce costs, reduce air pollution and LRT services can realize the dream of UUM as a leading educational tourism center.

RESEARCH OBJECTIVE

There are several question related to the study that I did. Among these are:

- i. Identify college in university as college choice students should use the services of LRT.
- ii. To examine whether the use of LRT can save time, costs and reduce air pollution.
- iii. Determine UUM as leading educational travel destinations.

RESEARCH QUESTION

To achieve the goals and objectives of the study and the answers to the following research questions:

- i. Do the LRT as the transport system in UUM can attract or be an option for students to stay in College University?
- ii. Is the use of LRT can save time, costs and reduce air pollution?
- iii. Is the use of LRT as the transport system can make UUM as a leading educational travel center?

LITERATURE REVIEW

In this chapter the researcher will discuss the studies and the views of those directly affected. Transport is an essential service. In Malaysia, the public transport system is an important aspect in communication systems for the public either urban or rural areas (Sunif, 2011). On the campus of Universiti Utara Malaysia there is a bus service provided by the university for its students. There are also private transportation such as motorcycles and cars used by students. However, most of the students of Universiti Utara Malaysia rely on bus service to commute from the property to their faculties. The result of the survey conducted by the researchers, there has been no study that has been conducted specifically on transport services LRT Universiti Utara Malaysia. This study is an action research on transport services LRT and the placement of students in INASIS SME Bank, Universiti Utara Malaysia.

LRT transport services

In INASIS SME Bank, bus transportation is according to schedule. If students want to carry out an assignment outside the campus, they had to wait for a bus in a long time and discomfort during the trip. According to the Official Abdullah (17 June 2010) passenger complaints against their bus to arrive or depart later than scheduled times is often heard. According to Mustapa (1994), the results of his research stating an efficient transport system should provide more frequent service to attract customers or passengers. Frequency of services and thus affect the waiting time total travel time. Good transport can reduce travel time and reduce costs and time for passengers and firms (Gunasekera et. al, 2008). Rohana and Anizaliana (2012) stated that consumers are more comfortable with choosing the LRT as the fares charged are reasonable.

Based on the analysis conducted by Ahmad Tarmizie bin Harun (2011) found the facilities of public transport in terms of cleanliness in the bus, seat comfort, air-conditioning, provision of parking goods and shareholders and so play an important role in attracting people to use public transport. Mazzulla and Eboli (2006) states that

one of the criteria often used as a measure of the quality of public services is the cleanliness and comfort of transport.

In addition to the factors of time and convenience, cost factors also determine the quality parameters, without mines and the results are quite impossible for bus operators to provide quality services (Nor,A.R 2008). According Zainol.R (2011) cost is the money to be paid by passengers to travel using public transport. According to Nor,A.R (2008) again, most students have financial problems, particularly for daily expenses such as food and beverage, stationery, medical costs and freight rates are quite expensive cause lazy students attend classes and performance decline.

RESEARCH METHODOLOGY

In this chapter, procedures and methods to be used in carrying out this study is based on a study that will be conducted, Methodology This study will discuss the study design, sample, instruments, data collection procedures and data analysis procedures. Cohen and Manion (1996), defines the methodology to be used in the research approach for collecting data. This data will be used as a basis for inference and interpretation form describes the purpose and expectations of what a phenomenon.

Design review

Based on the purpose of the study to be carried out research using qualitative evaluation design through direct observation of acceptance, the need and the importance of the implementation of transport use LRT in UUM campus. Studies conducted in the form of a more descriptive to the explanation of the meaning of things that are reviewed and does not favor any data that is numerical, unstructured, and open-shaped and more focus on the process.

The approach is based on symbolic interaction leads to in-depth study by direct observation by researchers in an actual situation. Researchers use as a research tool can generate meaningful data to bring the data collected will be analyzed, discussed and concluded during the study. These methods indirectly provide opportunities for researchers to explore and observe with deep research questions.

Therefore, to understand the implementation of transport use LRT in UUM campus, direct observation methods can be used. According to Othman Width (2006), the selection methods are qualitative observations were made because researchers are keen to explore and make interpretation and gained a deep understanding of a case or matter to be examined.

Sample and location

The sample consisted of 100 respondents consisting of students at the SME Bank, UUM. The selection of 100 students in the sample were considered sufficient and appropriate to enable researchers to explore and examine research questions to get the true picture of the implementation of transport use LRT in UUM campus, in this study the researchers chose the site farthest students with their learning faculty. Given the time, effort and cost as well as safety a priority has led researchers to carry out this study to students at SME Bank.

Instrument

The instrument or instruments is necessary in a study to be undertaken. The instrument used to determine whether data or information to be obtained or not. The instrument will be used for research to be carried out in the form of a questionnaire. The selection questionnaire as an instrument for this method can provide a more accurate response because respondents do not deal with the researcher when answering the questions posed.

Procedures for data collection

After submitting a letter of permission to conduct a study on the principal of SME Bank, the researchers shed light on studies to be carried out. After obtaining permission from the Principal of SME Bank. Data collection procedure is carried out through a questionnaire conducted to obtain and collect more detailed information about the knowledge, time and cost of their expenses.

Procedures for data analysis

According to Majid (1994), a data processing techniques for the collection, processing, analysis, storage and production data. The data obtained from the test are further analyzed raw materials for science and useful information.

Data analysis is the second method of data collection methods. All data collected will be analyzed prior to prove the truth. Data is the raw material and does not give any useful information to solve the problem studied. Based on the information resulting from the analysis of these data, the researchers will use that information as evidence to make a decision.

In the context of this investigation, the questionnaire was used to collect the data required from the population or sample of students in INASIS SME Bank. Questionnaire data collected will be analyzed using statistical methods based on the fundamental frequency and percentage (%) manually.

FINDINGS

This chapter discusses in detail the findings of the issues of the research conducted in INASIS SME Bank. The results are discussed based on the analysis of student demographic factors and a questionnaire based on the Likert scale. These data were analyzed manually using percentages (%). The results of the study will be used to answer the research questions that have been presented in earlier section.

Analysis of students' demography factors

A total of 20 questions were submitted and were divided into 150 respondents. They mark the answers in the space provided. This analysis was based on criteria according to the background such as gender, nationality and semester.

Issues study A: Knowledge associated with transport LRT

Based on a questionnaire for knowledge questions relating to transport light rail transit (LRT), the information obtained can be classified according to the questions answered. For questions about LRT knowledge, all the respondents, 150 (100%) stated that they know about the transport system of light rail transit. The results of this data collection

showed all respondents were aware of LRT. Thus, it can be concluded that all respondents recognize and learn about the LRT service before this study.

As for the question of experience LRT, a total of 98.6% or 148 respondents experienced the LRT and the remaining 1.4% never you're using LRT. Numbers of respondents who had boarded the LRT is more compared with respondents who had never boarded the transport system.

For two research questions that LRT is an important service and an agreement with the construction of the LRT in INASIS SME Bank, all respondents agreed that each of the 100 %respondents said the LRT service is important and agreed with the construction of the LRT in INASIS SME Bank.

As a result of the information collected from the questionnaire concerning the UUM provide transportation LRT students, all respondents, 100% said approval. This means none of the respondents who do not agree about the system transportation this. Similarly, the results obtained for statements about the use of the LRT is better than other transport is available 100% respondents agreed.

Issues study B: Knowledge about environment transportation Light Rail Transit (LRT)
LRT service usage can reduce air pollution, the view of 99% respondents agreed with this statement compared to only 1% person who said it was not about the reduction of air pollution. This is in line with the needs of wildlife that want clean air and unpolluted.

Through the use of LRT services can also help University Utara maintain air quality. It is fully supported by all of the respondents said yes 100% and 0:00% Unable said in response to air quality. Furthermore UUM position in the jungle is compatible with UUM as Green Forest University.

LRT environmentally friendly transport statistics collected by 98% for respondents agreed and only 2% are saying no to this statement. A total of 80% respondents agree that the use of LRT does not disturb the wildlife in UUM while only 20% states that the LRT system will disrupt wildlife in UUM.

Issues study C: Knowledge of time and costs
A total of 98% respondents disagreed and only 2% of the respondents agree on payment LRT service.

Data collection for statements about the LRT cost students found all respondents, 99% said yes to the statement. Based on the time savings, 98% said yes while 2% are answered not.

Overall, the research questions of knowledge about the cost and time shows that almost all respondents agree that the use of this LRT to save time.

DISCUSSION

In this chapter the researcher will elaborate discussion on the findings, conclusions and thus make an appropriate proposal to the LRT system can play a role in making

INAPSIS SME Bank as their primary choice. This study was conducted to determine whether this transportation can save time, reduce costs, and reduce air pollution.

Summary of the study was based on survey respondents' background and observations that have been made on the level of acceptance of students in the use of the LRT system.

Background of respondents

As a result of background information about the respondents indicated that the number of male respondents is 91 people, while the numbers of female students were about 61 people. In this study indicate the number of boys more than girls.

All respondents from Malaysians. This shows the level of knowledge and background they are not so noticeable each etc. Based analysis of the questionnaires showed that half of the respondents were selected from various semesters. As a result of the information collected from questionnaires, found 34 students are from semester one and two, 39 students of semester 3 and 4, and 36 students a semester 5 and 6, while 43 students from the 7th semester on.

Data for knowledge related to transport entire LRT showed that 152 respondents know about the LRT system. The results of the questionnaire respondents, found that all respondents among citizens who already have existing knowledge and experiences on LRT.

The results of the data analysis for LRT ride experience shows that students who have climbed high, the LRT is 150 people but there are a few students who still have not experienced up to this transportation system which is only 2 people only. Thus it can be stated that almost all respondents have experience train.

Environmental knowledge

Among the findings on the use of LRT services can reduce air pollution, 99% respondents agreed, compared to only 1% person who did not agree on the reduction of air pollution.

Through the use of LRT services can help University Utara Malaysia maintain air quality. All of the 100% respondents agreed to respond on air quality. LRT environmentally friendly transport statistics collected by 98% for respondents agreed and only 2% are saying no to this statement. A total of 80% respondents agree that the use of LRT ii not disturb wildlife in UUM while only 20% states that the LRT system will disrupt wildlife in UUM.

The results of this study can be concluded that the LRT transport is environmentally friendly. This is in line with the needs of wildlife that want clean air and unpolluted. Furthermore UUM position in the jungle is compatible with UUM as Green Forest University.

Knowledge of time and cost

For the findings of the time and cost of 98% respondents disagreed and found that only 2% of the respondents agree on payment LRT service. Data collection for statements about the LRT cost 99% students were found to agree with that statement. Based on the time savings of 98% respondents agreed and only 2% just disagree.

Overall, the research questions of knowledge about the cost and time shows that almost all respondents agree that the use of this LRT to save time and cost.

The hypothesis of the study is the use of the LRT system more beneficial to students in University Utara Malaysia especially in INASIS SME Bank. Results of the study to look at and determine the extent to which the use of transport LRT can make INASIS SME Bank as an option can be viewed based on the percentage of respondents answer student shows the level of agreement is very high. If the comparison is made based on the analysis of the background of the respondents and the questionnaire it was found that more respondents agreed. These results support the hypothesis concerning the use of LRT can save time, costs and reduce air pollution and INASIS SME Bank be the first choice of students if the LRT service was held at University Utara Malaysia.

SUMMARY

Efficient transport system that can provide comfort and convenience to the next student can produce advantages to students, the university and the state. The effectiveness of transport system might help solve the problem of student accommodation placement because each wanted a location close to their learning faculty. The importance of transport used no doubt can handle a remote location and may not be the choice of students.

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