

# Factors Influencing the Perception of Being Caught (POBC) Among Private Vehicle User

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**Abstract:** Numbers of private car dependencies in Malaysia nowadays are increasing every year. Due to that, Malaysian seems too way more comfort in travel by their owned vehicles. However, high numbers of vehicles on the road would tend to congestions in which areas that had big size of populations such as in urban areas and residential areas. Thus, it does not only require in congestions but it is highly exposed to traffic accidents among vehicles on road. This will determine on what are the level of traffic enforcement effectiveness of the areas. However, government has enforced the rules and regulations of road traffic to ensure the driver to follow the rules. This is because traffic rules and regulations implemented in order to improve the safety on the road. Besides, researchers believe that high rate of traffics accidents on road are related with the human behavior and attitude of the drivers itself. According to [1] stated that Perception of Being Caught (POBC) is a "feeling" of getting caught in a psychological term which relate with an act of awareness on road safety. In this study, researcher would like to determine the factors that influencing the private user's Perception of Being Caught (POBC). These factors are the key to improve safety on the road. Government which acts as the responsibilities parties may use this result to increasing the road safety and decrease the road fatalities in our nation.

**Key Terms:** Intrapreneurship, entrepreneurship, retail organizations, qualitative analysis, Malay culture.

## 1. INTRODUCTION

In Malaysia the accident rate can be considered high. Many people have lost their lives due to accident every year. This alarming figure has made road user in Malaysia feel unsafe while driving on the road. There are many factors can lead to the accident. One of the factors is the disobeying the roads rules like speeding above the limit, take over within the double line, and disobeying the traffic light. Law enforcement has made several programs to control the behavior of the driver. For example like Ops Sikap that usually make on festive season. But, this program is still not enough to supervise the driver behavior as the program is only running on festive season.

According to information gained from Seri Alam Police Headquarters, from the case research by Investigation and Traffic department, there are there main factors of road accidents. There are either human factors, road physical factors or other uncertainty factors. Accidents that come from human factors refer to the human error that happen during driving. Disobeying road rules are the major cause of accident on the road. Examples of disobeying road rules are, speeding over limit, beating the traffic light, not wearing safety equipment, and more. Secondly the road physical factor which is refer to the road condition like improper maintain of the road

that might cause the appearance of road accident. The last one is the uncertainty factors. Uncertainty factors refer to the nature causes like heavy rain, lighting or falling tree on road. On this situation, drivers should be more caution in driving their vehicle. Heavy rain might expose to the slippery road and tends risk in road accidents.

In conducting the research of Factors Influencing the Perception of Being Caught (POBC) Among Private Vehicle User, the study is focus on accident that cause by human factor. Researcher need to study on the disobedient of the road rules among the private vehicle user. Perception of Being Caught can be defined as the feeling of getting caught in a psychological term. The function of Perception of Being Caught (POBC) is refer to the feeling of the risk of getting caught by traffic enforcement that driver felt while driving on the road

#### *A. Background*

The numbers of road accident and deaths in Malaysia is increasing year by year. This number has made every party in this country worried. The statistic that shown by Malaysian Institute of Road Safety Research (MIROS), there is an increasing of the number of private car owned each year. It means that the number of car is increase on the road.

By looking at this situation, government has strengthened the rules and regulations of road traffic to ensuring the driver comply with the rules. Road rules and regulation is important to improve the safety on the road. In this case, the high rate of accident road are recorded in Malaysia are influenced by the behavior and attitude of drivers. Researcher knows that function of traffic rules is very important in educated drivers for them to comply so that the accident can be reduced. Besides, in reducing numbers accident road can generate the decrease number of death and permanent disability which is helping to bring a better quality of life.

#### *B. Problem Statement*

The major caused of accident is caused by human error [2]. The low ability of road user to follow the road rules contribute to road fatalities. There must be a reasons of why the driver unable to obey the road rules. Low driver's Perception of Being Caught (POBC) is one of the reasons that most of the drivers are not following the road rules. It is because they did not feeling that they will be getting caught by the law enforcement. The research is conducted to find out the factors that associate to Perception of Being Caught (POBC) among the drivers.

According to [3] stated that, POBC measurement in

Malaysia during normal time is 25 %. The measurement is low compared to develop country which the POBC is around 80%. Due to every day we heard the news about the worst of road accidents are exposed on media but still the road have not concerning about the traffic rules during driving [4].

Perception of being caught (POBC) mean is, how much the driver perception that they can be caught on the road if they are making mistake while driving. Traffic enforcement is the one help to maximize the POBC of the driver in Malaysia. Hence, a proper research is needed to identify about the level of effectiveness of traffic enforcement at Bandar Seri Alam. Other than that, researcher also will found out other factor that influencing the Perception of Being Caught (POBC).

#### *C. Research Questions*

In achieving the research objective, seven research questions has been developed, the research questions are;

RQ1: What are the causes of the accident

		at Bandar Seri Alam?
RO 1	RQ2:	Why drivers are not following the safety road rules and regulations
	RQ3:	How to reduce road accidents
	RQ4:	What are the factors that associate with Perception of Being Caught?
RO2	RQ5:	What is the most significant factor that influences the Perception of being caught?
	RQ6:	What are the possible ways to improve Perception of Being Caught among
RO3	RQ7:	What are other factor that influence the Perception of being caught among the road user
	RQ8	How to improve safety on the road?

From Table 1.1 Research Question shows the relation between research objective and research questions. One research objectives produce three research questions.

#### D. Research Design

The research is conducted to study the factor that associate with the Perception of Being Caught among the private vehicle user at Bandar Seri Alam. In conducting this research, research apply both qualitative and quantitative research method. In qualitative research method, researcher will interview a law enforcement bodies, which is the traffic police to determine the factor that contribute to road accident. For quantitative method, researcher will distribute data and make the UniKL MITEC community as the sample of the research.

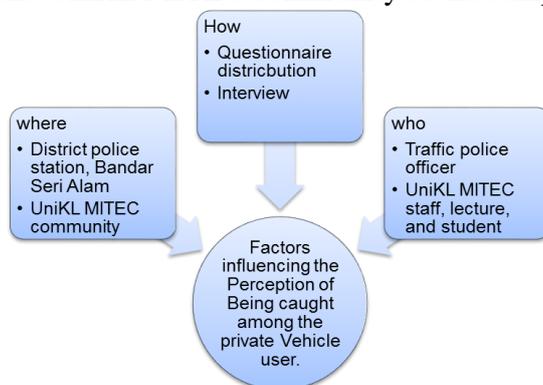


Figure 1.1: Research Design

Figure 1.1 shows the Research Design for this research. First, this research will be conducted at Bandar Seri Alam where the respondents will be at UniKL MITEC and Bandar Seri Alam District Police Station. Secondly, this research will used mix mode of research methodology, where researcher are using both qualitative and quantitative research methodology. Lastly, the respondent of the research will be the UniKL MITEC community which included UniKL MITEC staffs, lectures and students.

## 2. LITERATURE REVIEW

### a. Private transportation in Malaysia

Malaysia is a country that most of the citizen relies on the private transportation. It is because, the efficiencies and low reliability of public transport and also the good economic development in Malaysia. From the article written by Noresah Mohd Shariff on Private Vehicle Ownership and Transportation Planning in Malaysia [5], Kuala Lumpur area has experienced the highest growth of motorization and urbanization. It also had been record that Kuala Lumpur is the highest ownership of private vehicle.

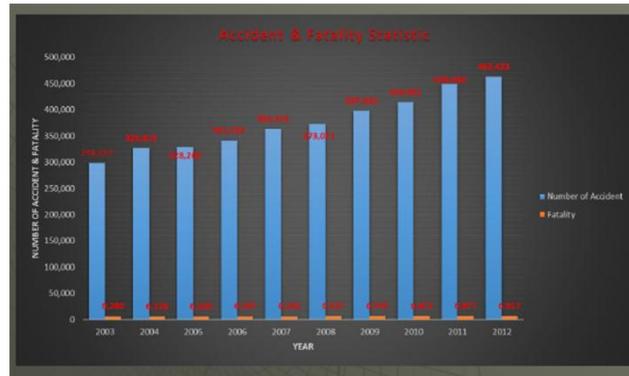


Figure 2.1: Accident and Fatality statistics  
 (Source: Royal Malaysian Police)

According to a research conducted by Highway planning Unit, Ministry of Work [2] the number of accident rate is increased. From the table above, it shows an increase in numbers of death due to road accident from 6,286 deaths in 2010 to 6,917 in 2018. While the number of accident occur rose from 296,653 in 2003 to 462,423 in 2018. This figure state that the number of accident in Malaysia is keeps rising.

The relationship between the number of fatalities and crashes can be associated with the rapid rise of motorization in Malaysia. There are also reports that state, since 2010, the number of registered vehicle in Malaysia had increased each year by rate around 10%. The increased number of registered vehicles will also increase the number of vehicle-kilometers travelled in the country.

Year	Registered Vehicles	Population	Road Crashes	Road Deaths	Serious Injury	Slight Injury	Index per 10,000 Vehicles	Index per 100,000 Population	Index per billion VKT
1997	8,550,469	21,665,600	215,632	6,302	14,105	36,167	7.37	29.1	33.57
1998	9,141,357	22,179,500	211,037	5,740	12,068	37,896	6.28	25.8	28.75
1999	9,929,951	22,711,900	223,166	5,794	10,366	36,777	5.83	25.5	26.79
2000	10,598,804	23,263,600	250,429	6,035	9,790	34,375	5.69	26	26.25
2001	11,302,545	23,795,300	265,175	5,849	8,680	35,944	5.17	25.1	23.93
2002	12,068,144	24,526,500	279,711	5,891	8,425	35,236	4.9	25.3	22.71
2003	12,819,248	25,048,300	298,653	6,286	9,040	37,415	4.9	25.1	22.77
2004	13,828,889	25,580,000	326,815	6,228	9,218	38,645	4.52	24.3	21.1
2005	15,026,660	26,130,000	328,264	6,200	9,395	31,417	4.18	23.7	19.58
2006	15,790,732	26,640,000	341,252	6,287	9,253	19,885	3.98	23.6	18.69
2007	16,813,943	27,170,000	363,319	6,282	9,273	18,444	3.74	23.1	17.6
2008	17,971,901	27,730,000	373,071	6,527	8,868	16,879	3.63	23.5	17.65
2009	19,016,782	28,310,000	397,330	6,745	8,849	15,823	3.55	23.8	17.27
2010	20,188,565	28,910,000	414,421	6,872	7,781	13,616	3.4	23.8	16.21
2011	21,401,269	29,000,000	449,040	6,877	6,328	12,365	3.21	23.7	14.68
2012	22,702,221	29,300,000	462,423	6,917	5,868	11,654	3.05	23.6	13.35
2013	23,819,256	29,947,600	477,204	6,915	4,597	8,388	2.9	23.1	12.19

Figure 2.2: General Road Accident Data in Malaysia (1997 – 2018)  
 (Source: Malaysian Institute of Road Safety Research, 2016)

Malaysian Institute of Road Safety Research (MIROS) is an agency that operate under our government, the Ministry of Transport. This agency is responsible to conduct research an act as central repository of knowledge and information on road safety. According to their past

research, (Malaysian Institute of Road Safety Research, 2016) the number of road crash was increasing from year 1997 until 2018. But in the year of 2014, the number of road crash was decreased from 477,204 to 476,196. Truly the action that taken by the government is effective to reduce the accident. One of the method that taken by the government is through the implementation of Automated Enforcement System (AES). The AES implementation in Malaysia is one type of enforcement. Enforcement is an important part in changing the road user behaviour. Road rules and legislation is meaningless without the enforcement.

### *b. Road and Safety*

Malaysia is one of a country that reported high rank in accident rates. According to [6] from her research that title Predicting Malaysia Road Fatalities for Year 2020. Malaysia is now the ninth country with the most frequent causes of death by accidents based on World Health Organization predictions (WHO).

Researcher also found that, in the year 2020, Malaysia target the number of the accident will go to decrease rate in the road accidents. Even though the trend have shown a positive direction where smaller increments have been recorded from year 2000-2019, the total number of fatalities is still increasing but in low number every year. Malaysia established the road safety target based on the road fatality models, developed by Malaysian road safety experts.

In Malaysia, there are agencies that can be pointed to find a ways to reduce the accident. There are many ways implemented by the expert agency such as the Ministry of Works (MOW), who are responsible in the planning and management of the Federal Roads in order to reduce road fatalities in Malaysia. Sample of approaches used in Road Safety Programs are as follows:

- a. Accident Prevention
- b. Accident Reduction
- c. Road Maintenance
- d. Building New Roads

The latest way to improve safety on the road is by implementing the Automated Enforcement System (AES). In 2011, Malaysia has already implemented the AES as it is another way that the experts done in reducing the number of road fatalities.

According to that study conducted , Speed Limits and Automated Enforcement [7], stated that ASE or AES main objectives are to increase the actual and perceived chances of speeders being caught in order to increase the portion of roadways subject to enforced speed controls.

ASE or AES has widely deployed in Europe and numbers of research studies have shown that ASE has reduced the speed of road users and increase the safety environment. Studies reviewed in Europe found a 5% to 69% reduction in crashes within the immediate vicinity of camera sites, a decrease in injuries of 12% to 65%, and a 17% to 71% decrease in fatalities.

### *c. Factor of accident*

There are several factors that may lead to accident. According to a journal that related to the factor of accident [8], the factor of accident can be categorized into two broad categories. There are driver error and error that occurs except the driver error. He also stated that, driver error is by far the largest single cause of car accidents in the United States.

Other than that, according to a journal "Contributory factors to road accidents" [9], the factors of accident can be categorize into two stage. There are the factors that leading directly to the accident, where it called the precipitating and the second stage is the contributory factors. The contributory factor may indicate a human judgement namely as 'definite', 'probable' or 'possible'.

Table 2.1: Precipitating factor and contributory factor

Precipitating factor	Contributory factor
Failed to stop (mandatory sign)	
Failed to give way	
Failed to avoid pedestrian (pedestrian not to blame)	Impairment - alcohol Impairment - drugs Impairment - fatigue Impairment - illness
Failed to avoid vehicle or object in carriageway	Distraction - stress/emotional state of mind Distraction - physical - in/on vehicle
Failure to signal / misleading signal	Distraction - physical - outside vehicle
Loss of control of vehicle	Behavior - panic
Pedestrian entered carriageway without due care	Behavior - careless/thoughtless/reckless Behavior - nervous/uncertain Behavior - in a hurry
Passenger in or near PSV 0 0 1 1	Failed to judge other person's path or speed
Swerved to avoid object in carriageway	Disability Failed to look Inattention
Sudden braking 1 2 4 3	Person hit wore dark or inconspicuous clothing Interaction/Competition with other road users
Poor urn/man oeuvre	Aggressive driving
Poor overtaking	Lack of judgement of own path
Drove wrong way	
Opening door carelessly	

Table 2.1 shows the Precipitating factor and Contributory factor that lead to accident. Both Precipitating factor and Contributory factor came from human error. Precipitating factor is factor refer to the condition that driver do that can directly cause accident happen. While, contributory factors refer to the condition where increase the chance of accident when driver involve into this condition.

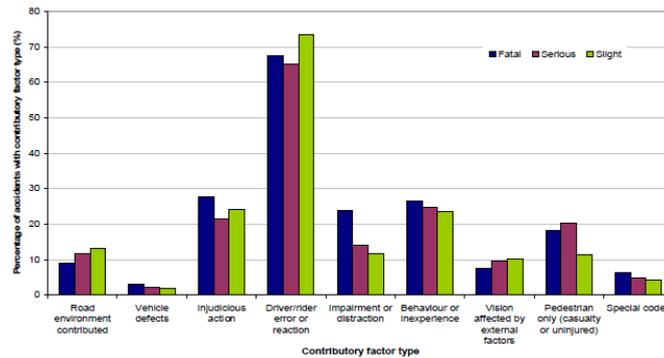


Figure 2.3: Contributory factor type

(Source: Britain Department of transport, 2011)

Other than that, the Road Casualties in Great Britain 2011 Annual Report [10], provide the contributory factor type that lead to the accident. According to the report, the highest percentage of accident occurs are drivers or rider error or reaction.

From this report, researcher found that the major factors that lead to the accident is come from driver error. Meanwhile the lowest factor of accident was vehicle defect. The similarities upon the research also can be seen as the report also stated that accident that come human error can be divided into several errors. There are errors as listed below;

- Failed to look properly
- Failure to judges other person's path or speed
- Careless, reckless driving style
- Loss of control
- Poor turn
- Poor to look properly
- Sudden braking
- Speeding
- Under the influence of alcohol or substance(like drugs)

Bad driving behaviors lead to accidents. To improve safety on road government and other related agencies need to have a good corporation to sit together and discuss about this problem. Researcher focuses on the major factor of the accident because the major factors of accident are the primary contribution to an accident. By focus on the major cause of accident, researchers might find a way to avoid or overcome the major factor thus improve the safety on the road by reducing the number of accident.

#### *d. Speed changes*

Speeding is one of the major causes of accident in Malaysia. Speeding is caused by poor driver attitude and it can be categorize under driver error [11]. It is the number one problem that each countries in the world facing. A study conducted has shown that 5% reduction in the average travelling speed could result in a 20% reduction in fatalities. In a specific road way that accident usually occur that caused by speeding, if the driver reduce speed, it can reduce the probabilities that accident may occurred.

The enforcement is important in ensuring the drivers always obey the road rules and regulation. What Malaysian needs is the right mechanism of enforcement. A research has been conducted to find out the speed of a driver when there is enforcement operation conduct and without enforcement operation. It conducted at Segamat Johor where the researcher wanted to find out the mean of the speed during the traffic operation and after the traffic operation. The result showed that most of the driver will reduce their speed when there is traffic operation being conducted, but when the traffic operation finished, driver tent to increase their vehicle's speed.

This statement can be related to the Perception of Being Caught Theories as the visibility of traffic enforcement increase the Perception of Being Caught among the drivers. Thus, when the Perception of Being Caught increases, driver will slower down their vehicle speed.

*e. Driver compliance and road rules*

Road rules and regulation is a set of practice that guides drivers on the road. While on the road people need to obey the law as it being reinforced by traffic enforcer like Police Diraja Malaysia, Suruhanjaya Pengangkutan Darat (SPAD), and Jabatan Pengangkutan Jalan Raya (JPJ). This set of rules is to ensure the safety on the road.

According to a Public Health Research [12], to reduce the bad injuries, the effectiveness of rear seatbelt law must be implemented both rear and front. To ensure the law is obeyed by the road user, government need to ensure the public accept the law. The research also shows that only 7% of compliance level to the seatbelt law. From another journal regarding the level of compliance, [13] the seat belt utilization may reduce the fatal injuries for about 50%. In European countries, the application of seatbelt is considerable. 95% of driver complies to use seat belt at German, while Norway and Sweden are between 90% to 95% level of compliance. According to a traffic research, Social Norms and Compliance With Road Traffic Rules In Urban Areas [14], describe the Descriptive norms as a perceptions of what most group members actually do and this is a result of a conviction that if everyone is doing it, then it must be a sensible thing to do.

*f. Introduction to human behavior*

Psychology book written by Bartlett, [15], "Human Behavior as the Chief Concern of Psychology", it been stated that, psychology is chiefly concerned with what makes people behave as they do. Thus, psychologists are interest in such topics as learning, emotions, intelligence, heredity and environment, differences between individuals, the nature and development of personality, how we influence group and they influence us and the body as it relates to and affect human behavior."

Under section 21 the duties of Royal Malaysian Police is to arrange, to control and to protect the public driving on the road [16]. The role of police traffic is big on the area of road and safety. While the Road Transport Department's mission is to "To regulate motor vehicles and road traffic safely and efficiently through efficient, reputable and high technology enforcement and service deliveries to meet the nation and customer needs, and to ensure the welfare and professional growth of JPJ citizens." [17]. There are two departments to supervise the safety of the Public road way in Malaysia.

### **3. PERCEPTION OF BEING CAUGHT THEORIES**

The term of POBC or Perception of Being Caught (POBC) is a "feeling" of getting caught in a psychological term, [18]. The function of POBC is to determine if there are changes in road users' perception of the risk of being caught for specific offences when there is or appears to be increased enforcement.

By the implementation of this method, it can promote safer driving habits at all times during driving on the road. It is because POBC enhances the road safety by ensuring the positive road users' behavior on the road. By proper ways of traffic activity by road rules enforcement officer, driver may be provided with better information about the traffic rules and regulation where at least warned in advance that traffic violations will be met with fitting repercussions. As Traffic enforcement function to supervise the driver behaviour and attitude on the road it also act as a mechanism for driver behaviour control. The basic concept is that human behaviour can be modified by making people fearful of the consequences of their illegal

actions where it is a "feeling" that related to POBC. Traffic enforcement can be state as a linear relationship with POBC. If the traffic enforcement is efficient it will show the high percentages of POBC among the drivers.

#### 4. FACTOR ASSOCIATED WITH PERCEPTION OF BEING CAUGHT

A research has been conducted to find the other factors that associated with the perception of being caught by MIROS which the title is A Perception Study on the Efficacy of Traffic Enforcement from the Road Users' Perspective, [19]. There are four major factors that influence the road user's decision regarding their perception of being caught. The factors are;

- a. The visibility of enforcement activities
- b. Media exposure and road safety campaigns
- c. The experience of being caught
- d. The severity of traffic punishment for violating traffic laws

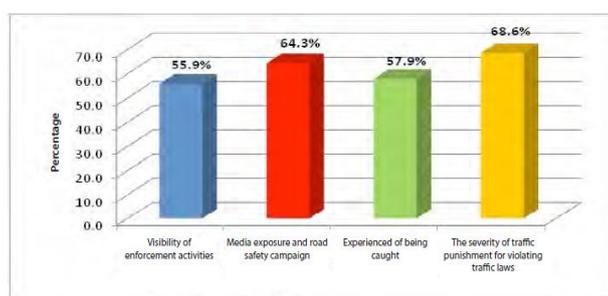


Figure 2.4: Factors associated with the perception of being caught

The visibilities of enforcement activities mean, the driver see the presence of traffic on the road while they are driving. It will make them feel that they are being watched and increasing the driver the risk of apprehension of being caught. That why when festival season, the government will increase the level of enforcement supervision to control the driver behavior. Other research conducted by [20] has stated that, a figure of 86 percent of Private car at Sydney agreed that the visibility of traffic enforcement can reduce poor driving behavior. They also agreed that, visibilities of traffic enforcement are far better than speed camera.

From a research related to the road safety campaign and media exposure [20], it has been stated on the research that most Namibian student request the public to conduct more safety campaign as people tend to become more careful after seeing the show. Other than that, the respondent also stated that the most effective measure to enhance safety on the road by using media is through the radio. It is because there is a lot of people hearing radio every day.

Some people learn from mistake or after experiencing the punishment by the traffic legislation. On the road, driver that has being caught from speeding above limit is required to pay a certain amount of summoned. Driver that have experience the consequences of beating the road rules is low in chances of repeating the same mistake.

The degree of Severity for the traffic punishment for violating the traffic law also influencing the Perception of Being Caught among the drivers. The more severity of the punishment will ensure more road user obey to the road rules. According [14], the authorities of the responsible bodies need to focus on increasing the summonses rate for traffic offenders. But, its also need to be standardize with the offence that have been committed. For offender that like to repeat their offenders should be punish by heavier penalty.

From an article, student found that, by raising the amount of summon, the number of traffic offender can be reduced, [21]. The risk of traffic offender can be control by the high amount of traffic fine. The fine amount can be relate by the visibility of enforcement. For example, the

automated camera plus with high amount of fines will increase the driver's obedient to road rules and regulation.

Table 2.2: The Contributory Factor and the Authors

Factor	Explanation	Authors
Summon rate	For offender that like to repeat their offenders should be punish by heavier penalty. By raising the amount of summon, the number of traffic offender can be reduced	[22][23]
Experienced of Being Summon	The driver learn from past experience of getting caught and summoned by traffic enforcer	[24]
Media and Campaign	people tend to become more careful after seeing safety campaign	[25]
Visibility of traffic enforcement	The driver can see the traffic enforcement activities during driving Private car at Sydney agreed that the visibility of traffic enforcement can reduce poor driving behavior	-[26]-[28]

From Table 2.2 it derives the Contributor Factors with the Authors that narrates about the Factor that Influence the Perception of Being Caught among the road users.

*a. The effectiveness of Traffic Enforcement method*

Different enforcement agencies apply the different method of enforcement. In Malaysia, there are several agencies that are responsible to ensuring the safety on the road is well supervised. The agencies those are responsible for the enforcement in Malaysia is Royal Malaysia Police (PDRM), Road Transport Department (JPJ) and Land Public Transport Commission (SPAD).

Enforcement agencies	Methods	Mean	Overall mean scores
PDRM	Enforcers in observation towers	6.60	6.85
	Enforcement patrols in crash-prone areas	7.82	
	Placing enforcers in crash-prone areas	7.18	
	Roadblocks	5.39	
	Enforcement cameras in crash and dangerous areas	7.28	
JPJ	Plain-clothes (undercover) enforcers on public transport	6.76	7.53
	Enforcement patrols in bus terminal /crash-prone areas	7.75	
	Placing enforcers in bus terminal areas	7.72	
	Bus inspections in depot and bus terminal	7.91	
SPAD	Enforcer patrols in bus terminal /crash-prone areas	5.44	5.45
	Placing enforcers in bus terminal areas	5.46	

Figure 2.5: Enforcement Agencies Effectiveness  
 (Source: MIROS, 2011)

According to a research conducted by [29], from the perception of the bus drivers, the most effective method is on the enforcement method that conducted by Road Transport Department or Jabatan Pengangkutan Jalan Raya like shown from Figure 2.5, Enforcement Agencies Effectiveness. From the research, researcher understands that the approach that the agencies apply is not same, but the approach conducted by Road Transport Department is the most effective. It is important to ensuring the high level of compliance by road user. it is because it can increase the safety on the road.

*b. Prevention to the accident*

In improving the driver or road user behavior, there are several methods that can be done. The methods are legislation, enforcement, reinforcement and education [30]. The AES implementation in Malaysia is one type of enforcement. Enforcement is an important part in changing the road user behavior. Road rules and legislation is meaningless without the enforcement. AES is one of type of enforcement without using the conventional method where the enforcement officer is standing at the side of the road and supervise the road user. They will arrest or give the summon physically to the person who disobey the rules. The important of enforcement can increase the Perception of Being Caught of the driver when their noticing that they are under supervision.

*c. Overview Universiti Kuala Lumpur Malaysian Institute of Industrial Technology (MITEC)*

In order to conduct this research, a sample that refer to the respondent of the research need to be determined. As this research acquires the respondent that is come from private vehicle user, researcher chose UniKL MITEC as the place to conduct the research.

UniKL Mitec located at Bandar Seri Alam, Pasir Gudang, Johor. UniKL MITEC is one of the famous universities that focus on technical education in Malaysia. UniKL MITEC was opened in 2011 and officiated by Johor’s minister Dato’ Seri Mohamed Khaled Nordin. This university offers four programmers Diploma and Bachelor programs in Industrial Logistics and Quality Engineering. The university capacity is around 3000 students.



Figure 2.6: UniKL MITEC  
(Source: Google Maps)

Figure 2.6 shows the location of UniKL MITEC. Researcher chooses UniKL MITEC as the location to conduct the research as most of the students in UniKL used private vehicle as their daily transportation from home to school. Not only the students but also staff and lecture used the private vehicle. Thus this research is best to be conducted in this area as the respondent is easy to obtain and also a reliable respondents.

## 5. RESEARCH METHODOLOGY

### *a. Research Instrument design*

In conducting this research, researcher use two kinds of research instrument which are the quantitative and also the qualitative data collection.

### *b. Quantitative Analysis*

In quantitative analysis, it refers to measuring the data by using statistical, mathematical or numeric analysis. The examples of quantitative analysis method are questionnaire distribution, survey, and performance evaluation. Researcher will use questionnaire as research instrument to obtain the primary data. According to Saviti Abeyasekera from Statistical Services Centre, University of Reading [31] stated that research method that using quantitative analysis approaches may provide the research result in numerical terms. This approach is very helpful for researcher in collecting data by using quantitative method like questionnaire distribution. Researcher needs to prepare a questionnaire based on the variables that already being identified in literature review section. Questionnaire is set of compilation question that will be distributed to the group of people that can provide the information needed. After the questionnaire being answer by the respondent, it will be process by using specific statistic calculation to convey meaningful information.

In developing questionnaire for this research, researcher will categorize the questionnaire into four sections. There are;

- Demographic section
  - It will be related to respondents demographic or background information like, age, gender, race, and other.
- Section A
  - It refers to a questions regard the general understanding of respondent about Perception of Being Caught.

- Section B
  - It refer to respondent overview about the factor that influencing the Perception of Being Caught
- Section C
  - It refer to respondent overview about the research topic for further improvement to increase the Perception of Being Caught

*c. Secondary data*

To access more understanding to the research topic, researcher needs to obtain the secondary data. Journal, article, electronic reading material and reports are the example of secondary data that researcher use. Most of the information from secondary data is already shown in the literature review.

*d. Respondent of the research*

Respondent refers to the people that respond to this research. Researcher need to find a specific population that can be related to the research topic. The target population of the research refers to the private vehicle user in Bandar Seri Alam. The specific population will be the private vehicle user at UniKL MITEC. To find the number sample, a mathematical formula will be used.

*e. Sampling method*

Before a questionnaire is being distributed, researcher needs to determine the sample from the population. Sample refers to the target respondent that responds to research questionnaire or interview. The sample will be the UniKL students, staff or lectures. The sample size will determine by using mathematical equation which is;

$$n = \frac{N}{1 + N(e)^2}$$

Where,

N =Number of sample frame

n=Sample size

e=Error limit (±10% of precision Level)

This formula was invented by Yamane. According to statistical journal, [32], this formula is provided by Yamane. It is a simplified Sample size formula. This formula is suite when calculating sample size for random sampling.

In conducting this research, research will determine the total population in Universiti Kuala Lumpur. From the population, researcher will put the figure into the equation to determine the sample. The figure that obtained from the figure will be the total number of respondent for this research. The Total number of population in UniKL MITEC in 2019 is,

<b>Community</b>	<b>Total</b>
Students	2149
Staff and Lecturers	159
<b>Total</b>	<b>2308</b>

Figure 3.1: Population in UniKL MITEC in December 2019

Based on Figure 3.1 the Population in UniKL MITEC in December 2016 is 2308 of people. Researcher will insert the figure into the formula. The calculation is as follows  
 $n = 2308 / [1 + 2308 (0.1)^2]$

n=2308/24.08

n=95.8 round up 96 respondents

From the calculation, the sample size for this research is 96 respondents from 2308 of sample frame by assuming the error limit is 10%. The types of sampling that researcher choose is the Random sampling.

*f. Research design*

In distributing the questionnaire to the respondent, researcher need to develop a procedure to ensure the steps in this research is systematic. It is important to ensure the smooth flow and efficient in data collection. To achieve research objective, the research process will be as below.

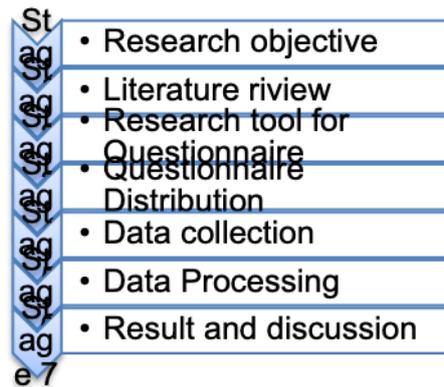


Figure 3.2: Research Conceptual Framework

Figure 3.1 is showing the Research Conceptual framework. The first part is determining the research title. The research title is “Factors Influencing the Perception of Being Caught (POBC) Among Private Vehicle User”. From the title, research, determines the research objectives.

*g. Conceptual framework*

Conceptual framework determine the research outline that guide the research in presenting the idea or though. Interpreting the research finding is context that provided by Conceptual framework. Below is the research conceptual framework. [33] conceptual framework came from reading in collecting a prefabricated part for the use in future arguments. It is a framework of the theoretical part which determines the idea of the research.

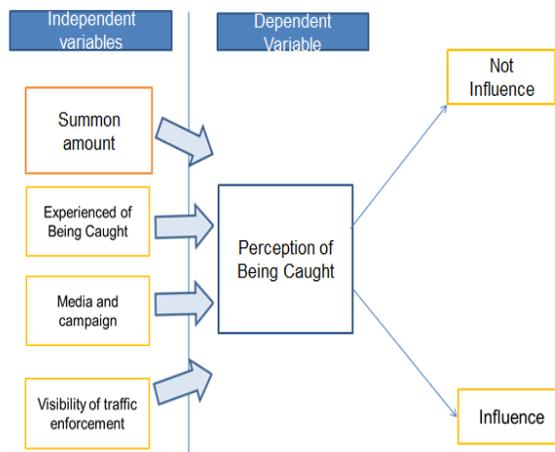


Figure 3.3: Conceptual Framework

The diagram shows the relation between dependent and independent variables in this research. The independent variable which are the experienced of being caught, visibility of traffic enforcement, media and campaign and the severity of traffic enforcement punishment or violating traffic laws is determined to the literature material which already stated in chapter two. By analyzing the data from questionnaire and interview, researcher will determine whether the independent variable is influence or not the driver's Perception of Being Caught.

#### *h. Data analysis*

Data that gained from research tool like questionnaire and interview need to be analyzed to convey meaningful information. Different of analysis techniques are applied to questionnaires method and interview research method.

#### *i. Questionnaire*

Researcher uses correlation analysis in finding the result for this research. From an article written by An Gie Yong from University of Ottawa [34] correlation analysis is a function that research uses to determine the statistical correlation between random variables. From the value shown from the correlation, researcher can identify the relationship is significant or not.

From the analysis conducted by the statistical measurement, researcher can identify the highest contributory factor in the research that influencing the Perception of Being Caught and suggesting an appropriate ways for improvement on the road and safety.

## **6. DATA COLLECTION**

### *a. Descriptive analysis/finding*

From the questionnaires that have been distributed, researcher may conduct the descriptive analysis and findings. Researcher will analyze the section A and B first which refer to demographic profile and the factor that influence the Perception of Being Caught among the private vehicle user in UniKL MITEC.

### *b. Respondent demographic profile*

#### *a) Gender*

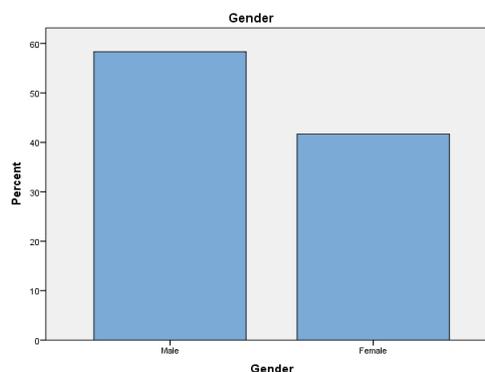


Figure 4.1: Gender Distribution

Table 4.1 and figure 4.1 show about the respondent's gender that relate to the first demographic question. The figure shows the number of the respondent that answering the questionnaire. According from the table and figure above, there are 56 of respondent are male and 46 of them are female. The number of male respondent is 10 higher than female respondent in Univeriti Kuala Lumpur Mitec. It also shows that male respondent is dominating the answering of the questionnaire for this research.

*b) Occupation*

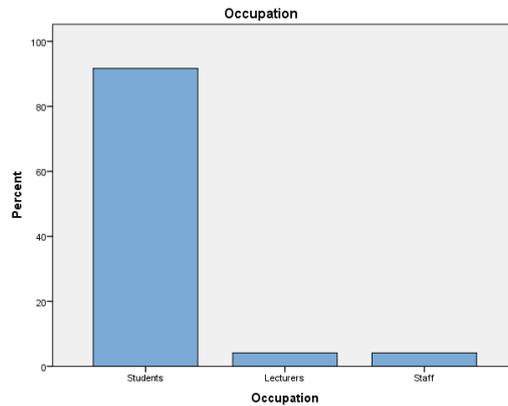


Figure 4.2: Occupation distribution

From table 4.2 and figure 4.2, the figures are referred to the respondent occupation. There are three category of occupation that has been stated in this question. The optional answers are students, lectures and staffs. From the table, 88 of the total respondents are refer to students while only four staffs and four lectures are involve in answering the questionnaire in University Kuala Lumpur.

From the data, researcher found that students are the highest respondent that contributes in answering the questionnaire. It also define that student are the major private vehicle user in the research location which in Univeriti Kuala Lumpur.

*c) Age*

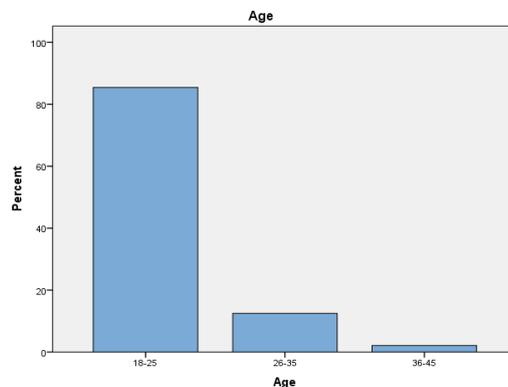


Figure 4.3: Age distribution

Table 4.3 and Figure 4.3 show the age of the respondent that respond in this research of factor that influencing the perception of being caught among the private vehicle User in Pasir Gudang. Figure 4.3 shows that there are 3 categories in the age category which are below 18 years old, between 18-25 years, 26 until 35 years, 36 years until 45 years, and above 45 years. This question refer to the highest people that driving a private vehicle in UniKL MITEC. From figure 4.3 its shows that the highest respondent age that drive in UniKL MITEC is between 18-25 which is 85.4%. The second highest were between age of 26-35 which is 12.5% and the lowest is between 36-45 years old which is 2.1%. The data shows that age between 18-25 years old respondents were higher because that the age of students. Students' respondent also dominating the respondent numbers for this research.

*d) Frequently driving*

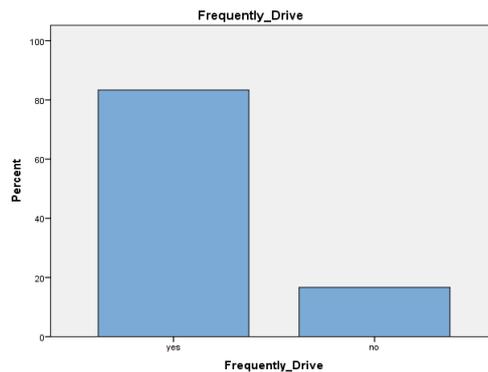


Figure 4.4: Frequently drive distribution

Figure 4.4 and Table 4.4 shows the data of frequent of the respondent drive in their daily life. This means the more the respondent drive by using private vehicle is the more accurate to this study which help the researcher know the problem and the data given were accurate because of the right respondents have answered the questionnaire.

From Table 4.4, it show that 83.3 % of the respondent said “Yes” while 16.7% said “No” about the frequent on driving on private vehicle in their daily routine. Based on the figure 4.4, researcher knowing that majority of the respondent was the frequent drive in their daily routine. This ensure the study is relevant because the respondent were given right information to the researcher to make this study to get right data, right respond, and right feedback on the Factor that Influence the Perception of Being Caught Among The Private Vehicle user.

*e) Monthly Income*

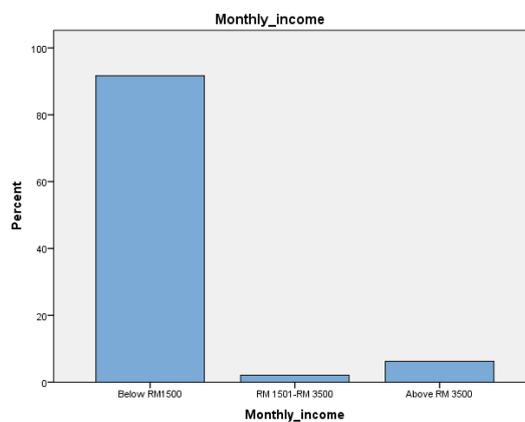


Figure 4.5: Monthly income distribution

Next question is referred to the respondent monthly income. From research view, income may affect the way that respondent answer for this questionnaire. There are three options for this question. There are below RM 1500, Between RM 1501-RM 3500 and above RM 3500. Respondent monthly income below RM 1500 is the highest number from the total respondent number which is 91.7 %. Lowest monthly income is between RM 1501 and RM 3500 which is 2.1% and second highest is above RM 3500 which is 6.3%. As the students have no salary yet, there depend on the students loan for their monthly income.

*f) Type of Transport*

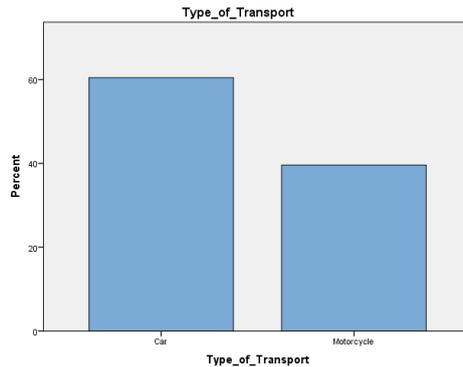


Figure 4.6: Type of transport used distribution

Figure 4.6 and Table 4.6 show the distribution regarding the type of transport that respondent regularly used. In this question, there are three optional choices that made from observation in Universiti Kuala Lumpur MITEC. The choices listed for this question are, car, motorcycles and MPV/SUV/van. These types of vehicle are the vehicle that can be easily seen in UniKL MITEC.

From the figure above, researcher found that, respondent only respond to motorcycle and car only. There are no respondents respond to MPV/SUV/Van answer. The highest type of transport that respondent in UniKL MITEC use is car where the total figure is 60.4% while motorcycles are 39.6%. from the figure, researcher found that most of the people in UniKL MITEC is driving car as their primary transportation compared to other type of land transportation.

In this research, it is very important that the respondent is driving the respondent is ever been driving or owned a private transport. It is to ensure that they have the perception toward being caught in physiological term.

*g) Experience of Being Summoned*

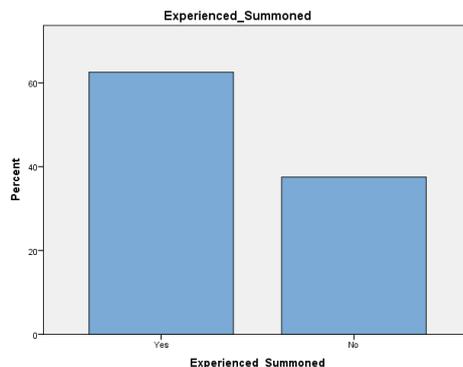


Figure 4.7: Experienced of being summoned distribution

Table 4.7 and Figure 4.7 above show the distribution regarding the respondent experienced of being caught. This question refer to respondent experience of being summoned with traffic enforcer like Traffic police or JPJ (Jabatan Pengangkutan Jalan).

For this question there are only two optional choices for the answer which is yes or no. This question can be important for researcher to study about the patterns of respondent respond toward the question related to this research.

According to figure 4.7, researcher found that 62.5% of the total respondents admit that they ever been summoned by road traffic enforcer. Only 37.5% of the total respondent answers No to the question. From the result, researcher found that most of respondent have the experience of being summoned. It also show that most of respondent are tend to not following the road rules and regulation. One of the causes they do not follow the road accident is because of low Perception of Being Caught.

#### *h) Number of Fine received*

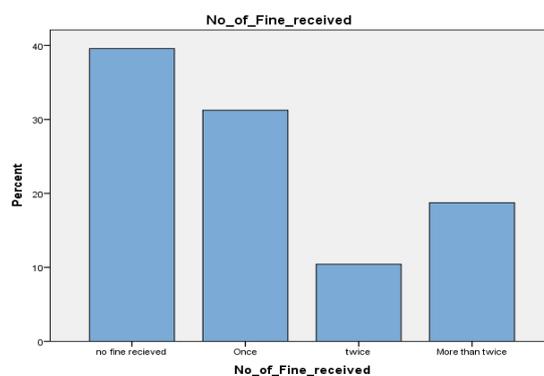


Figure 4.8: No of fines received distribution

Figure 4.8 and Table 4.8 show the distribution of number of fines received by the respondent. This question is actually related with previous question that asked about respondent's experience of receiving summoned. In this question, researcher has putted 4 multiple choices. The choices are, no fine received once, twice and more than twice.

The highest figure is on no fine received which 39.6% of total respondent state that they never being summoned. 31.3% of total respondent state that they have been summoned for once. 10.4% of the respondent stated that they have been summoned for twice. The figure increase 18.8% of total respondent that have been fine for more than twice.

From the figure, researcher can conclude that the percentage for respondent that have experienced of being summoned is higher than the percentage of the respondent that never ever been summoned. Other than that, there are also law breaker repeater where some of the respondent repeat to traffic violation as there are figure on respondent that been summoned for twice and more than twice.

#### *c. Factor that influence the Perception of being caught*

In this section, the question is more on research focus which to identify the factor that influence the perception of being caught among the private vehicle user in Pasir Gudang. In this part the questionnaire is distributed to get the feedback of the respondent which to know the factors that influence the perception of being caught among the private vehicle user.

The questions are developed by four independent variables and one dependent variable. The entire variable that involved in this research was obtained from literature review like what that has been stated in chapter 2. There are four factors that influence the perception of being caught

among the driver. There are Summon Amount, Experience of Being Caught, Media Campaign and Exposure, and Visibility of Traffic Enforcement. Researcher made the questionnaire to identify whether the variable have the relation with the dependent variable for this research which is Perception of Being Caught among the private vehicle user.

*d. Summon Amount*

Table 4.9: Summon Amount statistics

Statistics		
Summon Amount		
N	Valid	96
	Missing	0
Mean		2.4479
Std. Deviation		.54037
Skewness		.620
Std. Error of Skewness		.246

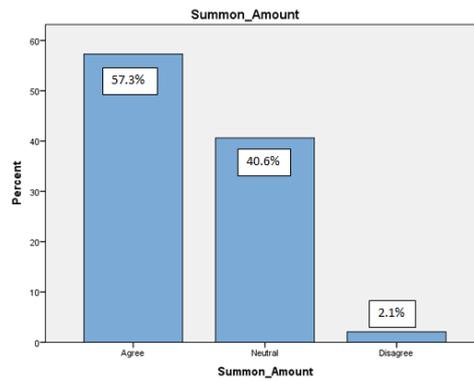


Figure 4.9: Summon amount statistic distribution

Table 4.9 and figure 4.9 show the average data for the first research independent variable questionnaire. It is the first factor that influencing the driver perception of being caught. First, from Table 4.9 (that shows summon amount statistics) the mean is 2.4479 which showing a positive relation with respondent's perception of being caught with 0.620 of skewness.

From figure 4.9, the highest percentage can be seen on Agree where the 57.3% of total respondent state with agree for summon amount is one of the factor that influencing the perception of being caught among the private vehicle user. 40.6% of total respondent are neutral and only 2.1% of them disagree. None of the respondent state for strongly agree and strongly disagree.

From research outcome, researcher can conclude that, summon amount have a relationship with respondent perception of being caught. Researcher can state that the severity of summon amount can affect the driver Perception of Being Caught while driving on the road.

*e. Experience of Being Caught*

Table 4.10: Experience of Being Caught statistics

Statistics		
Experience of Being Caught		
N	Valid	96

	Missing	0
Mean		2.5208
Std. Deviation		.85814
Skewness		-.219
Std. Error of Skewness		.246

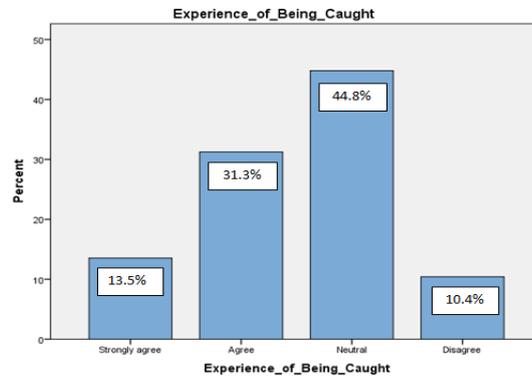


Figure 4.10: Experience of Being Caught statistics distribution

Second factor that influence the driver’s perception of being caught is the Experience of Being Caught. Table 4.10 shows the mean of the second factor. The mean value is 2.5208 with -0.219 of skewness. This result shows that most of the respondents have neutral perception for Experience of Being Caught.

From Figure 4.10, researcher found that Neutral has the highest percentage for Experience of Being Caught which is 44.8% and the lowest percentage is on Disagree where the number is 10.4% of total respondent. Second highest percentage can be seen on Agree where the figure is 31.3% and 13.5% of total respondent state for strongly agree. There are no respondents state for strongly disagree. Researcher can state that most of the respondents choosing for Neutral until strongly agree. It shows that this factor has a positive relation with Perception of Being Caught.

*f. Media and Campaign exposure*

Table 4.11: Media Campaign and Exposure statistics

Statistics		
Media Campaign and exposure		
N	Valid	96
	Missing	0
Mean		3.3438
Std. Deviation		.72298
Skewness		.395
Std. Error of Skewness		.246

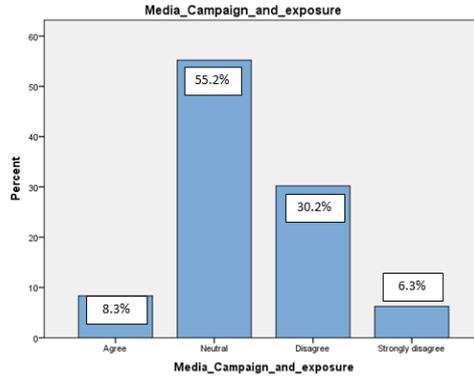


Figure 4.11: Media Campaign and Exposure statistics distribution

Table 4.11 shows the Media Campaign and Exposure statistics. Media Campaign and exposure is the third factor that influencing the driver perception of being caught. From the table 4.11, the mean for this factor is 3.3438 with 0.395 of skewness. This mean figure state a slightly negative relation with the perception of being caught.

From Figure 4.11 which shows Media Campaign and Exposure statistics distribution, Neutral is the highest frequency percentage which is 55.2% from total respondents. Second highest frequency is on Disagree which the figure is 30.2%. There are 6.3% of total respondents for strongly disagree. Only 8.3% of the respondents agree for Media Campaign and Exposure. Media Campaign and Exposure is not a good factor for Perception of Being Caught. It also mean that Media Campaign activities did not give a big impact in increasing the driver's perception of being caught.

*g. Visibility of Traffic Enforcement*

Table 4.12: Visibility of Traffic Enforcement statistics

Statistics		
Visibility traffic enforcement		
N	Valid	96
	Missing	0
Mean		2.4688
Std. Deviation		.59742
Skewness		.879
Std. Error of Skewness		.246

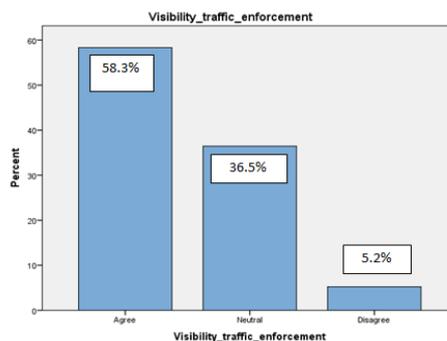


Figure 4.12: Visibility of Traffic Enforcement statistics distribution

Table 4.12 and Figure 4.12 are showing the Visibility of Traffic Enforcement statistics and its distribution. The data from table 4.12 show the mean result is 2.4688 with 0.879 of skewness. The mean figure show a positive relation with perception of being caught. From figure 4.12 the Visibility of Traffic Enforcement statistics distribution frequencies shows that 58.3% of the respondent agrees with the visibility of traffic enforcement. 36.5% of the respondent is neutral and only 5.2% of the respondents are disagree. There are no respondent states for strongly agree and strongly disagree. From the figure show in Table 4.12 and Figure 4.12, researcher can state that Visibility of Traffic Enforcement is a positive factor that influencing the perception of being caught for private vehicle user in UniKL MITEC.

*h. The factor that influencing the perception of Being Caught among the Private Vehicle user (Overall distribution)*

Table 4.13: The factor that influencing the perception of Being Caught among the Private Vehicle user (Overall distribution statistics)

Statistics

	Summon Amount	Experience of Being Caught	Media Campaign and exposure	Visibility traffic enforcement
Valid N	96	96	96	96
Missing	0	0	0	0
Mean	2.4479	2.5208	3.3438	2.4688
Std. Deviation	.54037	.85814	.72298	.59742
Skewness	.620	-.219	.395	.879
Std. Error of Skewness	.246	.246	.246	.246

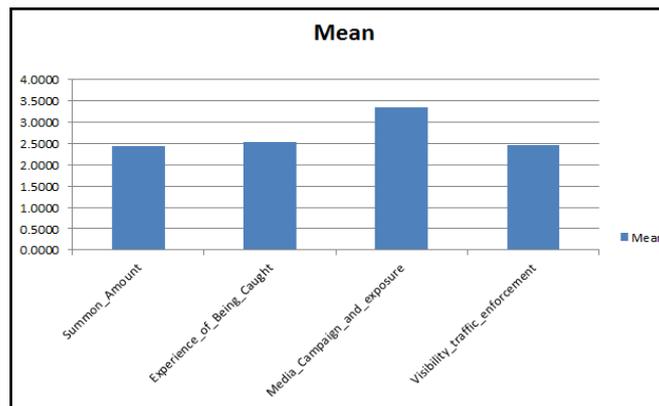


Figure 4.13: The factor that influencing the perception of Being Caught among the Private Vehicle user (Overall distribution) mean.

Table 4.13 and Figure 4.13 show the factor that influencing the perception of Being Caught among the Private Vehicle user (Overall distribution) mean. Based on the four factor that influence the perception of being caught among the private vehicle user which are, summon amount, experience of being caught, media campaign and exposure and visibility of traffic enforcement is the highest mean figure is Media campaign and exposure which is 3.3438. The

highest mean figure refer to the lowest contribution for the factor that influencing the driver perception of being caught. The lowest mean figure which contributing most in factor that influencing the private vehicle perception of being caught is summon amount where the number of the mean is 2.4479.

Second highest factor that contribute to the factor influencing the perception of being caught is the visibility of traffic enforcement where the mean figure is 2.4688. The third factor is Experience of being caught where the mean figure is 2.5208.

From the figure gain from the data, researcher conclude that summon amount give the highest impact on factor that influencing the perception of being caught among the private vehicle user in UniKL MITEC. The severity of the summon amount can increase the perception of being caught among the road user. other than that, the visibility of traffic enforcement also give an impact to the factor that influencing the perception of being caught among the private vehicle user. Researcher can conclude that to increase the perception of being caught among the road user, visibility of traffic enforcement need to be increased. If the drivers see a lot of traffic enforcement activity in their daily driving, perception of being caught can be increased.

Other than that, media campaign and exposure show a negative impact on the factor that influence the perception of being caught among the private vehicle user. it shows that the media campaign in UniKL MITEC is not effective to increase the perception of being caught. It cannot help the driver to obey with road rules and regulation.

*i. Road User Perception of Being Caught*

Table 4.14: Higher summon amount increase the driver Perception of Being Caught

POBC1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	22.9	22.9	22.9
	Agree	52	54.2	54.2	77.1
	Neutral	12	12.5	12.5	89.6
	Disagree	6	6.3	6.3	95.8
	Strongly disagree	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

Table 4.14 shows the respondent's Perception of Being Caught related with Summon amount. 54.2% agree and 22 % respondents is strongly agree that higher summon can increase the driver's Perception of Being Caught. 12.5% of the respondent is neutral. 6.3% disagree and 4.2% of the respondent strongly disagree that higher summon amount can increase the driver's perception of being caught.

Table 4.15: Experience of Being Caught increase the driver Perception of Being Caught

POBC2					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly agree	10	10.4	10.4	10.4
	Agree	42	43.8	43.8	54.2
	Neutral	38	39.6	39.6	93.8
	Disagree	2	2.1	2.1	95.8
	Strongly disagree	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

From table 4.15, researcher found that, 43.8 % of respondents agree that experience of being caught increase the driver's perception of being caught. It is the highest percentage in this part. 39.6% of the respondents are Neutral and 2.1% disagree while 4.2% of the respondent strongly disagree that experience of being caught can increaser the driver's perception of being caught.

Table 4.16: Effective Media Campaign and Exposure Increase the Driver Perception of Being Caught

POBC3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	6.3	6.3	6.3
	Agree	44	45.8	45.8	52.1
	Neutral	34	35.4	35.4	87.5
	Disagree	8	8.3	8.3	95.8
	Strongly disagree	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

Table 4.16 is about the effective media campaign and exposure can increase the driver perception of being caught. 6.3% of the respondent state strongly agrees, 45.8% stated for agree. Only 8.3% of the respondents disagree and 35.4% of them state for Neutral.

Table 4.17: Higher Visibility of Traffic Enforcement increase the driver's Perception of Being Caught

POBC4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	48	50.0	50.0	50.0
	Agree	38	39.6	39.6	89.6
	Neutral	4	4.2	4.2	93.8
	Disagree	6	6.3	6.3	100.0

	Total	96	100.0	100.0	
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From the Table 4.17 above, there are 50% of the respondents strongly agreed that higher visibility of traffic enforcement can increase the driver's perception of being caught. 39.6% of the respondent state for agree while for Neutral is 4.2% and disagree is 6.3%. There are no respondent state for strongly disagree.

Table 4.18: Perception of Being Caught Statistics

Statistics					
		Summo n amount	Experien ce of Being Caught	Media of campaig n and exposure	Visibility of traffic enforcem ent
N	Valid	96	96	96	96
	Missin g	0	0	0	0
Mean		2.1458	2.4583	2.5833	1.6667
Std. Deviation		.98386	.86956	.89050	.82929
Skewness		1.191	.719	.748	1.374
Std. Error of Skewness		.246	.246	.246	.246

Table 4.18 shows the Perception of Being Caught statistics. From the table, researcher can conclude that summon amount, experience of being caught and visibility of traffic enforcement have a positive relation with the perception of being caught among the private vehicle driver in UniKL MITEC. The strongest relation can be seen on Visibility of traffic enforcement (mean:1.6667), followed by Summon amount (mean: 2.1458), and Experience of Being Caught (mean: 2.4583). Media campaign and exposure have a negative relation with perception of being caught where the mean is above 2.5.

#### *j. Relational Analysis*

In relational analysis, researcher will analyze the study deeper by using statistical method, coefficient relation. On previous research method like what have been stated in figure 4.13, it shows the summary of the average mean impact toward the factor that influencing the perception of being caught among private vehicle user.

To identify the relationship with several variables, researcher needs to do deeper research by using correlation. The purpose of researcher using correlation is to find out the relationship between two variables. By using this method, researcher will find out which variable are connected and which variable are not and how strong the connection.

#### *k. Correlations*

Table 4.19: Correlation research result

Correlations		
		Perception of Being Caught
Perception of Being Caught	Pearson Correlation	1
	Sig. (2-tailed)	
	N	96

Summon Amount	Pearson Correlation	.193
	Sig. (2-tailed)	.059
	N	96
Experience of Being Caught	Pearson Correlation	.277**
	Sig. (2-tailed)	.006
	N	96
Media Campaign and exposure	Pearson Correlation	.161
	Sig. (2-tailed)	.118
	N	96
Visibility traffic enforcement	Pearson Correlation	.270**
	Sig. (2-tailed)	.008
	N	96
**. Correlation is significant at the 0.01 level (2-tailed).		

From Table 4.19, it shows the correlation among the variables in the research to find out the factors that influencing the perception of being caught among the private vehicle user in UniKL MITEC. The dependent variable is the Perception of Being Caught while the independent variables are, Summon Amount, Experience of Being Caught, Media Campaign and Exposure and Visibility of Traffic Enforcement.

The correlation is significant at the 0.01 level (2-tailed) which lead to 99% of confidence level. For summon amount the figure is 0.193, Experience of Being Caught is 0.277, Media Campaign and Exposure is 0.161 and Visibility of Traffic Enforcement is 0.270.

From the result, researcher can conclude that, the most significant variable among the four variables are the Experience of Being Caught and the Visibility of the traffic enforcement. It is because it have been stated by the SPSS software by using correlation that both of this variable are significant at the 0.01 level (2-tailed). The value of the correlation for Experience of Being Caught is 0.277 while for visibility of traffic enforcement is 0.270. Actually, both values are quite low but still have significant relation with perception of being caught.

## 7. FINDINGS AND CONCLUSION

### *a. Overview of the study*

Basically focus on the purpose of study which to find out the factor influencing the perception of being caught among the private vehicle user in Bandar Seri Alam by using the sample size in UniKL MITEC.

In order to get the results, researcher has carry out an appropriate methodology and procedure to ensure that the results provide better answers based on topic of the studies conducted which the purpose of the study is to find out the factor that influence road user's Perception of Being Caught and.

Based from the finding in the research, researcher identify, the major caused of accident is caused by human error Low ability of road user to follow the road rules contribute to road fatalities. There must be a reasons of why the driver unable to obey the road rules. Low driver's Perception of Being Caught (POBC) is one of the reasons that most of the drivers are not following the road rules. The reason that the driver failed to follow the road rules is because they did not feeling that they will be getting caught by the law enforcement. The research is

conducted to find out the factors that associate to Perception of Being Caught (POBC) among the drivers.

Findings had been made and the analysis carry out have identify the results by getting through such methodology which are quantitative method, the questionnaire, that being distributed to the private vehicle users in UniKL MITEC By that, researcher has explore and found the answers to the main purpose of the study through questionnaire and interview session.

From the literature review which most cited, researcher found that there are five factors that influence the perception of being caught of the driver. But, according to the research finding from four factors, only two of them have significance relationship in this research. The two factors that have significance relation are, experience of being caught and for visibility of traffic enforcement. From the finding, researcher found that the, there are three causes of accident in Bandar Seri Alam which are, human factor, road physical factor and unexpected factor.

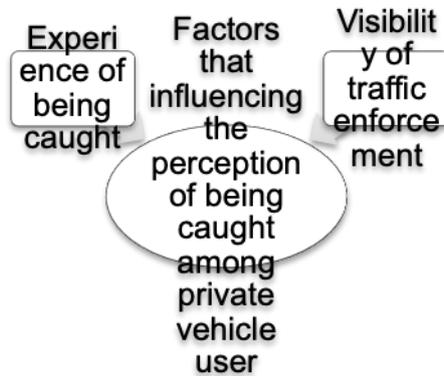


Figure 5.1: Factors that influencing the perception of being caught among the private vehicle user

*b. Restatement of the objective*

This research is conducted to factors that influencing the Perception of Being Caught (POBC) among private car user at Bandar Seri Alam. The research is conducted to improve the safety on the road and to reduce the accident by reducing the disobedient of the road rules. In chapter 1, researcher has listed three objectives.

In order to achieve the objective, each objective has a research question. For objective 1, there are three research objectives which which are Research Question 1 (RQ1), Research Question 2 (RQ2), and Research Question 3 (RQ3). Figure 5.2. shows the relation between the RO1, RQ1, RQ2 and RQ3. The Research Objective 2 (RO2) has two Research Question, which Research Question 4 (RQ4) and Research Question 5 (RQ5). Figure 5.3 show the relation between the research objective two with RQ4 and RQ5. The Research Objective 3 (RO3) has three Research Question which Research Question 6 (RQ6), Research Question 7 (RQ7) and Research Question 8 (RQ8). Figure 5.4 show the relation between the research objective 3 with, RQ6, RQ7 and RQ8

The first objective in this research is to determine the factor of accident that happens at Bandar Seri Alam. This objective is achieved by using qualitative research methodology. The data is obtained by using interview with police officer.

*RO1: To determine the factor of accident that happens at Bandar Seri Alam*

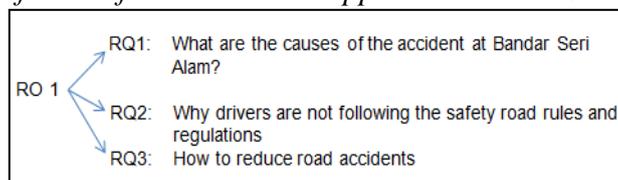


Figure 5.2: Relationship between research objective 1 with Research Question 1, 2, and 3

Figure 5.2 refer to the first research objective which to determine the factor of accident that happens at Bandar Seri Alam. From research objective 1, researcher comes out with three research question which are RQ1, RQ2 and RQ3. For research objective one, researcher has achieved it through interview session with police officer in IPD Seri Alam.

Research question 1 is a direct question to achieve the research objective 1. This research question aimed to find out what are the causes of the accident that happen in Bandar Seri Alam. From the finding, research found that there are three major causes of accident which are the Human factor, Road physical factor and unexpected factor.

Research question no 2 and 3 are the research question that support research questions no 1. The reason that driver did not follow the traffic rules are, not respect with the laws and regulation in the area of driver manner on the road, police traffic departments are not able to conduct supervision patrol every minute on the road. Drivers feel lack supervision of traffic enforcement, lack of self-awareness from vehicle drivers. And lack of awareness advertisement shown at the side of the road or at the media.

While, the way to reduce the accident are increased the daily patrol enforcement by police traffic. The present of traffic police on the road may increase the perception of being caught to road user, improve the signage or adding more traffic signal signage to the right location and do proper maintenance or updating if the there is a changing occur to roadway, proper coordination and planning before starting a journey to the destination, install an automatic enforcement system camera or CCTV at the strategic location and Increase the formal traffic operation on the road to increase the perception of being caught.

The conclusion, the researcher had successfully answered the RQ1, RQ2, and RQ3, thus the RO1 had been achieved by identify the factor of accident that happen in Bandar Seri Alam.

*RO2: To identify the factors associate with the Perception of Being Caught*

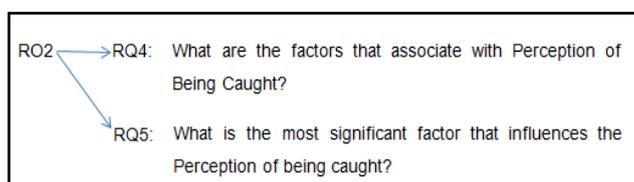


Figure 5.3: Relationship between research objective 2 with Research Question 4, and 5

Figure 5.3 it shows the Relationship between research objective 2 with Research Question 4, and 5. Research objective two is to identify the factors associate with the Perception of Being Caught. Research objective two is the most important objective for this research. There are two research questions that emerged.

First research question is to identify the factors that influence the perception of being caught. From literature review in chapter 2, research found that there are four factors that influence the driver's perception of being caught. There are. Summon amount, media campaign and exposure, visibility of traffic enforcement, and experience of being caught.

The second research question which is to identified the most significant factor that influence the perception of being caught, researcher need to find this research question by using quantitative research method. The data is process by using SPSS. The finding shows that the most significant factors is Experience of being caught and followed by the visibility of traffic enforcement

For the conclusion, the research objective no 2 is achieved. The factors influence the perception of being caught among the private vehicle is the experience of being caught and the visibility of traffic enforcement.

*RO3: To recommend the possible ways to improve the Perception of Being Caught among the private vehicle user*

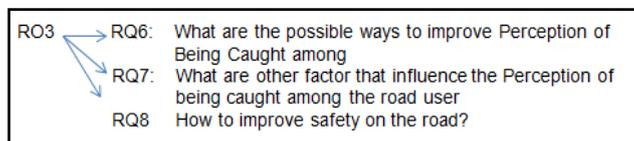


Figure 5.4: Relationship between research objective 3 with Research Question 6, 7, and 8

Figure 5.4 show the relationship between research objective 3 with Research Question 6, 7, and 8. Research objective no 3 is regarding recommendation the possible ways to improve the Perception of Being Caught among the private vehicle user. to obtain this objective, there are three research question that needed to be answer. Researcher achieved this objective from research questionnaire on section C where the respondent answers the open ended question.

Research question no 6 where the possible way to improve the perception of being caught among the private vehicle user are, firstly by installing a camera at favorable place like straight ways and at the traffic light. This are the places that have high occurrence of traffic rules violation. Secondly is by increasing the daily patrol of traffic enforcement. It is because the high visibility of traffic enforcement leads to high perception of being caught.

Seventh research question which to identify other factor that influence the perception of being caught. There are only one factor that can be taken in consideration. it is the Gender factor. There will be a different perception regarding gender that influencing the perception of being caught.

The last research question is the way to improve safety one road. The significant finding for this research question are, Increase the awareness program and campaign as early as primary school to develop the positive behavior, make a proper health check up to avoid unexpected health issues while driving on the road, make a proper vehicle checklist before start a journey and ministry of work need to take fast action in fixing the damage that occurs on the road structure and also develops the motorcycle lane for motorist.

The conclusion, research objective three is achieved. Researcher had successfully answered the RQ6, RQ7, and RQ8, thus the Research objective 3 had been achieved by recommending the possible ways to improve the Perception of Being Caught among the private vehicle user

### *c. Overview of the finding*

Research result and finding have been discussed in the previous chapter, chapter 4. From the finding, researcher found that there are two factors influencing the perception of being caught among the private vehicle in Bandar Seri Alam. The factors are the Experience of being summoned and the visibility of traffic enforcement.

The result is gained from SPSS software. Researcher has used the Correlation statistic method in order to identify the factor that has significant relation with driver's perception of being caught. Other than that, from the interview session, the outcome is, researcher found that there are three causes of accident happen in Bandar Seri Alam which are human error, Road physical factor and unexpected factor..

Researcher concludes that the finding from this research, has meet all research objective. In order to ensure the safeness of road surroundings, it is also compulsory to make sure that the roads users are obey upon the road laws, rules and regulations. Fines, tickets and summons are well necessary to make the road users mostly and other surroundings affected stays at high

safety level. This research helps the authorities to improve the Perception of Being Caught lead came from the ineffective of the traffic enforcement approaches.

*d. Limitation of the study*

In conducting the research factor that influencing the perception of being caught among the private vehicle user, researcher had been through several constraints to fulfill the objective, purpose, motive and issues of the study.

There are limitations in the research that give impact and affect in completing the research. Below are the explanations of the limitations of the study.

Even though there has been some sort of issues on getting the studies done, researcher need to be able to handle the problems. A part from that, there have been occurred on some sort of limitations while conducting the studies which are:

- Time constraint

In completing this research, there are timeline that researcher need to achieve. The timeline for final year project is two semester or equivalent to one year timeline. Researcher need to manage the research work structure and be able to reach certain dateline in completing this research. There are some gaps that researcher cannot reach due to time constraint.

- Financial constraint

These could be clearly seen that refers to the budget form for example which researcher had to contribute on doing the studies to be done such as printing of paper work, transportation costs and other related costs. There a lot of expenses that involved in the research.

- Cooperation from respondent

Tolerate of the people in the area of study which are UniKL MITEC students which they are possibly hard to approach at first but then some of them are gets easily friendly in helping researcher to gets the data for the questionnaires. Some of the respondent did not answer the questionnaire in the right way. It is very imprtoant for respondent to answer the question appropriately to avoid misunderstanding that influence the quality of the research result.

*e. Recommendation based on finding*

There are several recommendation and suggestion obtained from the research for continuous improvements to road and safety. This research is all about finding the factor influencing the perception of being caught among the private vehicle user. Below are the recommendation based on the finding;

- Increase the visibility of traffic enforcement

In order to increase driver perception of being caught, traffic enforcement and authorities bodies need to increase the visibility of traffic enforcement. Usually, most of enforcement operation is conducted during festival period like Hari Raya Aidilfitri and Chinese New Year. Traffic enforcer need to increase the patrol vehicle that monitors the road surrounding. When the drivers see that they have been monitor by the authorities, the Perception of Being caught will be increased.

- Installation of traffic enforcement camera

Traffic enforcement camera like AES (automated enforcement system) can increase the supervision by traffic enforcement on the road. The AES may be located at spotted area where accident rate is high.

- Increased summoned amount

This action might be dislike by the road user, but in researcher opinion, driver will be more precaution to avoid from road rules violation as the summoned amount is high. Other than that, government also can increase the summoned amount for repeater of traffic violation summon.

- Awareness program

Awareness program can motivate the driver to drive more carefully. Public will be always remind the important to obey the road rules on the road. Researcher believes that, awareness program also need to be channel in the right way to ensure it reach the right audience.

*f. Recommendation of the future research*

By referring those details of information and data collected, researcher have discovered gaps that not been fulfill in the research. Researcher identified several gap that can be fulfilled for the future research.

- Scope of study

This research is focus on finding the factors that influence the perception of being caught among the private vehicle user. future research can be done in changing the scope of study of this research. Firstly, future research can be done for finding the factors that influencing the perception of being caught among the public vehicle driver. Secondly, future research also can be done to find out ways to improve the perception of being caught among the private vehicle user.

- Respondent

For this research, the respondent for the research is in UniKL MITEC where the respondents are among students, lecture, and staff. Future research can be done by changing the research respondent. Research suggests that future research use the respondent major cities like Johor Bahru, Kuala Lumpur or Penang.

- Area of study

From the research studied, researcher recommends that, research may focus on the improvement on the road. It may be useful for road user. The purpose is to reduce the accident rate. Secondly, the research may be focus at the effectiveness of awareness program conducted by the government.

*g. Conclusion*

Through the examination of findings conducted by researcher, it has evaluated an appropriate answer related to the issue being discussed. Each major aspect and factors has benefit to the traffic enforcement, the road users, nations, and the citizens.

Thus, Perception of Being Caught (POBC) could be clearly seen that it is important part in road and safety. From the research that have been done, researcher found that the major cause of accident come from human error. Human error relate to speeding, beating traffic light and other action that can be stated as failure to obey the road rules. By identifying the factor that influencing the perception of being caught, enforcement bodies may take a relevant action to do the improvement for safety on the road.

Finally, researcher found that law enforcer bodies need to work for an improvement to increase the Perception of Being Caught. On the other hand, it is important to ensure that road users follows and obeys on the road laws, rules and regulations made by the Ministry of Transport (MOT), Jabatan Pengangkutan Jalan Raya (JPJ), and Royal Police Department (PDRM).

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