

FACTORS OF CHOOSING THE USE OF KTMB COMMUTERS AMONG WORKERS AT KUALA LUMPUR

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Abstract

Transportation is an alternative to the world's communication system. Public transport is the essential aspect of the communication system for urban or rural communities. This study aims to study the factors of choosing Keretapi Tanah Melayu Berhad (KTMB) commuters as a mode of transportation to commute to the workplace around Kuala Lumpur. A total of 100 KTM users were selected by sampling at the KTM terminals around Kuala Lumpur. This study used data collection methods from primary and secondary sources to meet the objectives of the study. A questionnaire consisting of 35 items was distributed to the respondents and analysed using a statistical package for social science (SPSS) software program. Overall, the findings showed that the respondents responded positively to all study objectives, especially in terms of safety factors. At the end of the study, researchers suggested that the parties could improve the quality of KTM commuter services so that they could make improvements. The user finds comfort when using public transport.

Keywords: Transportation; Public Transport; Commuter; KTMB; Employee

Introduction

Transportation is one of the leading communication methods in the world. It is considered as the driving force and income for some communities. The development of a place is closely related to transportation. In Malaysia, the public transportation system is the most crucial aspect of the communication system, urban and rural communities. As a developed nation, the communication system in a country should have efficiency and progress in terms of services and technology used. As such, the Malaysian government has made various reforms and new strategies to improve the quality of public transport services to attract the community's interest.

The communication system is one of the elements that need to be emphasised to align with the progress and increase in the population that are increasing daily in urban and rural areas. Transportation refers to a vehicle that carries a person or something from one place to another, usually a longer distance than a walk—transport aimed at simplifying the community relations system, both in urban and rural areas.

Public transport is a service created by the government as a transport alternative for the public. Public services, especially train transportation, are an initiative to overcome traffic congestion caused by road users who choose their vehicles as the primary mode of transport to work. After various reforms by The Keretapi Tanah Melayu Berhad (KTMB), the community is seen to have chosen the railway service as their primary mode of transport to the workplace. Although some people prefer their transportation as the primary mode of transport to the workplace, many people are still more likely to use KTM commuter services. According to statistics, people are more likely to use commuter services because it is easier to move anywhere.

According to Nazura Ngah (2017), the rate of increase in rail transportation systems increased by up to 30 per cent per day compared to January 2016. The rail freight system receives as many as 739629 users a day. Although usage of KTM commuter services has decreased slightly due to the construction of the Twin Rail infrastructure projects, usage is expected to increase once the building is completed. Consumers prefer public transport such as commuter trains because it is more accessible and easier to commute to work every day.

Bus delays are caused by traffic congestion leading to a stop or disruption during the journey. In addition, according to Official Abdullah (2010), passengers' complaints about the buses they boarded arrived or departed later than often heard the stipulated time. Therefore, the community is shifting direction to using public transport, especially KTMB commuters, to make it easier to get to work. As you know, commuters have their routes, which can help users avoid traffic jams and safely get to work on time.

Fauzi Suhaimi (2017) stated that, once monitoring is made, it is found that there was a reduction in the number of vehicles along with the Mass Rapid Transit (MRT) alignment. Although traffic jams are still happening, they can be controlled and improved as people are more than happy to use public transport as their primary mode to get to work.

In addition, KTMB also took the initiative to distribute 60,000 free link commuter cards to encourage consumers to use commuter services with cashless ticket payment methods to make it easier and profitable and provide fare savings of up to 20 per cent. Establishing this system will make it easier for users to use the KTM commuter service (Yusra Zakaria, 2017).

Problem Statement

The problem of public transport in Malaysia has always been an exciting topic to discuss. Problems related to public transport services are often a general complaint. According to Assoc Prof Dr Raja Noriza Ariffin, a researcher at the University of Malaya Research Centre, one of the public's complaints is poor access from home or the final destination (Hmetro, 2017). In Malaysia, the government has undertaken various measures and efforts to improve and improve the quality of public transport services. Many campaigns have been carried out to increase the use of public transport, but such efforts have been unsuccessful. Year after year, the issue remains a question mark as to whether the government is serious about tackling the problem or whether it is an issue that has no solution. This is because the public transport system has yet to meet the expected standards.

In the context of transportation services, three main aspects are identified: facilities, time, and safety. These three aspects are the main determining factor in selecting KTM commuter services as the choice of people's hearts to get to work. As the road route in Penang is a busy route with traffic, users choose KTMB commuters as the main alternative to save time, avoid traffic jams, and save costs and energy. This is because the services provided by KTMB have reached the standard level, so it can influence users to use public transport as their daily transportation to commute to work.

The main focus of this study is on the satisfaction level of KTM commuter usage by customers who use it as a mode of transport to get to work. Users always emphasise their needs and needs in terms of safety, time and facilities. Train services are also the choice of consumers as the ticket prices offered are cheaper than other public transport such as taxis. Therefore, the selection of the usage of KTM commuters can be seen in terms of the quality of services provided must be by the current timeline and requirements.

According to Hayati Ibrahim (2017), although various campaigns have been carried out to reduce the rate of road accidents, it has turned out to be a failure as the percentage of road accidents increases every year. This is of particular concern to members of the public who use private transportation. Many users have shifted their direction to using public transport services such as KTM commuters which users feel safer and comfortable with when using their services. KTM has also made various efforts to keep users safe, one of which is to place several members of the security forces in every train to provide early emergency assistance. (Umavathi Ramayah, 2016)

As such, the study focused on three main factors, namely safety, time, and convenience, determining the selection of KTM commuter usage among workers around Penang. This study was conducted on KTM users who use commuter services to commute to work around Kuala Lumpur.

Objectives of study

- i. To determine whether safety factors determine the selection of KTM commuter usage among employees.
- ii. Identify any possessive time to be the determinant of the choice of KTM commuter usage among employees.
- iii. Identifying factors facilities to be the determinant of the selection of the use of KTM commuters amongst employees

Research Questions

- i. Is the safety factor being the determinant of the selection of KTM commuter usage among employees?
- ii. Is the time factor being the determinant of the choice of KTM commuter usage among employees?
- iii. Are convenience factors becoming determining the choice of KTM commuter usage among employees?

Literature Review

Safety refers to a pre-maintained or avoidable condition of danger, disaster or disturbance that could lead to an accident. Without security protection, users will feel fear, worry or susceptibility to something harmful, whether consciously or not. This lack of safety would pose a dangerous situation for humans. Therefore, a fair protection system should be given to consumers to meet the requirements, such as peace, peace, protection, freedom from restlessness, and freedom from fear, which are all aspects of security.

To create awareness of the safety of train users, KTMB has organised various campaigns to prevent crime and vandalism in public places and areas near the commuter tracks. This KTMB recorded two cases of throwing stones at the train until the commuter mirror broke. This case occurred on the route between Bukit Mertajam to Simpang Ampat, Penang. KTM is actively conducting operations to ensure that such incidents do not recur. KTMB is very concerned about the safety of its users, and every effort is being made to combat all incidents that could threaten the safety of the users (Huda Konson, 2017).

Highlights of past studies have stated that passengers feel unsafe to use bus public services. This was due to the irresponsible attitude of the bus driver who had brought the passengers to the passengers. The philosophy of most bus drivers can also threaten the safety of other road users (Jasni Majed, 2014). In this regard, they take steps to ride other public services such as KTM commuters as their daily transport to commute to work.

KTMB places great emphasis on the safety of users, predominantly female users. According to Sarah Khir (2015), the women's specialised coach service provided by KTMB is the safest public transport during the night for female passengers. With the existence of this female coach, crimes involving female passengers can be reduced, and female passengers, in particular, can board and use this facility to go to or return from work calmly and safely.

In addition, a security force has been instructed to maintain order and security. Many security personnel were assigned to each train to provide early emergency assistance before real help came. Hence, the risk of crime rate when using public transport, especially commuters, can be reduced, especially during peak hours (Umavathi Ramayah, 2016).

In addition, the ministry is establishing the Malaysian Transportation Safety Board (MTSB) as proposed by the Advisory Panel to implement an independent and transparent investigation function on safety incidents, monitoring and evaluation of safety initiatives of all modes of transport. This more controlled safety issue has made many consumers choose the mode of train transport as one of their primary modes of transportation to commute to work (Dwan Junid, 2016).

According to Izwaashura Sadali (2017), the newly introduced automated fare collection system allows users to use the Touch n Go card facility at 13 selected commuter stations. The implementation of the new system will make it easier for users to use commuter services. Not only will it make it easier to save consumers time from queuing up to buy tickets, especially those who are rushing to get to work. Besides that, time is also one of the critical factors in ensuring the determinant of passenger selection using the KTM commuter service as a mode of transport to the workplace.

Meanwhile, according to Adhan Shadan (2013), the 11 sets of My commuter trains operating since March 2013 will be increased to 38 by July. Thus, the frequency of journeys accelerated by 15 minutes compared to 30 minutes at once saves users from getting to work early. This has enabled consumers to plan their trips more efficiently, and KTMB always places great importance on the comfort of their services as commuters are the choice for public service users today.

Idris Musa (2017) further explained that people could reduce costs and save time with this modern transportation system. With this public transport system, the community can move to the workplace faster at the scheduled time without facing traffic jams or reducing travel costs. Besides that, it can also increase productivity, which has an impact on the country's economy.

In providing the best services, the management must provide quality facilities to attract users to continue using the services provided. In the study from Aprillia Agustini (2017), facilities provided by KTMB, such as online ticket purchase service or via short messaging service, facilitate users from

waiting long and long queues to purchase tickets over the counter. These improvements are helpful to the user and save time, especially during peak hours where users flock either to work or when they return home. To Zaini Raban (2000), the television facilities installed in commuter trains provide comfort to the passengers. Indirectly, it would attract the interest of public service users, especially commuters, to continue using the KTM service.

Methodology

This study aimed to identify the selection factors for the use of KTM commuters as modes of transport to commute to the workplace among workers in Kuala Lumpur. Questionnaires have been distributed to 100 respondents comprising KTM commuter users who use this service to commute to work around the KTM terminal in Kuala Lumpur. This study uses the survey method and sample selection.

The study used a questionnaire that included three objectives, which contained ten items for each purpose. The data was analysed using statistical packages for social science (SPSS). The frequency, percentage and min values are calculated to determine the intestacies of a factor in selecting KTM commuter usage amongst employees.

Two parts have been completed in the questionnaire: Part A and Part B. Part A contains demographic information, while Part B consists of 30 questions related to the objectives of the study.

The results of this study will be shown in the form of percentages and mean scores. The highest mean score for each statement is 5.0, while the lowest point is 1.0 based on the scale. 1.0 represents a mere disagreement, the scale of 2.0 represents disagreement, 3.0 represents less agreeable, the scale of 4.0 agrees. The scale of 5.0 represents very agreeably.

Table 1: Likert Scale

level	Very disagree	disagree	disagreement	agree	Very agree
Scale	1.0	2.0	3.0	4.0	5.0

Data Reliability Analysis

The validity and reliability of the questionnaire instrument are by using Cronbach's Alpha reliability test. It aims to ensure that the selected items are perfect and suitable for use as a study instrument. A good test will get the truth and a high test score.

Table 2: Reliability Test

Factor	Cronbach's Alpha	Question number
safety	0.846	10
time	0.854	10
facilities	0.907	10

Based on the table above, it is found that Cronbach's Alpha value exceeds the specified benchmark. According to Sekaran (2003), if Cronbach's Alpha value exceeds 0.6, then the items of questionnaire instruments submitted for each factor have reached a reliability level and are easy to understand then can be distributed to the respondents.

Findings

Table 3 below is a schedule of analysis on the objectives of the study.

Table 3: Objective-Related Analysis Study

Factor	Mean score
Safety	4.13
Time	4.07
Facilities	3.97

The table above shows that the most preferred factor for KTM commuter users among employees is the safety factor with a mean amount of 4.13, followed by time factors (4.07) and facilities factors (3.97).

Most passengers using the KTM commuter service agree that they have a KTM commuter service as it can prevent them from being involved in a traffic accident. This is because they argue that the irresponsible attitude of bus drivers is often the cause of road accidents that ultimately lead to passengers.

The findings for time factors showed that passengers opted for the KTM commuter service to get to work also due to time-saving factors. However, passengers agree that KTMB commuters often do not follow the time of travel as prescribed.

Meanwhile, for convenience factors, passengers think that the selection of KTM commuters to get to work is also influenced by the fare rates charged, which are worthwhile and affordable even if they agree that the seating facilities are still not enough.

Discussion

The findings showed that safety factors were a significant factor in selecting KTM commuter use among employees to commute to and from work. Respondents strongly agreed that motorists could avoid the risk of being involved in road accidents when using KTMB commuter services. They also strongly agreed that the irresponsible attitude of some bus drivers could lead to a backdating to passengers. This kind of careless driver attitude can also threaten the safety of other road users (Jasni Majed, 2014). In this regard, they travel to other public services such as KTMB commuters as their daily transport to commute to work.

Respondents disagreed with the statement that KTMB provided adequate safety equipment. This statement is supported by referring to the sloppy case of Pink Coach by male passengers, which is frequent and KTMB staff themselves cannot prevent due to crowd congestion (BH online, 2016).

The time factor was the second factor in selecting KTM commuters amongst employees to commute to and from work. Respondents strongly agreed with the statement that the average passenger choosing a KTM commuter service to get to work was due to time-saving factors. The findings, supported by Dwan Junid (2017), state that is using public transport, especially KTMB commuters, can

Save a person time to get to the next destination and save travel costs compared to the use of private vehicles.

As for the time factor, respondents disagreed that the commuter's travel time was within the specified time of travel. This statement is supported by referring to the frequent cases of passengers' commuters being commuters. Most passengers expressed frustration about repeated KTMB commuter delays even after fares were raised. According to one of the KTM commuters, he had to stand for 15 minutes waiting for a commuter who was not moving (Nizam Bakery, 2016).

The convenience factor was the third factor in selecting the use of KTM commuters amongst employees to commute to the workplace. Respondents strongly agreed that consumers were satisfied with the price of KTM commuter fares. The findings, supported by Dwan Junid (2016), state that the value of commuter fares is worthwhile compared to the use of private vehicles where the community has to pay for ancillary expenses such as tolls, fuel and so on. In addition, children aged 4 to 12 years old, senior citizens and persons with disabilities (PWDs) receive a 50% discount and no fare is charged for children below two years old.

While respondents disagreed that KTMB provided comfortable seats in KTM commuters, this statement is supported by referring to cases where passengers are forced to stand because they do not have enough seats. Almost every day, passengers suffer from severe problems in the carriage (Hassan Noor, 2011).

Finally, the findings show that safety factors are the main factor in selecting KTM commuter usage among workers around Penang. The desire to get to work or home also prompted workers to choose the KTM commuter service as the primary mode of transport to the workplace. Employees also consider facilities such as affordable commuter fares to use the KTM commuter service as a mode of transportation to the workplace.

Summary

The findings have identified that safety factors are a factor in selecting KTM commuters among employees to get to work. They feel that by travelling with KTMB commuters, the risk of being involved in a road accident can be avoided.

The time factor also influences the selection of KTMB railway commuters among workers as workers can get to work at the right time. Finally, the convenience factor also influences the choice of KTM commuter usage among employees as consumers feel that the money withdrawn to purchase KTM commuter tickets is worthwhile and affordable. Therefore, it is hoped that the study's findings obtained by the researchers will benefit the management of KTMB, the commuter users, responsible parties and future researchers.

Impact of research

The results of this study have been able to identify the factors that influence the selection of KTMB commuters to get to work. The findings suggest the importance of the three factors studied, i.e. safety, convenience and time factors.

This study has given positive and negative feedback on the factors studied. Therefore, it is hoped that the study's findings obtained by the researchers will be beneficial to the management of KTMB, the commuter users and the responsible parties. It is also hoped that KTM will improve the performance of their services so that commuter services become the choice of the workers as the primary mode of transport for them to get to the workplace.

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