



## Youth confidence in the quality of public transport services: The case of Greater KL, Malaysia

Dzuhailmi Dahalan<sup>1</sup>, Jeffrey Lawrence D'Silva<sup>1</sup>, Haslinda Abdullah<sup>1</sup>, Ismi Arif Ismail<sup>1</sup>, Nobaya Ahmad<sup>1</sup>

<sup>1</sup>Youth Social Health and Well-Being Laboratory, Institute for Social Science Studies, Universiti Putra Malaysia, Selangor, Malaysia

Correspondence: Dzuhailmi Dahalan (email: [dzuhailmi@upm.edu.my](mailto:dzuhailmi@upm.edu.my))

### Abstract

Developing an efficient public transportation system is an on-going challenge in many developing countries including a middle income country such as Malaysia. This study analyses the confidence level of youths in the quality of public transport services in the Klang Valley (Greater KL). Primary data were collected from a field questionnaire survey of 445 Klang Valley youths who were frequent users of public transportation in the area. It was found that although the majority of the respondents were frequent users of public transportation their level of confidence in the quality of public transportation service provided by the operators was only moderate. Most of them, nevertheless, acknowledged the importance of public transportation in their daily life but stressed on the imperative of upgrading the service quality of the system so as to enhance their confidence level in it.

**Keywords:** confidence level, efficiency of public transportation, public transportation, quality of public transportation, transportation upgrading, youths

### Introduction

Public transportation is one of the core components to support the growth sustainability of a city centre. In Malaysia context, public transportation services in Klang Valley has been a major transportation system because of the rapid socio-economy development taking place in this area. In fact, the reduction of the dependence of motor vehicles is one of the key elements in the management of the urban environment (Abd Rahim & Nor Ghani, 2006).

This objective can only be achieved if public especially the commuters between cities adopt public transportation as their premier mode of transportation. However, it is not a simple matter. The reality is only 5 percent of Malaysian used public transportation nationwide (Syed Hamid, 2013). There has been increased use of public modes of transport such as commuter trains, busses, minibuses, mass rapid transit, light rail transit and taxis. However, fewer people are using public transport, compared to private vehicles (Rozmi et al., 2012; Jamilah, 2005; Nadiyah Hanani et al., 2015).

One of the most significant factors directly influencing the satisfaction level of the commuters is the service quality (Ang et al., 2006). Meantime, Malaysia is actively providing efficient and effective public transport infrastructure, the biggest question now is deals around what is the level of confidence among public towards the quality of public transportation service in Malaysia especially in Klang Valley? It need to be inspected carefully because consumer confidence in public transport impacted on the demand for public transport. At least to ensure that transport demand has not decreased, but increased from time to time so as to solve the problem of traffic congestion during peak hours.

Any discussion on public confidence towards public transport services are quiet challenging because public transport services are always disturbed by technical incidents due to misconduct by the transport operator. It is even getting more challenging when evidence shows that the high dependency on private

vehicles in Malaysia is attributed to the economic growth, rising household income, establishment of the Malaysia national car project, fuel subsidies, deficiencies and the poor management of PT system (Kamba et al., 2007; Kasipillai and Chan, 2008; Mohamad and Kiggundu, 2007). Due to insufficient interest in public transport among city dwellers, the city's public transport system was operating without profit, and heavily dependent on the city authority to survive financially (Abd Rahim & Nor Ghani, 2006; Khairiah Salwa & Nur Hairani, 2015.). Thus, the assessment on the level of public confidence towards the quality of public transportation should be evaluated on an ongoing basis in line with the infrastructure improvement made.

### **Responses on public transport in Klang Valley: Previous research findings**

The main reason behind the poor public transportation usage and over-dependency on private cars is that most travellers prefer cars that are more cost and time-effective than an unplanned public transport system (Almselati, et al., 2011). Research done by Abd Rahim and Nor Ghani (2006) at the Federal Administrative Centre at Putrajaya on the empowering public transport for urban environmental management found that the quality of the bus services was not very much dissimilar to the situations in other cities in the country in terms of availability, punctuality and comfort. A large majority (51%) of the passengers left home at as early as 7am in the morning to wait for the buses. Although Putrajaya is not a big city, the study found that passengers took relatively long time to reach their destinations using the intra-city buses, indicating inefficient circulation system in the intra-city's bus operation. The study revealed that bus stop, punctuality, bus availability and information on bus operation were among the items that the passengers did not satisfy with. The differences between what they expected and what was on offer in the city's bus system ranges from lowest 12.3 percent to the highest 69.1 per cent.

Muhamad Nazri et al. (2011) in their studies on Park-and Ride (P&R) facilities in Putrajaya showed few factors that influence respondents to use P&R. It found that, 42% of the respondents agreed that they will switching to P&R facility if they can saving their travel cost, meanwhile, more than half (58%) of the respondents will switching to use P&R if they can save their travel time. Majority respondents with 74% of respondents agreed to switch to use P&R if the frequency of the buses will reduced from every 30 minutes to every ten minutes. Fifty-four percent's of the respondent strongly agreed that to used P&R if they were guaranteed with car security at P&R station and 94% of respondents agreed that the security on board is the important thing to attract them to use P&R. Most respondents (44%) agreed that the seat availability in bus make the car users to use P&R facility and more than half (54%) of respondents agreed that the cleanness in the bus will attract them to use P&R. In addition, one-third (36%) of the respondents were agreed that they will use P&R if the buses provided luggage storage to keep heavy luggage and two-third (68%) of the respondents were agreed that if the P&R station provided with extra services such kiosk, shop and automated teller machine (ATM).

Research conducted by Rozmi et al., (2012) with sample respondents from Selangor and Kuala Lumpur who were public bus service commuters shown to rate their satisfaction level as lower than preference levels. This indicates that the quality of Malaysian public transportation network is under the travellers' expectation of the service. Correlation analysis suggest the top four attributes that have strongest relationship with overall satisfaction are frequency, comfortable travel experience, security on board and travel time. People are prefer for good service quality but at the same time their satisfaction after use public transport below than expected.

Ibtishamiah et al., (2013) stated that public transport passengers' perception and demand satisfaction in Petaling Jaya District showed that bus passengers are generally unhappy about the effectiveness and efficiency of the stage bus services in Petaling Jaya Municipal Council (MBPJ). Many of the respondents from public transport users and non-users alike complaint on waiting time (59.1%) as many of them use this type of public transport for working trip. Accordingly, 46% of them were not satisfied on trip schedule, 35% on loading, both 25% are on other passengers' discipline and travel time while another

22% on the drivers' attitude. The comfort elements represented about 24% of complaints from respondents

Meanwhile, Khairul Baharein and Kamariah (2013) stated that some respondents from the interview indicated that they were dissatisfied with the CSAs' (customer service assistant) attitude that does not have eye contact and lack of smile when communicating. One respondent noticed that some staff may be very helpful during morning hours but due to long working hours, they seemed to be not 'helpful' or 'friendly' in the late afternoon due to fatigue. They found that in overall rating for facilities at bus hub received lower scores than train hubs. This is because such facilities measured at the selected terminals were old and not under the transport service providers' care. Observation from the researcher confirmed these findings, as some of the hubs as there were no safety precaution for users from incoming traffic, poorly lit station and heavily polluted from emission from idle buses. There were complaints on ticketing system due to long queue to purchase tickets, which was confirmed from observations. Toilet facilities are also among the other concern. Majority complaints received were on the cleanliness and unclear signage to guide users to designated platforms and schedule of the trips. Apart from that the issue of punctuality has been raised by respondents during interview as one major deterrent for them to continue using the service as well as to attract new users as reliability for them to arrive on time to workplace and home are very crucial.

Onn et al., (2014) in their studies in Klang Valley showed some criteria that will trigger people willingness to make changes in favour of public transport as targeted by the NKEA (National Key Economic Area). Some of their key findings are as follows:

1. The nearer the distance to the rail transport system is, the respondents were 5.4 times more likely to use rail transport as their main mode of transport;
2. With a shorter duration of transit interval for rail transport, respondents were 66 times more likely to use rail transport as their main mode of transport;
3. With a shorter traveling time, respondents were 8 times more likely to use the rail transport as their main mode of transport;
4. The nearer the distance to the public bus system is, the respondents were 27.8 times more likely to use public bus as their main mode of transport;
5. With a better network for the public bus system, respondents were 52 times more likely to use public bus system as their main mode of transport;
6. The lesser the waiting time with the public bus system is, the respondents were 200 times more likely to use public buses as their main mode of transport;
7. With a shorter duration of traveling period with public bus system, respondents were 21 times more likely to use the public bus system as their main mode of transport.

## **Government initiatives**

The Malaysian Government Transformation Plan 2010 – 2012 (GTP 1.0) roadmap under the National Key Result Area – Improving Urban Public Transportation (NKRA-UPT) identifies four problems of transportation service which contributes to the decreasing in demand for public transportation in Klang Valley. Firstly, the main rail routes suffer from excessive crowding with a capacity of 140 % in KTM Commuter and 180 % for the Kelana Jaya LRT service. This makes the trip uncomfortable and disappointing. Public bus service also suffer more or else the same for main routes and during peak hours, busses are very crowded with passengers as what happen to 23 out of 166 RapidKL route.

Secondly, bus and rail services are not following the provided schedule (most of time, bus service has no schedule) which makes passengers have the difficulty to plan their travel. In addition, daily routines are directly affected because of irregular and inefficient public transportation service.

Thirdly, lack of connectivity between modes. A very good example is lack of standard connectivity between Monorail station and LRT (Light Rail Transit) in KL Central. While on average there are about 3,000 passengers, they have to walk more than 350m around the construction are in addition to pedestrian

walkway that is not well maintain and not fully covered. Hang Tuah and Titiwangsa station are also in the same condition where passengers do have difficulty walking to travel from one station to another station due to lack of pedestrian walkway facilities between stations.

Finally, there is lack of access to public transportation service. It is estimated that only 61% of Klang Valley residents live within 400 meters of a bus route (reasonable walking distance). Roughly, 40% of 4000 bus stops in Klang Valley are without covered and signage.

GTP 1.0 NKRA-UPT recorded at least four big success points (Malaysia Government, 2013). Firstly, successfully increase in the capacity of inter and intra city train. Rail contributes around 40% of daily public transportation passengers and most complaints received from the passengers are lack of capacity and the unreliability of inter and intra train system. This inefficiency since last few years contributed to massive traffic jams in the city during peak hours. GTP 1.0 solved some of this problem by introducing 35 set of four coaches for LRT Kelana Jaya Line in 2011, thus increased daily passengers capacity to 258,156 passengers from 254,745 passengers in 2010. As a result, 10.4 million or more than 18% passengers using the most congested during these years, as compared to 2010. This can be translated with a total of 44.170 passengers during peak hour. In terms of the KTM commuter service, four sets of six-coach trains began operating in March 2012, thus helping to ease busy morning with an increasing number of passengers to 32,000. Each six-car train sets have a seating capacity of 1,100.

The second achievement of GTP 1.0 NKRA-UPT is in improving bus journey. Proper condition and maintenance of bus stops are very important in promoting public transportation, 1,102 bus stops in Sepang, Subang Jaya, Ampang Jaya, Selayang, Shah Alam and others places were upgraded in 2011. This upgraded is one of the GTP 1.0 objective, meanwhile design and planning for new 306 bus stops is ongoing. To complement the bus stops aesthetic improvement, 470 RapidKL busses has been introduced to increases the frequency of the buses in Klang Valley. Thus, more than 4.04 million passengers to use this service compared to previous year.

The third achievement is in upgrading and re-branding the Pudu Central terminal. This iconic 35 year old landmark of Puduraya Terminal has undergone massive restoration and been given new face-lift as an intra-city bus terminal. It has the characteristics of modern amenities and offers greater convenience and travel experiences that are free from inconvenience to passengers. Renamed as Pudu Central, this bus terminal is now fully air conditioned with 50 ticket counter was officially opened on 16 April 2011.

Finally, the launch of Terminal Bersepadu Selatan, Bandar Tasik Selatan (ITT BTS). Terminal Bersepadu Selatan (ITT BTS) was fully operational on March 2011. The RM570 million ITT BTS is equipped with variety of facilities such as 55 bus platform, 150 taxi waiting areas, 1,000 parking bays and seating area for 1800 passengers, all in a cold and comfy waiting hall. This integrated transportation terminal is also equipped with computerized ticketing system, restaurant and sales outlets. In addition, electronic schedule that display the buses' arrival and departure time updated in real-time for the passengers and users.

### **The importance of gauging Malaysian youths' confidence level in public transportation**

Malaysia's official definition of youth is those aged 15 to 40; this is considerably older than the age range provided within the definitions of most other countries and international bodies. According to Department of Statistic Malaysia 2006-2011, in Malaysia there are 42.5% youth from the 28,250.5 million population. However, new age range for youth starting in year 2018 will be between 15 to 30 years, in accordance to national transformation development (Khairy Jamaluddin, 2014). Statistics in 2013 showed that there were 9,414,100 people Malaysian citizens aged 15-30 years. This represents approximately 31% of the overall population total of 29,947,000.

Research has found that the majority of youth in every age group in Malaysia have their own vehicles (The Malaysian Institute for Research in Youth Development, 2011). Based on the statistics, youth is a dominant group residing in the Klang Valley; thus, one of the platforms to increase public-transport usage statistics in the city is to encourage these urban youth to utilize public transportation as their premier

mode of transport. However, the study also found that only about 6.3% of Malaysian youth require additional public transportation around the area of their residence and place of work (The Malaysian Institute for Research in Youth Development, 2011), whereas total travel demand increased from 12 million trips in 1991 to 40 million in 2010. At the same time, the number of private vehicles increased by 300%, from 4.7 million in 1990 to 18.6 million in 2010 according to Land Public Transport Commission of Malaysia.

Dzuhailmi et al. (2014) found that the level of prejudice among youth in Klang Valley Malaysia towards public transport was at a moderate level. Two items that showed the highest scores of prejudice were “The only reason to use public transport is if you can’t afford to drive” and “Most people feel uncomfortable talking to strangers on public transport in Malaysia”. Assuming that the only reason to use public transport is when one cannot afford to drive is not a positive outlook. In fact, youth in Klang Valley are seen as not ready in the true sense to tell strangers about the benefits of using public transport.

## Methodology

In this study, public transportation covers busses, taxis and rail except the plane. This is stated clearly in the front page of the questionnaire. This study used a quantitative approach. Data were collected using a self-administered questionnaire. Random sampling criteria were used to select the respondents. The study population consisted of 445 multi-racial youth living in Klang Valley. These were secondary students, public university students and young workers (16 to 40 years old). Trained enumerators were used to identify the respondents who met the study criteria. The questionnaires were collected from the respondents immediately after completion. The respondents took an average of 15 minutes to complete each questionnaire. Data were analysed using descriptive and inferential statistics. Mean scores and standard deviations were used to measure the confidence level among youth toward quality of the public transport services. Based on selected demographic factors, independent t-tests were used to see whether there were significant differences in the level of confidence. Missing data for scale items were imputed using the missing data function in SPSS 21. Overall, only 1.59% of the data was imputed, with most items having less than one per cent of the data missing. Level of confidence in the quality of public transportation service was measured using questionnaire data where a total of 10 items related to public transportation services are measured. The Cronbach’s alpha value obtained for the scale was 0.755 indicating that the scale is reliable.

## Findings and discussion

### *Respondents’ profile*

Table 1 summarizes the demography profile of the respondents. There are 45.1% male respondents and the rest are female respondents (54.9%). The breakdown shows that the majority of those categories of respondents (74.7 %) is the middle of youth, 19.5 % were in the late youth category, while the minority (5.7 %) involving early youth. Ethnic distribution shows that 36.2 % among them are Malay, Chinese, followed by 33.5 %, 27.6 % Indians and 2.7% were from other ethnic. Majority of the respondents (87.8%) are single, while (12.2%) are married. Most of the respondent (74.1%) are students from the Higher Learning Institutes (HLI) and 25.9% are full time workers. When asked about the importance of public transportation for themselves, majority of the respondent (66.8%) stated that it is important, while 33.2% stated otherwise (not important). Respondent profile also shown that 99.1% has used the public transportation and less than 1% stated otherwise. In terms of the use of public transportation, 76.0 % of respondents said that the last time using public transport is within 6 months, 14.7 % indicated within 1 years and the remainder (9.2%) stated that more than 1 years.

**Table 1. Distribution of selected respondent profile (n=445)**

Background	Percent
Gender	
<i>Male</i>	45.1
<i>Female</i>	54.9
Age	
<i>Early Youth (16-19 years)</i>	5.7
<i>Middle Youth (20-25 years)</i>	74.7
<i>Late Youth (26 years)</i>	19.5
Ethnicity	
<i>Malay</i>	36.2
<i>Chinese</i>	33.5
<i>Indian</i>	27.6
<i>Others</i>	2.7
Marital Status	
<i>Single</i>	87.8
<i>Married</i>	12.2
Employment Status	
<i>Working full time</i>	25.9
<i>Student @ HLI</i>	74.1
Importance of Public Transportation	
<i>Important</i>	66.8
<i>Not Important</i>	33.2
Use of public transport	
<i>Yes</i>	99.1
<i>No</i>	0.9
The last use of public transport	
<i>Past 6 month</i>	76.0
<i>Past 1 year</i>	14.7
<i>Past 1 year or more</i>	9.2

*Respondents' confidence towards public transportation service*

Respondents' confidence toward the quality of the public transport service are measured using Likert Scale; (5) Strongly disagree, (4) Somewhat disagree, (3) Not sure, (2) Somewhat agree and (1) Strongly agree. Respondents overall level of preparedness is determined by calculating the total mean and divided by the number of variables on public transport services were developed to produce an overall mean. Finding of this study shows that, the respondents scored medium level of confidence [ $M= 2.7072$ ,  $S.D=.67788$ ] toward the quality of public transportation service. Table 2 refers to the determination of the level of confidence of respondents on the quality of public transport services based on the average mean.

**Table 2. Determination of mean confidence level respondents (n = 445)**

Level	Mean
Low	1.00-2.33
Medium	2.34-3.66
High	3.67-5.00

Descriptive analysis showed that all variables to measure respondents' level of confidence towards the quality of public transport service scored at medium level [ $M=2.34-3.443$ ] based on 5 point Likert Scale. Top three variables scored are "There are signage on safety guideline displayed at the public transportation stations" [ $M=3.443$ ;  $SD=1.1311$ ]; "Most public transport facilities (e.g. prayer rooms,

toilets, escalator) are accessible by the elderly and disabled” [ $M=3.212$ ;  $SD=1.1772$ ]; and “Staff/Operator of the public transport is friendly” [ $M=2.779$ ;  $SD=1.0084$ ].

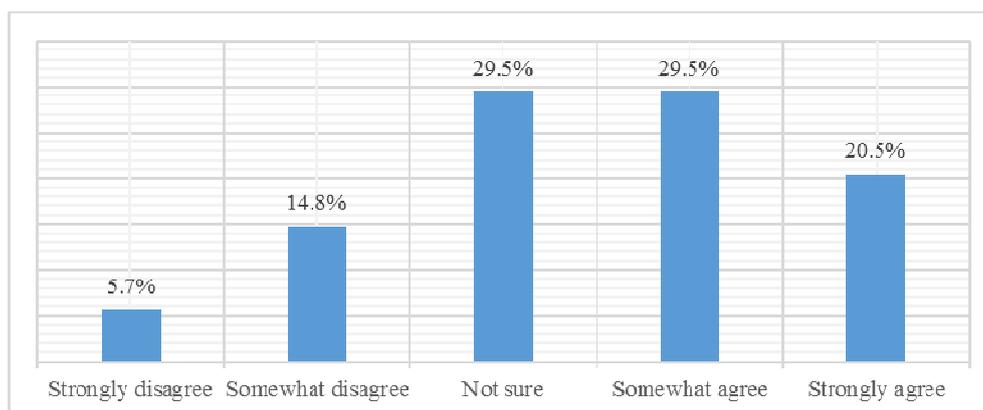
Moreover, the lowest three variables scored on the respondents’ level of confidence towards the quality of public transport service are “Quality of public transport services in Malaysia is still a lot that needs to be improved” [ $M=1.8196$ ;  $SD=1.04919$ ]; “Station/Waiting area of the public transport is safe” [ $M=2.467$ ;  $SD=1.0830$ ]; and “I am not convinced with the quality of public transportation service in Malaysia” [ $M=2.5229$ ;  $SD=1.05776$ ]. Table 3 summarized the mean distribution and standard deviation on the respondents’ level of confidence towards the quality of public transport service.

**Table 3. Mean distribution and standard deviation level of confidence among respondents towards the quality of public transportation service (n=445)**

No.	Statement	Mean	S.D.
1.	There are signage on safety guideline displayed at the public transportation stations	3.443	1.1311
2.	Station/Waiting area of the public transport is clean	2.716	1.1651
3.	Station/Waiting area of the public transport is comfortable	2.680	1.1598
4.	Station/Waiting area of the public transport is safe	2.467	1.0830
5.	Staff/Operator of the public transport is friendly	2.779	1.0084
6.	<b>Quality of public transport services in Malaysia is still a lot that needs to be improved</b>	1.8196	1.04919
7.	<b>I am not convinced with the quality of public transportation service in Malaysia</b>	2.5229	1.05776
8.	<b>Not much to be proud of the quality of public transportation service in Malaysia</b>	2.7339	1.12820
9.	Public transport facilities (e.g. prayer rooms, toilets, escalator) at a satisfactory level	2.699	1.1895
10.	Most public transport facilities (e.g. prayer rooms, toilets, escalator) are accessible by the elderly and disabled	3.212	1.1772

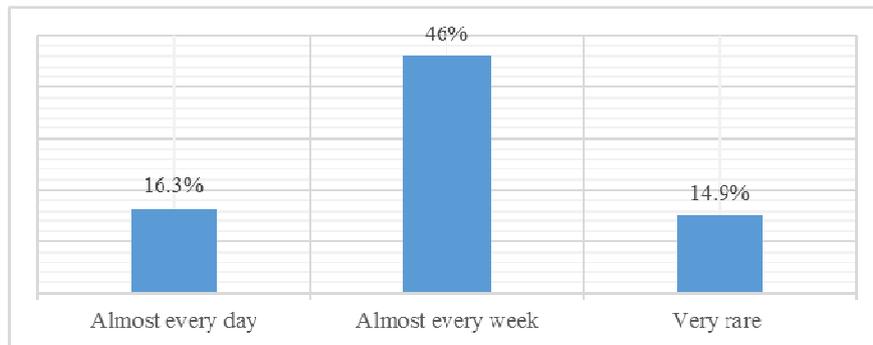
*\*Items in bold were reverse-scored*

From the data presented, even though respondents scored medium level of confidence in the availability of safety guideline signage at the public transport stations one third or 29.5% respondents are not sure about this matter ( Figure 1).



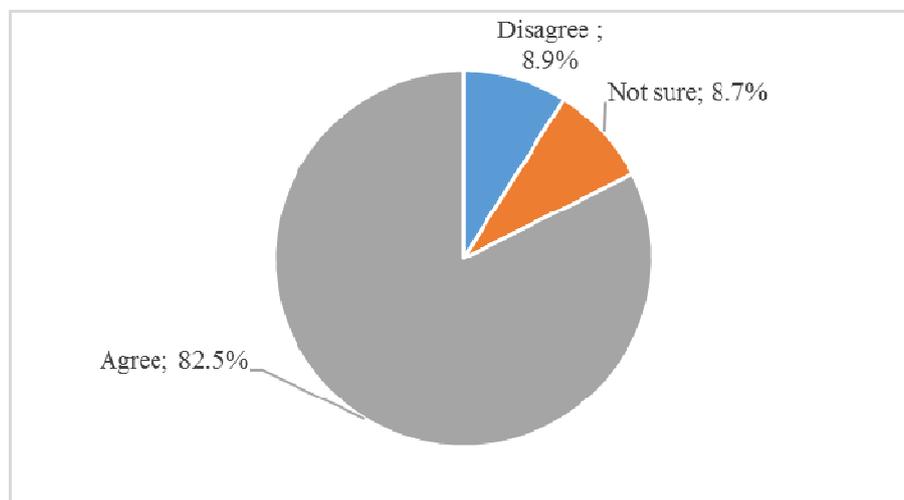
**Figure 1. Responses on safety guideline signage (n=445)**

High uncertainty of the respondents regarding the availability of safety guideline signage displayed at the public transport stations raised few interesting issues to be studied. It was found that 76% of the respondents stated that their last use of public transport was 6 months ago (refer to Table 1). From this only 14.9% mentioned they rarely use public transport, compared to 46% who used public transport almost every week, while 16.3% uses public transport everyday (refer to Figure 2).



**Figure 2.** Use of public transport in the last six months (n=338)

If the measurement of the frequency of public transport usage among the respondents and the uncertainty on the availability of the safety guideline signage either displayed or not at the public transport station, then can we assume this matter is not important for them (in the context of service quality), or respondents are not sure of the existence of such matter, or this is merely a respondent's confidence crisis towards quality of public transport services. This is because, from the finding shows that 82.5% of the respondents agreed to the statement that quality of public transport service in Malaysia need to be improved. Less than 10% disagree with such statement, while 8.7% claimed not to take side on this matter (refer to Figure 3).

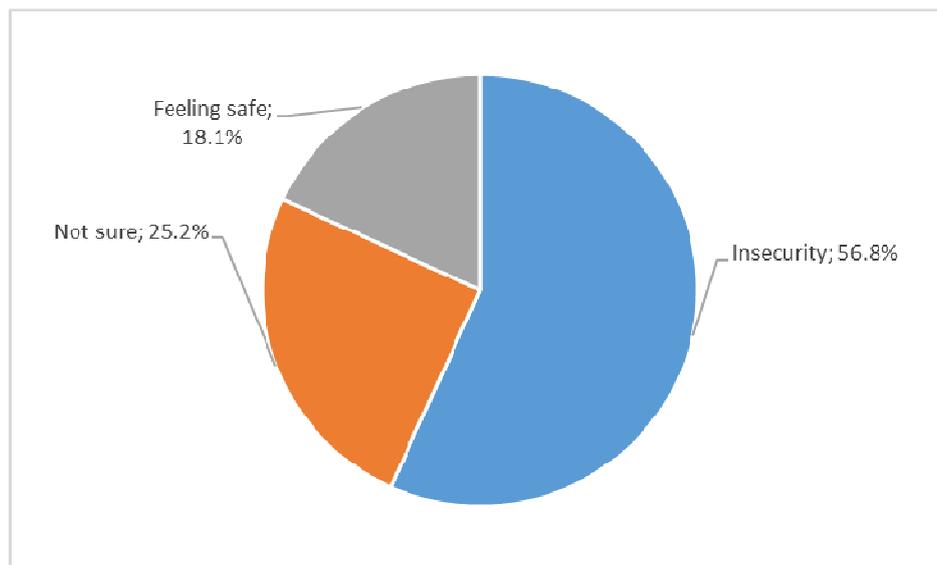


**Figure 3.** Quality of public transportation that need to be improved (n=445)

The same question is raised from this statement, "Station/waiting area of the public transport is safe". This study shows that majority of the respondents (56.8%) disagree on the safety measures at the waiting area of the public transport station. Moreover, less than 20% claimed that the station is safe and 25.2% are not sure (Figure 4). A high percentage of disagreement among respondents regarding the safety assurance

provided clearly indicated that they still have doubts about the quality of the prevailing public transport services.

Safety assurance is a real issue in convincing the public to choose public transportation (Smith & Clarke, 2000; Ambak et al., 2009). Study conducted by Kamaruddin et al., (2012) revealed that the main important elements that influence customer satisfaction with public transportation in Klang Valley are safety, followed by accessibility, reliability, fares, communication and experience. Ibtishamiah et al., (2013) conducted a study in Petaling Jaya which indicated that only 2.7% of the respondents agreed that the public transport services within their area is safe. Most of them cited robbery and snatch-thieves as the most important issues. This was followed by overloading of passengers during peak hours which contributed to robbery as well as sexual harassment of female passengers.



**Figure 4.** Security assurance for public transport service (n=445)

In order to keep and attract more passengers, public transport must have high service quality to satisfy and fulfil different customer's needs (Anable, 2005). The performance of reliable, comfortable and affordable public transport systems is crucial for individual mobility, business opportunities and for the welfare level and economic growth of a region (Currie & Rose, 2008). Thus with regards to the specific variable and all data of the respondent profile discussed in this study, it can be concluded that there is severe lack of confidence in the quality of public transport services among the respondents.

#### *Confidence level differences according selected demographic profile*

Independent T-test is used to verify any significant differences related to respondents' confidence towards the quality of public transport service based on gender, employment status and the importance of public transport to oneself. The finding concluded that there is no significant relationship towards the level of respondents' confidence based on gender where male [ $M=2.6730$ ,  $S.D=.68260$ ]; female [ $M=2.7288$ ,  $S.D=.67771$ ;  $t(445) = -.858$   $p=.392$ ]. Moreover, the finding also stated that there is no significant relationship towards the level of respondents' confidence based on employment status profiling like work full time [ $M=2.7944$ ,  $S.D=.68581$ ]; student of HLI [ $M=2.7944$ ,  $S.D=.68581$ ;  $t(445)=1.609$   $p=.108$ ]. However, the study found a significant relationship towards the level of respondents' confidence based on the importance of public transport to oneself. Respondents who believe the important of public transport show a high level of confidence [ $M=2.8292$ ,  $S.P=.64633$ ] compared to those who do not believe the important of public transport [ $M=2.4575$ ,  $S.P=.67730$ ;  $t(445) = 5.608$   $p=.000$ ]. Table 4 summarized

the finding of the differences. Table 4 summarizes the findings of differences in respondents' level of confidence in the quality of public transport services by selected demographic profile.

**Table 4. Confidence level differences by selected demographics profile**

Profile	n	Mean	SD	t	p
Gender				-0.858	.392
Male	199	2.6730	.68260		
Female	242	2.7288	.67771		
Career status				1.609	.108
Full-time career	112	2.7944	.68581		
HLI student	320	2.6757	.66774		
Is public transport important?				5.608	.000
Yes	296	2.8292	.64633		
No	147	2.4575	.67730		

The findings indicated above show that differences of gender and employment status of the respondents has no effect to the level of confidence towards the quality of public transport service. However, the effects on the level of confidence only exist for respondents who believe public transport is important to them, compared to those who believe public transport is not important. As expected, respondents who believe public transport is important have a high level of confidence in the quality of public transport services compared to those who believe public transport is not important.

## Conclusion

In conclusion, the The Greater KL youths registered a moderate level of confidence in the quality of the public transport services provided in the region. This raised some important issues in order to improve the level of public confidence in the Greater KL public transport services. Among these were the availability of safety guidelines at public transport stations and of safety assurance for users. The imperative of these is overwhelmingly felt by the respondents and thus pose a management challenge to public transport operators in the Klang Valley. As there is high youth dependency on private transportation the urgency of enhancing both the availability and efficiency of public transport services in the study cannot be over-emphasised.

## References

- Abd Rahim MN, Nor Ghani MN (2006). Empowering public transport for urban environmental management. *Malaysian Journal of Environmental Management* 7, 93-111.
- Almselati ASI, Rahmat RAO, Jaafar O (2011) An over of urban urban transport in Malaysia. *Social Sciences* 6(1), 24-33.
- Ambak K, Atiq R, Ismail R (2009) Intelligent transport system for motorcycle safety and issues. *European Journal of Scientific Research* 28 (4), 601-612.
- Anable J (2005) Complacent car addicts or aspiring environmentalist? Identifying travel behaviour segments using attitude theory. *Transport Policy* 12 (1), 65-78.
- Ang CL, Mahat NI, Ahmad YH (2006) Service quality satisfaction of public bus service: A structural equation modelling approach. *IJMS* 13(Special Issue), 49-63.
- Currie G, Rose J (2008) Growing patronage – Challenges and what has been found to work. *Research in Transportation Economics* 22 (1), 5-11.

- Dzuhailmi D, Jeffrey Lawrence DS, Haslinda A, Nobaya A, Ismi Arif I (2014) Level of prejudice among youth in Klang Valley Malaysia towards public transport. *Life Science Journal* 11(6), 365-373.
- Ibtishamiah NI, Adji BM, Karim MR (2013) Public transport passengers' perception and demand satisfaction: a case study at Petaling Jaya Municipal District, Malaysia. *Proceedings of the Eastern Asia Society for Transportation Studies* 9. Available from: <http://easts.info/online/proceedings/vol9/PDF/P239.pdf>.
- Jamilah M (2005) Urban transport and growth management strategies: A tale of two Southeast Asian Cities at the dawn of the new millennium. *Geografia-Malaysian Journal of Society and Space* 1, 11-22.
- Kamaruddin R, Osman I, Che Pei CA (2012) Customer expectations and its relationship towards public transport in Klang Valley. *Journal of Asian Behavioural Studies* 2(5), 29-38.
- Kamba AN, Rahmat RAO, Ismail A (2007) Why do people use their cars: A case study in Malaysia. *Social Sciences* 3(3), 117-122.
- Kasipillai J, Chan P (2008) Travel demand management: Lessons for Malaysia. *Journal of Public Transportation* 11(3), 41-55.
- Khairiah Salwa Mokhtar, Nur Hairani Abd Rahman (2015) Urbanisation process and the prevalence of tuberculosis in Malaysia. *Geografia-Malaysian Journal of Society and Space* 11 (3), 123-227.
- Khairul Baharein MN, Kamariah D (2013) Towards low carbon society: Exploring users' perceptions on the service quality level performance of public transport staff in the Klang Valley. *International Journal of Management and Sustainability* 2(8), 138-149.
- Khairy Jamaluddin AB (2014) Ucapan Penangguhan Persidangan Majlis Perundingan Belia Negara Sidang IV Penggal 29 (Closing Remarks at the National Youth Consultative Council Conference). International Youth Centre (IYC). Cheras, Kuala Lumpur.
- Land Public Transport Commission. Greater KL/Klang Valley Draft. Available from: <http://www.spad.gov.my/ms/projek/rangka-kerja-nasional/deraf-greater-kllembah-klang>.
- Malaysia Government (2010) *Government Transformation Programme (GTP 1.0)*. Prime Minister Department. Kuala Lumpur, Malaysia National Printer Corporation.
- Malaysia Government (2013) *Government Transformation Programme (GTP 2.0)*. Prime Minister Department. Kuala Lumpur, Malaysia National Printer Corporation
- Malaysia Government (2013) *Malaysian Statistic 2013*. Putrajaya, Department Statistic of Malaysia.
- Mohamad J, Kiggundu AT (2007) The rise of the private car in Kuala Lumpur, Malaysia Assessing the policy options. *IATSS Research* 31(1), 69-77.
- Muhamad Nazri B, Amiruddin I, Rahmar RAO, Kamarudin A (2011) Effect of Transport Policies to Shifting Private Car Users to Park-and-ride in Putrajaya, Malaysia. *Australian Journal of Basic and Applied Sciences* 5(3), 303-308.
- Nadiah Hanani Abdul Jalil, Jalaluddin Abdul Malek, Er Ah Choy (2015) Pusat Transformasi Bandar (UTC) sebagai Pusat Hentian Setempat: Kajian Kepuasan pelanggan terhadap perkhidmatan UTC Kuala Lumpur. *Geografia-Malaysian Journal of Society and Space* 11 (1), 143-157.
- Onn CC, Mohamed Rehan K, Sumiani Y (2014) Mode choice between private and public transport in Klang Valley, Malaysia. *The Scientific World Journal*. Available from: <http://dx.doi.org/10.1155/2014/394587>.
- Rozmi I, Mohammad Hesam H, Rahim MN, Kamarudin A (2012) Passenger's preference and satisfaction of public transport in Malaysia. *Australian Journal of Basic and Applied Sciences* 6(8), 410-416.
- Smith MJ, Clarke RV (2000) Crime and public transport. *Crime and Justice: A Review of Research* 27.
- Syed Hamid A (2013) Ucapan Perasmian Simposium Pengangkutan Awam Darat 2013. Suruhanjaya Pengangkutan Awam Darat (Opening Speech at the Symposium on Land Public Transport 2013). Available from: <http://spadnews.blogspot.com/2013/12/hanya-5-rakyat-malaysia-guna.html>.
- The Malaysian Institute for Research in Youth Development (2011) Necessity of Life that is much needed by current youth generation. Available from: <http://www.ipbpm.gov.my/v2/index.php?option=comcontent&view=article&id=645&Itemid=130&lang=bn>.