CHAPTER III

METHODOLOGY

3.1 INTRODUCTION

The aim of this chapter is to verify the method of conducting this research, in order to explore drivers’ perception towards traffic inventory performance and suggesting basic approach for improving road performance. The aspects that will be focused in this chapter are:

i. Research planning
ii. Study Location
iii. Data Collection
iv. Data analysis

3.2 RESEARCH PLANNING

To achieve the objective of this study, certain methods and procedures are used to get the information needed for the focused question. Research planning is necessary in order to make sure the progress is kept on track. The flows comprises of several stages starting from problem statement, objectives, data collection, data analysis, result and discussion. Finally a conclusion is derived and recommendation is made. Figure 3.1 showed the flow chart of research planning used to achieve the objectives that have been set.
Figure 3.1: Research Planning
Based on the Figure 3.1, problem statement has been set and developed as the most important component before initiating the research. This is important because the problem need to be rectified before forming any objectives. After that, the objectives was constructed. The steps were furthered by verifying sampling and population for the data collection. Next, informations gathering were started to fulfill the research literature review and as a basis for questionnaire development.

Pilot test was executed using a sample set of questionnaire. This test was done to test for the validity and reliability of the questionnaire. After the validity and reliability value is obtained, the actual questionnaires were formed and distributed for conducting field study. Data was collected after adequate time has been given to the respondent to answer the question. When all the possible data has been collected, data analyzing is done so that objectives can be achieved. Conclusion and recommendation were given adequately to complete the research.

3.3 STUDY LOCATION

The study area was focused on Jalan Kuantan-Gambang because it is the main trunk road connecting Kuala Lumpur and Johor to east coast. This Federal Highway route 2 is a two lane dual carriageway where the starting point of study area is from intersection of Jalan Tun Razak until Jalan Tanah Putih in front of Giant Hypermarket excluding central business district. It was chosen as study area since Pahang state government are urged to overhaul this main access road to Kuantan from East Coast Highway. This was due to the main road involved should be upgraded or repaired, but until now still pose a problem to the public (Pahang Daily Online, 2012).