

## **Quality Of Life in the 21<sup>th</sup> Century: Narrowing the Gap between Rural and Urban Area**

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### **Abstract**

*Over the years much has been written about the need to maintain quality of life. Yet there has been remarkably little attention given to the understanding of the construct involved. It is through this study we are expected to investigate the unique configuration of variables related to the surrounding elements. Using the cluster sampling approach at the initial stage, followed by the execution of purposive sampling to derive the taxonomy of quality life, a sample of 600 respondents were selected for the study. The investigation proposed that education, income, communication, safety and health, and transportation are the principal dimensions that form the framework for building quality of life. The importance and adequacy of their development viewed to be essential if economic and social equilibrium remain to be the national agenda in promoting the quality of life. The analysis revealed that the differences in the selected dimensions still manifest in education, communication, safety and health, and transportation. However in term of income disparity indicated of less differences.*

**Keyword:** quality of life, education, communication, safety and health, income, transportation.

### **Introduction**

Nowadays, quality is important in our life. Quality of life means how good the life is and does a person having a certain standard of living that makes them living comfortably. Peoples define substances in terms of qualities such as education, salary, communication, safety and health and also transportation. For most of the worlds citizens the idea that life is getting better where average citizen lives comfortably, more social evils have been abated, untimely death is greatly reduced (Veenhoven, 2010, Moore and Simon, 2000) are among the examples of improvement for quality of life.

With the improvement of socio-economic status of the population in most countries of the world, we are able to observe changes in the life style, skills training, cost of living, and also social mobility of the population from the urban and rural area to the industrialized zone in the state. This study focused the investigation only in the state of Terengganu, which is believed to be among the fast growing social economic state in Malaysia. It has 7 districts which are Kuala Terengganu, Kemaman, Dungun, Marang, Hulu Terengganu, Besut, and Setiu. This study, attempted to study the differences between rural and urban areas in the state of Terengganu in terms of quality of life. The areas that have been chosen are Kuala Terengganu, Kemaman and Hulu Terengganu.

### **Problem Statement**

Usually peoples assume that the quality of life for most people is difference with each other depends on the area that they lived. The phenomenal differences were so obvious when comparison were to be made between rural and urban areas.

Reflecting from several interviews and reviewing of the previous literatures, we are able to establish certain gaps between the statements given by the government with the original broad based on quality of life and define more clearly the issues such as income generation, employment opportunities, education facilities, economic and technology infrastructure, safety and health, and transportation facilities that seems to be imbalance between the rural and urban areas. Despite of numerous initiatives and effort done by the government ruling party, attempting to narrow the gap between living in the urban (city and town) and in the rural areas, but still the difference in the quality of life is still highly significant.

Relying on the norms, values, cultures, and other standard practices, concerning the common dimensions on the quality of life, it seems that each of these dimensions correlate with each other in measuring the actual and expected quality of living. A study purposely conducted to access the factors that contribute to the quality of life in the rural and urban areas in Terengganu. Thus, we come out with the focus on factors that contribute to the quality of life for peoples whether they live in rural or urban area.

### **Purpose of the study**

This paper aims to measure factors that influence quality of life. In addition it will examine the relationship between education, communication, safety and health, transportation and income as the dimensions for the quality of life. In addressing the main issue of the study the paper will further investigate the differences in term of the quality constructs between urban and rural areas.

### **Literature review**

#### **Quality of Life**

Based on a thorough literature review, Garvin (1988) has classified the definitions of quality into five major groups. The first major group of quality focused on transcendent definitions. The definitions found to be highly subjective and personal, although eternal over the years but go beyond measurement and logical description. They are related to concepts such as beauty and love. While the second approach of quality definitions looked upon product-based definitions, quality is seen as a measurable variable that focus more on objective attributes of the product. However there were few subjective elements do contribute to the measurement of variables. Another way of defining quality focused on user-based definitions. Quality is a means for customer satisfaction. This makes the definition to be individual and partly subjective. The fourth approach centers more on manufacturing-based definitions. With this approach, quality is seen as conformance to requirements or standards and specifications. The fifth group observed quality in terms of value-based definitions. This definition explained quality in relation to costs. It also considers the ability to match the price offered. Quality, however, is a notoriously ambiguous term. In the commercial world where the notion should be at home, it defies generally agreed definition. Quality is seen as providing good value for costs. Quality in higher education may even be more difficult to define than in most other sectors. In a social setting for example, the need to improve the quality of living provides inspiration for more women to embark in business (Norudin Mansor and Azman Che Mat, 2010).

Frazer (1994) argues that the first important step in assessing quality of life would be to agree internationally on terms such as levels, standards, effectiveness and efficiency. Such agreement on basic factors is also an objective for the so-called "Bologna process" of integration currently taking place in Europe. The qualitative interviews provided a set of possible components of quality. Based on these data, a questionnaire consisting of 32 statements was constructed. In addition the work of Vinzant and Vinzant (1996), in the public sector, systematic quality management was not used in any major degree until the 1990s. Thus there have been attempts to replicate its success of measuring quality of life in public services, governance relations, and information systems. However, quality management has its roots in mass manufacturing for a market economy. (Juran and Godfrey, 1999),

#### **Living in Rural Area versus Urban Area**

Countryside living may sound idyllic to many, but not always to young generation. Social and cultural facilities are often severely limited while training and jobs may be restricted, or non-existent, in certain sectors. Isolation may mean access to education, training, work or social events involves lengthy journeys. Referring to Lehmann and Fryd (2006), the mix and diversity is found in the various scientific areas, nationalities, cultural backgrounds and actors as represented by the developers of the curriculum and the future participants and the alumni, as well as the problems and opportunities represented by the city as an innovation system.

These diversities need to be addressed if the authority is serious enough to narrow the gap concerning quality of life between the population (Norudin et. al., 2013).

Griffin (1984), has reviewed most studies dealing with the broader subject of rural urbanization including rural industry. The process of rural urbanization can be generally understood as the transformation of a rural area into an urban one. Its main idea is transferring the population's status from a rural into an urban environment. The motive power of urbanization can be divided into two types: one comes from cities, or rather, from the diffusion of urban industry to outside areas and the construction of state-owned enterprises and key projects. In this case, the motivating power comes from above, and the process of urbanization is characterized by a development from the top down. The other type of power stems from the countryside, i.e. the socioeconomic development of rural areas, and its local industry. This process comes from the bottom, represented by gradual development. In the course of rural urbanization, the agricultural nature of the region is declining, being replaced by urban features until gradually turning into an urban area. The rural urbanization process can be traced back to the 1960s, when the people's communes began building factories to support their agricultural activities. As agricultural productivity increased, due to the restriction of rural urban migration, a surplus labor force was formed in the rural areas. Rural industries emerged to employ this surplus labor in the countryside, and rural industrialization and urbanization thus began.

As narrated by De Wang (1989), an analysis of the growth of rural labor indicates that the natural and mechanical growth of rural labor will be limited. Migration from rural areas to cities by tenant farmers and landless laborers' is a predominant population mobility trend in many developing countries. However with consistent effort taken by the government, for example, through the promotion of tourism as an industry, those population of rural areas seem to improve their quality of life (Norudin Mansor, et. al., 2011a) and make living more meaningful.

Discussion over living in urban versus rural used to be associated with modern versus old tradition ways of living. As mentioned by Estes (1984), those living in urban appear to be highly correlated with stronger buying power compared to the less modern (rural). It is been mentioned that people live longer and happier in the modern societies (Heylighen and Bernheim, 2000; Diener and Diener, 1996). Thus migration from rural areas to cities by tenant farmers and landless laborers is a predominant population mobility trend in many developing countries.

### **Constructs measuring Quality of Life**

**Education:** The issue of quality is more than an academic argument about definitions of meaning. The range and diversity of responses to the quality in terms of focus in higher education internationally, reflect and in many cases amplify the tensions and dilemmas of the broader quality movement. Cartwright (2007) claims that, because of the variations of quality agendas it appears that the discussion on quality differs accordingly to the disciplines and nature of population. Staying with this confusion of methodology with values, one could equally argue that sociologists point of views still differs over time.

One fundamental tension underpinning the concept of quality is between control and initiatives taken for improvement (Meade and Woodhouse, 2000). According to Harvey (2002), there has been increasing uniformity of practice for quality monitoring in higher education. This is a pragmatic response to government requirements to demonstrate value for money and the need to accommodate for satisfying certain purpose. However, just what purpose and what constitutes fitness is rarely clear. Thus the links between accountability mechanisms and quality improvement remain unclear.

According to several literatures, the response of academics to the language of quality, the metaphors or images of organization that underpin it and the shades of meaning that they impose have been recurring themes in the literature (Watty, 2003; Barnett, 2003). While earlier issues debated by Jackson (2000) and Midgley (2000), concluded that through education, both of them together draws key threads and introduces an alternative perspective of ideas, language and actions based in critical Systems Thinking to rethink issues of quality, improvement and learning.

The concept of customer-defined quality is problematic (Eagle and Brennan,2007; Houston, 2007; Meirovich and Romar, 2006). It is what Ackoff (1991) terms "a mess": a complex set of interacting issues of concern to a number of stakeholder groups that set up different priorities that need to be satisfied.

Like any other problem, the “quality problem” is an abstraction drawn from a mess by stakeholders using generative metaphors to make sense of problematic situations that are vague, confusing and concerning. The university as a business is one such generative metaphor.

As noted by Parker and Jary (1995), within the context of education industry, it is the way how powerful the organizing been structured that influences how stakeholders think and behave in relation to quality. Education strongly influences the behavior of individuals and thereby shapes the future of social structure, economic drives, and the direction of changes in the society's characteristics. Lusch and O'Brien (1997) described that for any given profession, it requires extensive formal education and often formal requirements. Social scientists traditionally have distinguished professions from other kinds of occupations by the degree of expertise and complexity involved in the work itself. The assumption is that professional work involves highly complex sets of skills, intellectual functioning and knowledge that are not easily acquired and not widely held. For this reason, professions are often referred to as the “knowledge-based” occupations (Hodson and Sullivan, 1995). Following the trend in industry, higher education has chosen to base its performance assessment initiatives on the notion of quality.

**Income:** Income refers to consumption opportunity gained by an entity within a specified time frame, and generally expressed in monetary terms. Full income refers to the accumulation of both, monetary and non-monetary consumption ability of any given entity, such a person or household. However, for households and individuals, income is the sum of all the wages, salaries, profits, interests' payments, rents and other forms of earnings received in a given period of time. For firms, income generally refers to net-profit: what remains of revenue after expenses have been subtracted. Smith and Friedman (1990) said that income is increases in economic benefits during the accounting period in the form of inflows or enhancements of assets or decreases of liabilities that result in increases in equity, other than those relating to contributions from equity participants. In particular, a number of scholars have come to the conclusion that material progress and prosperity, as manifested in continuous income growth at both individual and national level, provide the indispensable foundation for sustaining quality of life.

Measuring the economic well being especially in term of income inequality, perceived income adequacy, income poverty line are very useful as it formed an aggregate inferences for quality of life measurement (Yin Fah, 2010). The old fashion migration studies, for example Nelson (1959) and Sjaastad (1962), showed that people migrated to higher income areas. But these studies did not have any measures of people's own income gain. The supposition was that they would make more if they went to a high-income area and that this effect was sufficiently great to overcome any status loss from moving to such an area.

**Communication:** Communication involved the collaborative interaction that bond several related groups together. As suggested by Schermerhorn et. al (2011), communication is the process by which we assign and sending meaning in an attempt to create shared understanding. This process requires a vast repertoire of skills in which could be intrapersonal and interpersonal initiatives in processing, listening, observing, speaking, questioning, analyzing, and evaluating. Communication is the process of attempting to suggest information from a sender to a receiver with the use of appropriate channels such as radio, computer, newspaper, or other communication medium which allows the message to be completely detected by the receiver. Thus an effective communication requires that all parties have an area of communicative commonality such as speaking, singing and sometimes tone of voice, and also involving nonverbal physical means, such as facial expression, gesture, body language, sign language, touch, eye contact, or the use of writing (Mc Daniel et.al, 2011).

Referring to Mchombu (1993), found out that in Malawi, Botswana and Tanzania those in the rural areas who can read confined themselves to religious literature. The subjects were also unfamiliar with exchanging letters with official agencies. Furthermore, their information seeking behavior patterns tended to rely on person-to-person communication.

One way to improve quality of life is addressing the relevancy of Community Informatics (CI). Lentz and Taylor (2000), describes the usefulness of CI includes areas such as electronic commerce, community and civic networks, community technology centers, electronic democracy, cultural enhancement, online participation. They further described that research in CI brings together theories of information and communication technology with the pragmatic field of community development.

The seemingly growing interest in and funding for public access to ICTs (The White House,1999) spark concerns about ways to measure and access project impacts on the community they serve.

**Safety and Health:** As mentioned by Ruff (1985), the role of health information cannot be overemphasized in the twentieth century. To achieve the goals of a healthy nation, it is vital to stress the need for the supply of appropriate information to the right people at the right time. According to a Department of Health (1992), only 36 percent of adults now cite doctors as their primary health and medical information source. In 1999, at least 20,000 web sites dedicated to health care topics were available.

There seems to be two slightly different meanings of *safety*, for example, *home safety* may indicate a building's ability to protect against external harm events (like weather, home invasion, etc), and the second that its internal installations (like appliances, stairs, etc) are safe (not dangerous or harmful) for its habitants.

**Transportation:** The basic infrastructure though keep on improving from year to year, still requires efficient means to shift people or product to the required destination (Norudin et al 2011). In another study by Speece and Kawahara (1995), it was reported that transportation in the PRC in the 1990s, the infrastructure developments and some of the problems faced with using rail, road and water modes. As for rail transport it seems to be slow and expensive, particularly for shipments to the interior. Thus the large gap between the demand for and the capacity of the transport system has created serious transportation bottlenecks and problems, particularly for firm that rely on freight (Huu-Phuong Ta, 2000).

According to Hirschman (1970), loose monopolies may be perceived as less responsive to customers' dissatisfaction than organizations exposed to real competition in the transportation industry. Despite the existence of private alternatives several factors may hinder the customers from making use of them, e.g. price, scarcity, and availability. Thus, Fornell (1992), argued that, because of this, the customer is forced to use public services. As such, only with the availability of adequate infrastructure such as transportation, the development of various industries will get its momentum (Norudin Mansor et.al., 2011b).

## Methodology

### Theoretical Framework

There are five constructs that have been developed for measuring quality of life. They are in term of education, income, communication, safety and health and transportation that contribute to the quality of life in the rural and urban areas in the state of Terengganu. The first construct is education. Quality of life of a person is difference between each others due to their levels of education. Usually those living in the urban area are exposed to better education facilities than those in the rural area. Even though the person come from the rural area but they move to the urban area because of job opportunities provided. The second construct established for the study is income / salary. Quality of life can be improved through income / salary. Income / salary are important in order to make the life difference from others. The income of person can be evaluated through which the higher income we get, the better life we will be living with. The third construct is communication. It is also an important variable which influence the quality of life. Quality of life can be measured by communication through the relationships among citizen, their friends, family boss or their neighbors and the networking of their area. Safety and health as a construct can influence the quality of life through security control, security centers, health centers, and also our lifestyle. The last construct for quality of life is transportation. Transportation is been divided into 2 which are personal transportation and public transportation. Urban communities preferred to use personal transportation rather than public transportation and rural areas are difficult to use public transportation because lacks of its service.

### Hypothesis

It is the main concerned of the investigation attempted to discuss the differences between the constructs. Thus, the formulation of hypotheses focus on two major issues: firstly we are looking for association between the constructs; secondly we are looking forward to test the differences based on selected profiles with the constructs measuring quality of life. The hypotheses for the study are as follows:

*Hypothesis 1:* There is a significant difference between education and area of living in the rural area and urban area.

*Hypothesis 2:* There is a significant difference between income / salary and area of living in the rural area and urban area.

*Hypothesis 3:* There is a significant difference between communication and area of living in the rural area and urban area.

*Hypothesis 4 ;* There is a significant difference between safety and health and area of living in the rural area and urban area.

*Hypothesis 5 ;* There is significant difference between transportation and area of living in the rural area and urban area.

*Hypothesis 6 :* There are significant association between education, income, communication, safety and health, and transportation.

### **Sampling Procedure**

Cluster sampling was used by the researcher because through this design it expedite the process of selecting the respondent from various geographical clusters pertaining to populations within identifiable geographical areas such as the districts involved. This approach is less expensive than most others probability sampling design and it is not depend on a populations frame. At the second stage of the sampling process, purposive sampling was used by the researcher because every element in the population does not have a known or predetermined change of being selected as subjects. Apart from that, this technique is economical to sample the number of peoples in the particular areas.

According to the statistical report published by Terengganu State Economic Planning Unit, (**UPEN, 2012**) the total population for the state of Terengganu in urban and rural areas totaled to be approximately 1,011,363 peoples. From the total number of people in the state, three districts were selected to form the unit of analysis, namely they are the district of Kuala Terengganu, Kemaman and Hulu Terengganu which an estimated population of 337,5530, 166,750 and 70,800 respectively. From the total population for each district at urban and rural area, we moved on selecting 600 respondents representing all the three selected districts.

### **Nature of Study and research instrument**

The research design that formed the framework for the study is exploratory in nature. With this approach, all the surveyed data were collected using the personally administered questionnaires for eliciting all responses. The pre-formulated questionnaire is highly structured. A total of 600 (300 from urban; 300 from rural) sets of questionnaires were distributed to the selected respondents of public employee (52.2%), private employee (17.5%), working alone (21.%), pensioner and housewives (8.8%) at the rural and urban area in Terengganu.

### **Findings and Analysis**

The data analysis strategy started off with relevant descriptive statistics, which displayed frequencies and their percentages. Reliability testing was done with the purpose of checking whether the data obtained from the survey is acceptable for subsequent analysis. The result from the reliability testing indicated that all the measured constructs were above 0.70 alpha value. Following that several testing procedures such as T-test, Anova, and Person Correlation were used in getting the more appropriate analyzing values. The distribution of sample profiles is displayed in table below:

**Table 1: Frequency of respondent profile**

		Frequency	Percentage
Gender:	Male	256	42.7
	Female	344	57.3
Race:	Malay	498	83
	Chinese	82	13.7
	Indian	20	3.3
Marital Status:	Marriage	396	66
	Single	196	32.7
	Others	8	1.3
Age:	<20 years old	74	12.3
	21-39 years old	417	69.5
	40-60 years old	93	15.5
	>60 years old	16	2.7
House:	Owned	360	60
	Rent	170	28.3
	Lodger	70	11.7
Year of Stayed:	<10 Years	122	20.3
	10-20 Years	103	17.2
	>21 Years	375	62.5

The research was conducted in rural and urban area in the state of Terengganu. Thus 300 samples from each area were selected. Majority of the respondents were female (57.3%) and the rest (42.70%) were male. Majority of the population were Malays (83%) followed by 13.7% Chinese and 3.3% Indians. Further exploration displayed that 66 percents of our respondent were married followed by those with single status representing 32.7 percents and others 1.3 percents. Observing on the age group, the composition sample for this research were between 21 to 39 years old (69.5%), 40 to 60 years old (15.5%), followed by below 20 years old (12.3%) and above 60 years old (2.7%).

**Table 2: Testing of differences on education, Income, communication, safety & health, transportation with rural versus urban areas**

		Value	Asyp.sig(2 sided)
Education	RURAL	2.9600	.000
	URBAN	3.2263	
Income	RURAL	3.3029	.062
	URBAN	3.4110	
Communication	RURAL	3.8100	.000
	URBAN	4.1067	
Safety & health	RURAL	3.3800	.000
	URBAN	3.6996	
Transportation	RURAL	2.5920	.000
	URBAN	3.1293	

The test results of respondent's perception on the quality of life as expected revealed that there were significant difference when comparing between urban and rural areas. As expected the differences still significant in terms of education, communication, safety and health, and transportation. As displayed by the mean value education in rural areas was at 2.9600 whereas for the urban locality the mean value is 3.2263. The differences was evidences with the significant value of 0.000. Analysis on communication revealed that the mean value for rural areas was at 3.8100, but still the mean value at urban area was at 4.1067. In terms of safety & health those living in urban areas were still much better at the mean value of 3.6969 at the urban areas whereas for those living in rural areas displayed the mean value of 3.3800. Analyzing through the development of transportation of the two areas, the difference seems to be much greater with the mean value of 2.5920 in the rural areas and 3.1293 in urban areas. Comparing to others constructs only income displayed the result that there is no significant difference at the value of 0.062. Although the value of those living in urban is at 3.4110, while those living in rural at 3.3029.

**Table 3: Correlation analysis among the constructs measuring quality of life**

	(A)	(B)	(C)	(D)	(E)
Education (A)	1	.739	.421	.507	.301
		.000	.000	.000	.000
Income (B)		1	.376	.332	.145
			.000	.000	.000
Communicaaion (C)			1	.742	.585
				.000	.000
Safety & health (D)					.652
					.000
Transportation (E)					1

Table 3 above, displayed a strong correlation between education and income: communication and safety/ health as stated by the Pearson r-value of 0.739, and 0.742 respectively. Looking at the correlation between safety/ health and transportation; communication and transportation, the relationship indicated that they are having moderate relationship. When examining the income dimensions with the rest of other dimension, the result displayed that the relationship with communication, safety /health: and transportation indicating that they were having low relationship at the p-value of 0.376, 0.332, and 0.145. Even though the relationship provide different level of strength but still all the five independent variables investigated were significant at the value of 0.000.

### ***Conclusion and Recommendation***

The results have shown that there were significant relationships between all the constructs (education, income/ salary, communication, safety and health and transportation) in assessing the quality of life in urban and rural area in the state of Terengganu. In this study, we found that the quality of life for people in urban area is better than those living in rural areas. In terms of education achievements we found that the people in urban area are much better then those living in rural areas. As for income as a construct, we found that the people in urban areas are more stable than those living in rural areas. Although the finding indicated there was a difference but it is not that significant. While referring to accessibility to communication, we found that the people in urban areas are receiving better advantage than those people the in rural areas. For healthy lifestyles and safety, we found that majority of the people in urban area live in healthy lifestyle, while a small percentage of people in rural area are living in healthy lifestyle. For transportation, we found that the people in rural area prefer to use their own vehicle than those in urban area. This is because the people in urban area more comfortable use public transportation while the people in rural area prefer to use own vehicles because less the public transportation at the rural area.

The result of this study clearly demonstrated that the differences between the quality of living among people in urban versus rural area are evidence. The trend in the 21st century still provide evidence that most of the Malaysian citizens prefer to live at urban rather than rural area because of the possibility to earn higher income. It is still a trend throughout the world, as well as in Malaysia specifically that rural area found to be scarce in offering jobs. Due to the economic and technological infrastructures, most organizations prefer to open up their businesses in or nearby urban areas, thus allowing the industry to takeoff, create more job opportunities, and able to generate more profit. This form of development therefore left with majority of people in rural areas just work as a farmer, fisherman, or several low income earning jobs. Thus it is the role of the government to take economic and social initiatives to overcome this problem to ensure that younger people can acquire jobs that are suitable with their education levels, skills and experience. The initiative taken with the application of “zakat” is one way of helping the unfortunate poor to keep pace with those to remain survive within the community (Anita Md. Shariff, 2011). The initiative through “zakat” though demonstrated its usefulness to help the low income earners but its role is not really significant.

Focusing on education among rural and urban area people, our observation revealed that there is a need to provide more education infrastructures in the rural areas. For example most of the rural areas still need for more libraries, training institutions, and better equipped schools that will facilitate the process of acquiring knowledge and information. These initiatives are very much important for the purpose of facilitating their studies, improving general knowledge or assisting in job related activities.

The well planned and strategically executed infrastructures are expected to be fully utilized by school students, colleges and university students, as well as those who are in the labor market. In addition the change in the teaching technique by following what had been done by the urban schools may eventually invite students to enjoy studying at school and no play truant anymore.

In term of communication, the need to have a much convenience and efficient delivery is essential. Through efficient communication it facilitate the process of building a good relationship among them regardless whether someone is living in rural and urban areas as they need to stay connected with each other. As we already know, the use of hand phone for example is becoming part of living gadgets and they are used by most people besides the fixed line home phone. So, all the private communication agencies should take more initiatives seriously focusing on providing accessibility of connection lines to all areas regardless whether it is in the urban or rural areas. This effort is very necessary and highly essential for all people to facilitate their daily activities. The facilities should be upgraded from time to time following the high competition and rapid changes in technology today. For example, payment of telephone bills, home entertainments, water, and electricity through internet are getting common nowadays. For those reluctant to use this facility found to be handicapped in their daily communication. It is therefore essential for the authorities to provide training and assistance for the communities to be knowledgeable and skillful enough with the use of IT or internet so that it would become part of their routine daily use.

Relating on the transportation facilities as one of the components measuring the quality of life, our observation and analysis clearly demonstrated that most people prefer to have their own vehicles such as motorcycle, car and van as the mode of transportation. However, for some people the price is affordable while to some others it is far below their purchasing power. What more if the soaring price of petrol is at uprising trend. In addition, transportation is always been associated with petrol. Thus if the public transportation are highly efficient, more likely most people prefer to use public transportation such as, monorail, bus and taxi to go for work or to go anywhere they proposed to go. By using public transportation, it released them from the tensions associated with traffic jam besides supporting them with extra cash to be used for other purpose. So, government must play their role to provide sufficient and efficient public transportation services to cater the needs of the passengers. The driver must have a good attitudes and be trained well to avoid from taking advantage of the passengers. The bus stop must be allocated at safety area, in a good condition, and well-maintained for users' convenience.

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