

**Factors Influencing Travel Mode Choice Among Immigrants in Kota Kinabalu,
Sabah**

ABSTRACT

The development of transportation in Malaysia, especially Kota Kinabalu, is growing from time to time. However, the increase in the number of immigrants also affects the transport infrastructure. This indicates that immigrants have contributed to the increase in travel using various modes of transport and the growth of public transport use. Therefore, this study will identify the factors that influence the use of immigrants transport mode involving the distribution of questionnaires to 150 respondents through the purposive and snowball sampling. Study data were analyzed using descriptive statistics that produced frequency and percentage distributions and Khi-Square tests using Statistical Packages for the Social Sciences (SPSS) analysis tool which involved six socio-economic factors namely age, gender, employment status, income, marital status and vehicle ownership. The results show that there are four significant variables on the use of transportation modes, namely gender, employment status, income and vehicle ownership. The main modes of transport of respondents are walking and the use of public transport. Respondents with stable incomes and regular jobs as well as families tend to use private vehicles. These socio-economic factor variables can be used as a guide for Local Authorities (PBT) and stakeholders such as transport agencies in planning a more comprehensive strategy for the use of public transport in the future, especially in Kota Kinabalu.