

## **Modelling on Faculty of Engineering (FKJ) students readiness in implementation of parking charging system at Universiti Malaysia Sabah (UMS)**

### **ABSTRACT**

Transportation mode choice by students of Universiti Malaysia Sabah may depend on the parking price trend. A parking charging system is one in which a user can leave their vehicle at a particular place and pay a price based on the amount of time the vehicle is left unattended. The main objective of this research is to develop a transportation model based on the parking price factor in Ringgit Malaysia (RM). This model is important to overcome the adverse effect from the excessive number of private vehicles in UMS. The method used in this research is Stated Preference Survey (SPS). Questionnaire form has been designed and will be distributed to respondents via online to obtain required data. The data were then analyzed by using linear regression to develop a logistic model. Based on this study, there are five transportation models that have been developed in the form of a logistic model that can reflect the willingness of UMS students to shift from private vehicles to public transport. It is found that 100% of drivers are willing to shift from private vehicles to public transport if the parking price per hour is RM 4.00. The shifting of private vehicle users to public transport may reduce the number of private vehicles and indirectly help to minimize the negative effects from excessive private vehicles on the road.