

TRIP GENERATION RATE OF FAST-FOOD RESTAURANTS IN JOHOR
BAHRU AREA

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This project report is dedicated to my beloved father, **Abdulameer** and my **mother**,
for their endless support and encouragement.

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ABSTRACT

This study is an attempt to give some insights on the trip generation rates of fast-food restaurants located in Johor Bahru area and the parameters affecting the trip generation rate for the selected land use type. In Malaysia, trip generation has often been treated lightly, and inadequate research works have been carried out. Although the Malaysia Trip Generation Manual (2010) is a concise and easy to use reference, the models for fast-food restaurants do not consider some of the features of fast-food restaurants similar to those provided in the Institute of Transportation Engineers' (ITE) methodology. This study considered three (03) parameters to establish a relationship with the trip generation rates of the selected land use type. Statistically significant parameters have been determined which were a) gross floor area of the restaurant b) number of parking space c) number of seats, then prediction models for trip generation rates and equation have been developed. The average vehicle trip rates developed in this study also were compared with those reported in ITE Trip Generation Manual 9th edition (2012) and Malaysia Trip Generation Manual 1st edition (2010). The comparison showed that the rates found in this study were lower than those reported in ITE Manual and higher than the rates mentioned in Malaysia Trip Generation Manual.

ABSTRAK

Kajian ini adalah suatu usaha untuk memberi sebahagian gambaran ke atas kadar penjanaan perjalanan daripada restoran makanan segera yang terdapat di sekitar Johor Bahru dan parameter parameter yang mempengaruhi kadar penjanaan perjalanan untuk jenis tanah terpilih. Di Malaysia, penjanaan perjalanan selalunya di anggap remeh dan terlalu sedikit kajian yang di jalankan. Walaupun Manual Penjanaan Perjalanan (2010) adalah ringkas dan mudah untuk di gunakan sebagai panduan, model model restoran makanan segera tidak mengambilkira sebahagian dari ciri ciri restoran makanan segera seperti yang di gariskan dalam metodologi oleh Institusi Jurutera Pengangkutan (ITE). Kajian ini mempertimbangkan tiga (3) parameter untuk membangunkan perkaitan di Antara kadar generasi trip daripada jenis jalan yang terpilih. Secara Statistically parameter parameter pilihan telah di tentukan, dimana a) restoran gross luas lantai b) number of parking space c) jumlah tempat duduk, kemudian jangkaan model model untuk kadar gerasi trip dan persamaan telah di bangunkan. Kadar average pengangkutan jalan di bangunkan dari kajian ini juga di bandingkan dengan laporan yang di perolehi dari ITE Trip Generation Manual 9th edition (2012) and Malaysia Trip Generation Manual 1st edition (2010). Perbandingan mendapati kadar kadar yang ddi perolehi dari kajian ini adalah lebih rendah daripada nilai nilai yang di laporkan dalam Manual ITE dan lebih tinggi daripada yang di Malaysia Trip Generation Manual.