

## The impact of intelligent transport system quality: drivers' acceptance perspective

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### Abstrak

*An effective and real-time traffic information network is highly important and could contribute to decreasing traffic volume and costs by reducing fuel consumption and saving time for drivers in reaching their destinations. This study provides an extensive analysis regarding the drivers' acceptance levels of the current implementation of the Intelligent Transport System (ITS) in Kuala Lumpur. A proposed model from the literature review based on the known Technology Acceptance Model (TAM) is introduced. The ITS system characteristics, information quality, system quality, and service quality were investigated as external variables. The resulting analysis showed that information quality is the highest influential factor followed by system quality. The results also revealed that service quality had no effect on acceptance levels.*