

**PERCEIVED SATISFACTION OF LANDSCAPE CONDITION:
AN EMPIRICAL INVESTIGATION IN MAJLIS
BANDARAYA KUALA TERENGGANU
(MBKT)**

WAN HARIFF RAFANY BIN WAN MUDA

**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
NOVEMBER 2011**

COLLEGE OF BUSINESS

UNIVERSITI UTARA MALAYSIA

PERMISSION TO USE

In presenting this thesis in partial fulfillment of the requirement for a post graduate degree from Universiti Utara Malaysia, I agree that the University Library may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly may be granted by my supervisor or, in their absence, by the Dean of the Graduate Scholl. It is understood that any copying or publication for use of this thesis or parts thereof for financial gain should not be allowed without my written permission. It is also understood that due recognition shall be given to me and Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Request for permission to copy or to make other use of materials for this thesis, in whole or in parts, should be addressed to:

**Dean of Graduate Scholl
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman**

DEDICATION

**To my mum, Roshida binti Mohamad
and father, Wan Muda bin Wan Ibrahim**

**To my beloved wife, Norull Shazrina binti Shafie and kids,
Wan Sofea Hanna & Wan Iman Nasyriq**

ABSTRACT

Malaysia is seriously embarking on its beautification programme. Landscaping condition are being emphasized especially in the Local Authorities areas. As more new towns and urban areas are developed and more money is spent on landscapes, the need to find a mechanism that responds to these issues is becoming urgent. This paper highlights the perceived satisfaction on landscape condition in a local government agency in Peninsular Malaysia. The aim of this study is as a reference for local authorities to manage their landscape condition base on public response towards their satisfaction. There were 169 involved in the survey. The data was analyze using Statistical Package for Social Science (SPSS) Ver 17.0. The findings of the research confirm that quality success driver have a significant relationship with perceived satisfaction on facilities and maintenance of landscape condition. The relations of perceived satisfaction on landscape condition for all level of incomes and educations didn't show any differences. Moreover, the results show that the awareness on the facilities and maintenance of landscape condition can be enhanced through proper and structured programme to all residents.

ABSTRAK

Malaysia sedang memberi penekanan yang serius bagi program pengindahan. Keadaan landskap diberikan perhatian terutama di kawasan pihak berkuasa tempatan. Semakin banyak bandar – bandar baru terbentuk dan dibangunkan maka lebih banyak perbelanjaan yang dibelanjakan untuk memelihara landskap yang memerlukan mekanisma dalam menangani isu ini. Kajian ini memfokuskan kepada tahap kepuasan awam terhadap keadaan landskap di kawasan Pihak Berkuasa Tempatan di Semenanjung Malaysia. Tujuannya adalah untuk dijadikan rujukan untuk Pihak Berkuasa Tempatan menguruskan landskap berdasarkan kepada kepuasan awam. Seramai 169 orang responden telah terlibat dalam kajian ini. Data yang diperolehi daripada responden dianalisa dengan menggunakan perisian Statistical Package for Social Science (SPSS) Versi 17.0 Hasilnya menunjukkan terdapat hubungan yang signifikan antara Pendorong Kualiti Kejayaan (QSD) dengan Tahap Kepuasan ke atas kemudahan dan penyelenggaraan landskap. Manakala Pendapatan dan Tahap Pendidikan menunjukkan tiada hubungan perbezaan terhadap Tahap Kepuasan ke atas kemudahan dan penyelenggaraan landskap. Walaubagaimanapun, hasil kajian menunjukkan bahawa kesedaran awam terhadap kemudahan dan penyelenggaraan keadaan landskap boleh dipertingkatkan menerusi program yang lebih baik dan berstruktur kepada semua pengguna.

ACKNOWLEDGEMENT

The journey to complete this thesis involved a number of challenges, and required anticipation, strength, motivation and consistency. However, with the assistance and support of many individuals the author has received a great deal of invaluable experience for continuing the journey. In appreciation of all those who have contributed towards the completion of the thesis, the author wishes to convey his special gratitude and appreciation.

First and foremost, my deepest gratitude to Public Service Department and Universiti Utara Malaysia gave me the big opportunity to further my studies and realize my ambitious. I would like to thank my supervisor Dr. Halim Mad Lazim, College of Business, Universiti Utara Malaysia for his help and invaluable advice. Throughout one year in the master programme, he shown so much support, patience and understanding. Without his commitment and guidance I will not make it to the end.

I would also like to express my sincere acknowledgement to Dr Noor Zari Hamat, who was my supervisor at INTAN Bukit Kiara for generously sharing his knowledge and time to help me produce and complete my dissertation. He assisted me in shaping the discipline of my thinking on having the right work ethic all the time.

Last but not least my deepest gratitude also goes to my fellow friends for all their help, guidance, advice and support. The moments that were spent together will always be cherished and remembered

TABLE OF CONTENTS

CERTIFICATION OF PROJECT PAPER	
PERMISSION TO USE	i
DEDICATION	ii
ABSTRACT (ENGLISH)	iii
ABSTRAK (BAHASA MELAYU)	iv
ACKNOWLEDGEMENT	v
CONTENT	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER ONE	INTRODUCTION
1.0 An Overview	1
1.1 Background of The Study	1
1.2 Problem Statement	5
1.3 Research Questions	9
1.4 Research Objective	9
1.5 Significance of Study	10
1.6 Scope and Limitations of the Study	11
1.7 Organizations of the Study	12
1.8 Conclusion	13
CHAPTER TWO	LITERATURE REVIEW
2.0 Introduction	14
2.1 Facilities Management (FM) in Malaysia	15
2.2 Service Quality (SQ) on Landscape Maintenance Management in Malaysia	18
2.3 Awareness on Local Authorities (LAs) Servicing	23
2.4 Operational Definition	

2.4.1	Public Awareness	24
2.4.2	Quality Success Drivers	27
2.4.3	Demographic Factors	28
2.4.4	Perceived Satisfaction	30
2.5	Conclusion	32

CHAPTER RESEARCH DESIGN AND METHODOLOGY

THREE

3.0	Introduction	33
3.1	Research Framework	33
3.2	Hypothesis	35
3.3	Research Design	35
3.4	Measurement of Variables/Instrumentation	36
3.5	Sampling	40
3.6	Pilot Test	32
3.7	Data Analysis	41
3.8	Conclusion	41

CHAPTER FOUR RESULTS AND DISCUSSION

4.0	Introduction	42
4.1	Descriptive Statistics on Demographical Factors of The Respondents	
4.1.1	Age	43
4.1.2	Gender	43
4.1.3	Race	44
4.1.4	Education Level	44
4.1.5	Level of Income	45
4.2	Inferential Analysis	46
4.2.1	Factor Analysis	48
4.2.2	Reliability of Research Instruments	53
4.2.3	Normality Test	54

4.2.4	Linearity Test	56
4.3	Relationship on Perceived Satisfaction of Landscape Condition Analysis	57
4.4	Different relationship on Perceived Satisfaction of Landscape Condition	60
4.5	Summary of the Findings	61
4.6	Conclusion	63
CHAPTER	CONCLUSION AND RECOMMENDATION	
FIVE		
5.0	Introduction	65
5.1	Discussions	
5.1.1	Relationship of quality success driver on perceived satisfaction on facilities and maintenance of landscape condition	66
5.1.2	To determine significant different between level of income and perceived satisfaction on facilities and maintenance of landscape condition	67
5.1.3	To determine significant different between level of education and perceived satisfaction on facilities and maintenance of landscape condition	68
5.2	Recommendations	69
5.3	Future research	70
5.4	Conclusion	71
BIBLIOGRAPHY		72
Appendix A: Survey Questionnaire		
Appendix B: Factor Analysis Result		
Appendix C : Correlation and Regression Result		
Appendix D : One Way ANOVA Test		

LIST OF TABLES

Table 1.1	Allocation for Local Authority in Terengganu from 2009-2011	3
Table 1.2	Allocation for KTCC from year 2008-2011	4
Table 2.1	FM failure on managing building features	16
Table 3.1	Questionnaire Source	37
Table 3.2	Government Servant at Various Department in MBKT area	38
Table 3.3	Randombetween Method for Department	39
Table 4.1	Frequency distribution by age group	43
Table 4.2	Frequency distribution by gender	44
Table 4.3	Frequency distribution by race	44
Table 4.4	Frequency distribution by level of education	45
Table 4.5	Frequency distribution by level of income	46
Table 4.6	Mean and standard deviation of income	47
Table 4.7	Mean and standard deviation of education level	47
Table 4.8	Result of Factor Analysis	49
Table 4.9	Cronbach Alpha Value	54
Table 4.10	Reliability Test Result	54
Table 4.11	Skewness result	55
Table 4.12	Kurtosis result	56
Table 4.13	Table of Correlations	58
Table 4.14	Results of Regression Analysis	59
Table 4.15	Summarize of the Hypothesis tested	62

LIST OF FIGURES

Figure 2.1	The important roles and functions of urban landscape	19
Figure 3.1	Theoretical Framework	34
Figure 4.1	Original Theoretical Framework	50
Figure 4.8	Revised Framework	51

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter contains introduction, the research dealing with issues that propelled the study. Then followed by a discussion of the problem statement to acknowledge the research.

1.1 Background Of The Study

The rapid growth of a town depends on the urban landscape that could contribute to the urbanization balance development. As more new town and urban areas are developed and more money is spent on the urban landscape, the need to find an urban landscape management system that responds to these issues is becoming urgent (Osman,2005). This is conceded with the nation's wish to become 'Nation Garden 2015' which is particularly emphasized in Vision 2020 that should be given attention so that the integrated development are achievable (http://www.kpkt.gov.my/j.Ucapandsr_ksu).

Landscape in urban area refers to garden, green corridor, clearing space, plain, field in urban that used by township to exercise or walk. Societal needs recreational area or

The contents of
the thesis is for
internal user
only

BIBLIOGRAPHY

- Azmi, I.A.G. (2008). “Amalan Pengurusan Sumber Manusia Berteraskan Kompetensi dan Kualiti Perkhidmatan dalam Organisasi Awam di Malaysia: Kesaling Bergantungan Tugas sebagai Penyederhana”. *Tesis kedoktoran yang tidak diterbitkan*, Universiti Sains Malaysia, Pulau Pinang.
- Allen, D. (1993). “What is building maintenance?”. *Facilities*, Vol.11 No. 2, pp7-12.
- Andrew E.C and Andrew J.O (1996). “Satisfaction and Comparison Income”. *Journal of Public Economics*. Vol. 61, Issues 3. Pg 359-381.
- Bloemer, J., de Ruyter, K. and Wetzels M. (1999). “Linking perceived service quality and service loyalty: A multi-dimensional perspective”, *European Journal of Marketing*, vol. 33, pp. 1082-1106.
- Brady, M. and Cronin, J. (2001). “Some new thoughts on conceptualizing perceived service quality: A hierarchical approach”, *Journal of Marketing*, vol. 65, no. 3, pp. 34-49
- Chua, Y.P. (2008). *Kaedah dan Statistik penyelidikan: Asas Statistik Penyelidikan*. Kuala Lumpur: McGraw-Hill (Malaysia) Sdn Bhd

Cronin, J.J. and Taylor, S.A. (1992). "Measuring service quality: A reexamination and extension", *Journal of Marketing*, vol. 56, July, pp. 55-68.

Ganesan, S. (1994). "Determinants of long-term orientation in buyer-seller relationships", *Journal of Marketing*, vol. 58, pp. 2.

Igbaria, M., Iivari, J. and Maragahh, H. (1995) Why do individuals use computer technology? A Finnish case study, *Information & Management*, 29, 5, 227-238.

Hair, J. F. Jr. Black, W. C., Babin, B. J. Anderson, R. E. and Tatham, R. L. (2006). *Multivariate data analysis*. 6th ed. New Jersey: Prentice Hall.

Hennig-Thurau, T. and Klee, A. (1997). "The impact of customer satisfaction and relationship quality on customer retention". A critical reassessment and model development", *Psychology and Marketing*, vol. 14, December, pp. 737-765.

Justice, C.L. (1986). The Concept Of The Urban Forest As Applied To Kuala Lumpur, Malaysia". *Journal Of Arboriculture* 12(7).

Jeffrey J.S and J L.H (2001). " Managed Care, Professional Autonomy and income effect on Physician Career Satisfaction." *Journal of General Internal Medicine*. Vol. 16, Issues 10. Pg 675-684. Retrieved on Oct 25,2011 via <http://onlinelibrary.wiley.com/doi/10.1111/j.1525-1497.2001.01206.x/full>

- Krejcie, R.V. and Morgan, D.W. (1970). "Determining Sample Size For Research Activities". *Educational And Psychological Measurement*, 607-610. Texas A. & M. University
- Koo, L.C., Tao, F.K.C., Koo, H. (1999). "Charting Staff Attitude Along The Journey Towards Getting ISO Certification". *Managerial Auditing Journal*, 14, 1/2, pp 44-50.
- Lavy, S and Bilbo, D.L. (2009). "Facilities Maintenance Management Practice In Large Public Schools, Texas". *Emerald Group Publishing Limited*, Vol. 27 No1/2, pp5-20.
- Lee, Y.J., Chen, C.Y., Huang, C.L., Chang, L.Y. (2009). "A Comparison Of Service Quality Perception In Real Estate Brokerage Between Taiwan And Thailand". *The Journal Of International Management Studies*, Vol. 4, No. 3.
- Leonard, S.,F. (1999). "A Test Of The Hypothesis That Cronbach's Alpha Reliability Coefficient Is The Same For Two Tests Administered To The Same Sample". *PSYCHOMETRIKA*, Vol 45, No.1, pg 99-105

- Mohammed, H., and Leo, S. (2009). "Customer Perception On Service Quality In Retail Banking In Middle East: The Case Of Qatar". *International Journal Of Islamic And Middle Eastern Finance And Management*. Vol 2, No.4, pp 338-350.
- McInroy, N. (2000). "Urban Regeneration and Pubic Space: The story of an Urban Park." *Space & Polity* 4(1): 23-40.
- Moorman, C., Deshpande, R. and Zaltman, G. (1993). "Factor affecting trust in market research relationships", *Journal of Marketing*, vol. 57, pp. 81-101.
- More, T., T. Stevens, P.G. Allen (1988). "Valuation of Urban Parks." *Landscape and Urban Planning* 15: 139-152.
- Morgan, G. (1996). *A strategic Approach to the Planning and Management of Parks and Open Spaces*, The Institute of Leisure and Amenity Management, UK
- Nor, A.O., Muhamad, A.N., Nor, K.A. and Zoharah, O. (2009). "Parents' Perceived Service Quality, Satisfaction and Trust of a Childcare Centre: Implication on Loyalty", *International Review of Business Research Papers*, vol.5 No.5, pp.299-314.
- Omar, N.A. (2008). *The antecedents and consequences of relationship quality of retail loyalty programmes*, Unpublished PhD, University of Technology Mara, Malaysia.

- Osman, M. T. (2002). "Pembudayaan landskap berkualiti pemangkin kehidupan dan persekitaran berkualiti." *Alam Cipta, University Putra Malaysia*(3): 4-9.
- Osman, M. T. (2004). "Urban Landscape Management: In Search of a Sustainable System." *IFPRA World : International Federation of Parks and Recreation Administration*(June 2004): 8-9.
- Osman, M. T. (2005). *Urban Landscape Management in Malaysia: In Search of a Sustainable Management System. School of Architecture, Planning and Landscape. Newcastle upon Tyne, United Kingdom, University of Newcastle*:334.
- Osman, M.T. and Roe.M.R (2006). "Sustainable Urban Landscape: Making the Case for the Development of an Improved Management System". *Alam Cipta, Int. j. on Sustainable Tropical Design Research & Practice, Vol.1 (Issue 1)*, pp 17-24.
- Sekaran, U. (2006). "Research methods for business for business: A skill building approach, fourth edition. John wiley & sons Inc, New Delhi
- Suhardi, M. (2002). "Seremban Urban Park, Malaysia: A Preference Study". Master of Landscape Architecture Thesis, Blackburg, Virginia.
- Syahrul, N.K., and Emma, M.A.Z., (2010). "Development of facilities management in Malaysia". *Journal of facilities management, Vol.8, No.1*, pp 75-81.

Syed, A. H., Hamimah, A and Kamaruzaman, J. (2008). "Facility Management Challenges and Opportunities in the Malaysian Property Sector". Journal of Sustainable Development. Vol 1, No.2, pg 80-85

Wan, Z.W.Y and Maziah, I. (2008). " FM-SERVQUAL: A New Approach Of Service Quality Measurement Framework In Local Authorities". Pacific Rim Real Estate Society.

Website:

Definition of awareness from the online English dictionary from Macmillan Publishers Limited. Available at: <http://www.macmillandictionary.com/dictionary/british/awareness> (2011)