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

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NOVEMBER 2011
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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

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.
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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
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