



COMMON AND PUBLIC FACILITIES SATISFACTION
AMONG SERVICED APARTMENT'S RESIDENTS IN
KUALA LUMPUR

BY

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ABSTRACT

Serviced apartment started in early 1950s in the United Kingdom as an alternative accommodation besides hotel especially for tourist or travellers who plan to stay for long period. The rapid growth of serviced apartment especially in a new trend as a permanent home as existing public facilities are unable to accommodate residents' needs. The serviced apartment are categorised as a commercial entity, whereby the calculation is based on plot ratio and all requirements include facilities are also based on commercial rate. Meanwhile, the requirement for public facilities is based on the intensity of population in an area. Provision of sufficient facilities is important as an indicator level of sustainable development and a prosperous community. Therefore, this research aims to examine the requirement of common and public facilities for serviced apartment and level of satisfaction of serviced apartment's resident toward existing common and public facilities. Primary data collection was carried out from site observation, questionnaire and interview then analysed using descriptive analysis to identify the level of satisfaction of the residents toward common and public facilities. The results show that residents are more satisfied with common facilities provided by developer within the serviced apartment compared to the public facilities. The results indicate that 82.4% respondents agreed that the requirement of public facilities should be considered in a serviced apartment development to meet residents' needs. Improvements need to be done on public facilities' requirement and provision in terms of policy formation, condition, accessibility and design. In order to improve the standard and quality of common and public facilities provision for serviced apartment, several recommendations have been suggested including the revision of the Planning Standards for the Provision of Public Facilities 2020 by taking into account the need for serviced apartment's residents from the aspect of population calculation methods. Serviced apartments are only permitted in a matured or established area, which has sufficient public facilities, common facilities for a serviced apartment that should be provided based on the requirement for residential development. However, the public facilities can be excluded if it has been provided in integrated facility building that has good accessibility by the resident within 5-minute walking distance and precinct plan as a guideline for the landowner or developer to surrender a portion of their land for the government to build integrated facilities building.

خلاصة البحث

لقد بدأت الشقة المخدومة في أوائل الخمسينيات في المملكة المتحدة كإقامة بديلة بجانب الفندق خاصة للسائحين أو الأشخاص الذين يرغبون في الإقامة لفترة طويلة. وكان النمو السريع للشقة المخدومة وخاصة في الاتجاه الجديد كمنزل دائم لا يمكن تستوعب احتياجات السكان كالمرافق العامة القائمة. كانت الشقة المخدومة في فئات تجارية والتي يُكتف حاسبها على أساس نسبة قطعة الأرض حيث تشمل جميع مرافق الاحتياجات أيضا على أساس سعر تجاري. وفي الوقت نفسه، تستند متطلبات المرافق العامة إلى كثافة السكان في منطقة واحدة. إن توفير مرافق كافية أمر مهم كمستوى مؤشر للتنمية المستدامة ومجتمع مزدهر. لذلك، يهدف هذا البحث إلى دراسة متطلبات المرافق العامة للشقة المخدومة ومستوى الرضا عن الشقة المخدومة تجاه المرافق العامة والحالية. وبالتالي، تم جمع البيانات الأولية من مراقبة الموقع، والاستبيان والمقابلة ثم تحليلها باستخدام التحليل الوصفي لتحديد مستوى الرضا المقيم تجاه المرافق العامة والحالية. يظهر نتائج تحليلات البيانات أن السكان أكثر ارتياحًا للتسهيلات الشائعة التي يوفرها المطور داخل الشقة المخدومة مقارنة بالمرافق العامة. لقد وافق 82.4% من أفراد العينة على ضرورة مراعاة متطلبات المرافق العامة في مشروع سكني متكامل الخدمات يلبي احتياجات المقيمين. وكان التحسين الذي يتعين القيام به يتعلق بمتطلبات المرافق العامة وتوفيرها فيما يتعلق بتكوين السياسة والظروف وإمكانية الوصول والتصميم. من أجل تحسين مستوى وجودة توفير المرافق العامة والحالية للشقق المخدومة، تم اقتراح العديد من التوصيات بما في ذلك تنقيح معايير التخطيط لتوفير المرافق العامة 2020 من خلال مراعاة الحاجة إلى المقيم في الشقق المخدومة من ناحية طرق حساب السكان، ولا يُسمح بالشقق المخدومة إلا في المناطق التي تم نضجها أو المنشأة والتي توجد بها مرافق عامة كافية، ويجب توفير مرافق مشتركة للشقة المخدومة بناءً على متطلبات التطوير السكني ومع ذلك يمكن استبعادها إذا تم توفيرها في مرفق متكامل مبنى يتمتع بوصول سهل للمقيم خلال 5 دقائق سيرا على الأقدام وخطة تمهيدية كدليل للمالك الأرض أو المطور لتسليم جزء من أراضيهم لبناء الحكومة بناء المرافق المتكاملة.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Urban and Regional Planning

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Syafiee bin Shuid
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Environmental Design

DECLARATION

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TABLE OF CONTENTS

ABSTRACT	II
ABSTRACT IN ARABIC	III
APPROVAL PAGE	IV
DECLARATION	V
COPYRIGHT PAGE	VI
ACKNOWLEDGEMENTS	VII
LIST OF TABLES	XI
LIST OF FIGURES	XIII
LIST OF ABBREVIATIONS	XV
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Background Of Research.....	2
1.3 Problem Statement.....	3
1.4 Research Questions	5
1.5 Research Objectives	5
1.6 Scope and Limitation of Study	6
1.7 Significance of Study	6
1.8 Structure of Thesis.....	7
1.9 Conclusion.....	9
CHAPTER TWO LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Serviced Apartment	10
2.2.1 History of Serviced Apartment.....	12
2.2.2 Definition of Serviced Apartment	12
2.2.3 Concept of Serviced Apartment	13
2.2.4 Growth of Serviced Apartment.....	19
2.2.5 Policy and Guideline of Serviced Apartment.....	21
2.3 Serviced Apartment In Malaysia	23
2.3.1 History of Serviced Apartment in Malaysia	23
2.3.2 Concept of Serviced Apartment in Malaysia.....	24
2.3.3 Growth of Serviced Apartment in Malaysia.....	25
2.3.4 Policy and Guideline of Serviced Apartment in Malaysia	27
2.4 Common And Public Facilities	33
2.4.1 Definition of Common and Public Facilities	34
2.4.2 Types of Common and Public Facilities.....	35
2.4.3 Planning Principles of Public Facilities.....	35
2.4.4 Policy and Guideline of Common and Public Facilities.....	37
2.5 Common and Public Facilities Provision in Serviced Apartment in Kuala Lumpur.....	43
2.5.1 Policy and Guideline of Common and Public Facilities for Serviced Apartment in Kuala Lumpur.....	43
2.5.2 Issue and Problem.....	45
2.6 Conclusion.....	47

CHAPTER THREE RESEARCH METHODOLOGY	48
3.1 Introduction.....	48
3.2 Research Framework	48
3.2.1 Stage 1: Theoretical Study	48
3.2.2 Stage 2: Data Collection	51
3.2.2.1 Interview	51
3.2.2.2 Observation	52
3.2.2.3 Questionnaire	52
3.2.2.4 Literature Review	55
3.2.2.5 Sampling Design.....	55
3.2.3 Stage 3: Data Analysis	56
3.2.4 Stage 4: Recommendation & Conclusion	56
3.3 Study Area	56
3.3.1 Location of Study Area	57
3.3.2 Background of Study Area.....	58
3.3.3 Justification on Site Selection	65
3.4 Conclusion	66
CHAPTER FOUR RECOMMENDATION AND CONCLUSION	67
4.1 Introduction	67
4.2 Secondary Data And Site Observation Analysis	67
4.2.1 Common Facilities Within Serviced Apartment G Residence	68
4.2.2 Public Facilities Surrounding Serviced Apartment G Residence.....	69
4.3 Primary Data if Questionnaire Analysis.....	83
4.3.1 Demographic Data.....	83
4.3.1.1 <i>Relationship Between Marital Status and House Ownership.....</i>	89
4.3.1.2 <i>Relationship Between Marital Status and Duration of Stay</i>	89
4.3.1.3 <i>Relationship Between Number of Households and House Ownership</i>	90
4.3.1.4 <i>Relationship Between Household Income and House Ownership</i>	91
4.3.2 Reason to Live in Serviced Apartment.....	92
4.3.2.1 <i>Relationship Between Nationality and Purpose of Selecting Serviced Apartment.....</i>	92
4.3.2.2 <i>Relationship Between Age and Purpose of Selecting Serviced Apartment</i>	93
4.3.2.3 <i>Relationship Between Period of Stay and Purpose of Selecting Serviced Apartment</i>	95
4.3.3 Frequency of Usage and Satisfaction Towards Common and Public facilities	96
4.3.3.1 <i>Frequency of Common Facilities Usage</i>	96
4.3.3.2 <i>Frequency of Public Facilities Usage</i>	100
4.3.3.3 <i>Satisfaction Toward Common Facilities</i>	105
4.3.3.4 <i>Satisfaction Toward Public Facilities</i>	108
4.3.4 Requirement of Public Facilities	113

4.3.4.1	<i>Requirement of Public Facilities in Serviced Apartment Development</i>	113
4.3.4.2	<i>Important Factor in Public Facilities Provision</i>	114
4.3.4.3	<i>Problem Regarding Public Facilities Surrounding Serviced Apartment</i>	115
4.3.4.4	<i>Suggestion to Improve Public facilities</i>	116
4.4	Primary Data of Interview Analysis	116
4.5	Conclusion	122
CHAPTER FIVE RECOMMENDATION AND CONCLUSION		123
5.1	Introduction	123
5.2	Summary of Finding	123
5.2.1	Part 1: Secondary Data and Site Observation Analysis.....	124
5.2.2	Part 2: Primary Data of Questionnaire Analysis	126
5.2.3	Part 3: Primary Data of Interview Analysis.....	129
5.3	Achievement of Objectives	131
5.4	Recommendations	133
5.4.1	Improvement of Common and Public Facilities to Make It Compulsory for Serviced Apartment.....	133
5.4.2	Improvement of Common and Public Facilities' Condition	136
5.4.3	Improvement of Common and Public Facilities' Accessibility....	137
5.4.4	Improvement of Common and Public Facilities' Design	137
5.5	Recommendation for Future Research	138
5.6	Conclusion	139
REFERENCES		140
APPENDIX A: THE QUESTIONNAIRE SURVEY FORM		144
APPENDIX B: THE INTERVIEW FORM		150

LIST OF TABLES

Table 2.1	Comparison between serviced apartment, hotel and condominium/apartment.	16
Table 2.2	The serviced apartment guideline in Singapore and Australia	22
Table 2.3	Development Order Approval for commercial sector between 2013 until 2017 in Kuala Lumpur	27
Table 2.4	The serviced apartment guideline in selected states of Malaysia	29
Table 2.5	Planning guideline for the provision of public facilities	40
Table 2.6	The public facilities guideline in selected states of Malaysia	41
Table 2.7	Planning standards for the provision of public facilities, 2020	45
Table 3.1	Method and data collection for each research question and objectives	49
Table 3.2	House type of serviced apartment G Residence	61
Table 3.3	Types and size of common facilities within G Residence	64
Table 3.4	Provision and projection requirement of public facilities in 2020 in Wangsa Maju-Maluri Zone Strategic	65
Table 4.1	Public facilities in radius 0.5 km to 2km from study area	70
Table 4.2	Distribution public facilities between radius 2.0km and 3.0km from study area	71
Table 4.3	Respondents' demographic data	88
Table 4.4	Cross Tabulation between marital status and house ownership	89
Table 4.5	Cross Tabulation between marital status and duration of stay	90
Table 4.6	Cross Tabulation between number of household and house ownership	91
Table 4.7	Cross Tabulation between household income and house ownership	91
Table 4.8	Reason to choose serviced apartment	92

Table 4.9	Cross Tabulation between nationality and purpose of selecting serviced apartment	93
Table 4.10	Cross Tabulation between age and purpose of selecting serviced apartment	95
Table 4.11	Cross Tabulation between period of stay and purpose of chosen serviced apartment	96
Table 4.12	Frequency of common facilities usage	97
Table 4.13	Cross-tabulation race and frequency of usage of common facilities	98
Table 4.14	Cross-tabulation house ownership and frequency of usage of common facilities	100
Table 4.15	Frequency of usage of public facilities	101
Table 4.16	Cross-tabulation race and frequency of usage of public facilities	102
Table 4.17	Cross-tabulation house ownership and frequency of usage of public facilities	104
Table 4.18	Satisfaction level toward common facilities within serviced apartment	105
Table 4.19	Cross-tabulation race and satisfaction level of common facilities	106
Table 4.20	Cross-tabulation house ownership and satisfaction level of common facilities	107
Table 4.21	Satisfaction level toward public facilities surrounding serviced apartment	108
Table 4.22	Cross-tabulation race and satisfaction level of public facilities	110
Table 4.23	Cross-tabulation house ownership and satisfaction level of public facilities	112
Table 4.24	Rank of important factor in public facilities provision	114
Table 4.25	Problems of public facilities surrounding serviced apartment	115
Table 4.26	Recommendation to improve public facilities.	116

LIST OF FIGURES

Figure 3.1	Flow chart of research framework	50
Figure 3.2	Key plan of serviced apartment G Residence at Desa Pandan.	57
Figure 3.3	Location plan of serviced apartment G Residence at Desa Pandan	58
Figure 3.4	Site plan of serviced apartment G Residence at Desa Pandan	59
Figure 3.5	Site photo of serviced apartment G Residence at Desa Pandan	60
Figure 3.6	Typical unit of type A(1410 square feet) of serviced apartment G Residence	62
Figure 3.7	Typical unit of type B(1076 square feet) of serviced apartment G Residence	63
Figure 3.8	Typical unit of type E (3315 square feet) of serviced apartment G Residence	64
Figure 4.1	Location of surau at ground floor next to car parks and near to garbage compactor	68
Figure 4.2	Distribution of public facilities in radius 0.5km to 2.0km from study area, 2018	72
Figure 4.3	Distribution of public community facilities, 2018	74
Figure 4.4	Distribution of open spaces, recreational & sports facilities, 2018	75
Figure 4.5	Distribution of public and private educational facilities, 2018	77
Figure 4.6	Distribution of public and private health facilities, 2018	79
Figure 4.7	Distribution of security, emergency and cemeteries facilities, 2018	80
Figure 4.8	Distribution of religious facilities, 2018	82
Figure 4.9	Respondent's gender	84
Figure 4.10	Cross tabulation between age and house ownership	94

Figure 4.11 Opinion regarding considering the requirement of public facilities in serviced apartment development	113
Figure 5.1 Sketch of Precint Plan	136

LIST OF ABBREVIATIONS

DBKL	City Hall Kuala Lumpur
HDB	Housing and Development Board
KLSP 2020	Kuala Lumpur Structure Plan 2020
KLCP 2020	Kuala Lumpur City Plan 2020
LPHS	Lembaga Perumahan Hartanah Selangor
MBJB	Majlis Bandaraya Johor Bahru
MBSA	Majlis Bandaraya Shah Alam
MBPP	Majlis Bandaraya Pulau Pinang
REDHA	Real Estate and Housing Developer's Association
SPSS	Statistical Package for Science Software

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Serviced apartment is one of the commercial components which is an alternative accommodation besides hotel and popular in Malaysia nowadays especially in Kuala Lumpur. The increase in the demand of serviced apartment as permanent residential has contributed to few problems such as inadequate common and public facilities, high-intensity development that contributes to population overcrowded, implications in the provision of affordable or low-cost houses, traffic problems and lack of parking spaces. The planning guideline of a serviced apartment at City Hall of Kuala Lumpur shows that serviced apartment's intensity calculation is based on plot ratio and all requirement including facilities are based on commercial rate. Hence, the development of serviced apartment does not require to provide public facilities that are required for housing development. Therefore, this research examines the requirement and satisfaction level among serviced apartment's resident towards the provision of common and public facilities in Kuala Lumpur.

This chapter presents the overall framework of the research which is divided into five chapters. This chapter outlines the background, problem statement, research questions, research objectives, scope and limitation of research, the significance of research and structure of the thesis as to provide a clear direction of this research.

1.2 BACKGROUND OF RESEARCH

Serviced apartments have begun started in the early 1950s in the United Kingdom as an alternative accommodation besides hotel especially for tourist or travellers who want to stay for a long period (Shahabuddin, 2013). The growth of serviced apartment popularity around the world is mainly due to the changes of technology, whereby the business can operate everywhere, changes of lifestyle, working and living at one place and affordable air travel facilities.

However, there is no standard definition of a serviced apartment found in the literature. Henderson and Smith (2012, p. 349) define serviced apartment as "a distinctive type of tourism accommodation with a range of providers and one of it is increasing in diversity, popularity and commercial importance in much of the world".

In the early stage, serviced apartment is an alternative accommodation besides hotel to cater tourist or business travellers or a certain group of people to stay for long-term and want to feel at home. However, the concept of serviced apartment at certain country or state has changed to a permanent home to cater urban living lifestyle whereby it is an accommodation for living and working within the city centre especially in Malaysia.

Serviced apartment guideline for planning approval at City Hall of Kuala Lumpur shows that serviced apartment is in commercial categories, which intensity calculation is based on plot ratio and all requirements including facilities are also based on commercial rate. Hence, the development of serviced apartment does not require the developer to provide public facilities which is based on the intensity of population in one area as required for housing development.

Common and public facilities are a range of amenities such as multipurpose hall, nursery, surau, school, hospital, public open space, police station, mosque and fire

station that give benefit to resident and communities. It is among important element to meet the needs of communities towards a high quality of life and sustainable communities. Hence, each development component that has residing elements usually requires common and public facilities.

This research aims to examine the requirement of common and public facilities for serviced apartment and the level of satisfaction of serviced apartment's residents toward existing common and public facilities. Based on the literature review to date, any research has yet to be done regarding common and public facilities provision and resident satisfaction for a serviced apartment. Majority research focuses on accommodation for tourism and people perception towards serviced apartment as alternative accommodation beside the hotel.

1.3 PROBLEM STATEMENT

The serviced apartment is one of the components under commercial land use category. Current property market trends show a dramatic increase in this development not only in the city centre but also in suburban and housing area. Despite categorised under commercial, there are growing trend which most of the serviced apartment is occupied by the owners or tenants as permanent residences. The increase of serviced apartment in Kuala Lumpur has led to two issues and problems namely inadequate public facilities and loophole in development control of the serviced apartment.

i. Inadequate public facilities

The growing trend of serviced apartment as permanent residences leads to insufficient of common and public facilities high intensity development contributes to overcrowding as well as implications in the provision of

affordable or low-cost houses, traffic problems, parking spaces and other problems (JPBD Negeri Johor, 2016). The issue of inadequate public facilities has been highlighted by Johor Chief Minister as quoted in Berita Harian newspaper on 10.12.2014. The approval of 86,000 units serviced apartments in Iskandar Malaysia is deemed excessive compared to 26,000 unit required in the Comprehensive Plan of Iskandar Development Region. Buyers of serviced apartments will face the problem of high property taxes and lack of public facilities such as school, surau and mosque.

- ii. The loophole in development control of the serviced apartment
Guideline by the City Hall Kuala Lumpur indicate that a serviced apartment is a typical residential unit normally occupied by families and no provision to provide public facilities as it is in a commercial category which intensity is based on plot ratio (Jabatan Perancangan Bandaraya, 2018). The serviced apartment guidelines allowed a small unit size minimum of 450 square feet indirectly created many units based on plot ratio. Consequently, this provides insufficient public facilities, traffic problem and lack of parking space. Therefore, 56% of commercial floor space were approved within 2013 until 2017 for serviced apartments.

According to the Kuala Lumpur Structure Plan 2020, responsible parties such as developer, local authority and stakeholder should develop good quality of housing and living environment. Although serviced apartment in categorised as a commercial entity due to its residing element, the provision of common and public facilities must be considered. This is in line with the public facilities policy "... ensure that all public facilities and services are adequately distributed according to the needs of the population..." (City Hall Kuala Lumpur, 2004).

Based on the statement highlighted above, if the provision of common and public facilities for the current trend of a serviced apartment are not examined properly, it will raise other issues in the future. Therefore, the research objectives have been formulated to obtain a clear picture from a serviced apartment's residents about common and public facilities required.

1.4 RESEARCH QUESTIONS

Based on the problem statements, several research questions are devised as follow:

- i. What is the common and public facilities required in serviced apartment?
- ii. What is the satisfaction level of residents toward common and public facilities within and outside the serviced apartment?
- iii. What are the ways to improve common and public facilities for the benefit of serviced apartment's residents?

1.5 RESEARCH OBJECTIVES

In accordance with the problem statements and research questions that have been mentioned above, there are several research objectives for this study. The research objectives are as follows:

- i. To identify the requirements of common and public facilities for a serviced apartment.
- ii. To determine the resident's satisfaction toward common and public facilities for a serviced apartment.
- iii. To improve common and public facilities provision for the benefit of serviced apartment.

1.6 SCOPE AND LIMITATION OF STUDY

The scope of this research is to identify the existing serviced apartment that has been occupied as a permanent residence located in the outer city and surrounded by many public facilities. This research is also to identify the requirement of common and public facilities for a serviced apartment through feedback from a serviced apartment's resident and reference to policy and guideline at other states and countries.

The limitation of this research is a limited to the choice of study area due to most of the serviced apartment that fulfil the criteria of research is still under construction and not fully occupied. The main limitation is to obtain permission from the resident committee of serviced apartments to conduct the survey, whereby within seven months, only one serviced apartment (G Residence) agreed with condition. Thus, this relates in the total of low number of respondents i.e. only 17 residents. Other limitation is the constraint of time to obtain enough respondents because of the residents' lifestyle and security factor of the serviced apartment that do not allow the researcher to directly deal with the residents. The researcher was also not allowed to enter the facilities level to take photographs.

1.7 SIGNIFICANCE OF STUDY

The provision of common and public facilities for a serviced apartment was not taken due consideration as the nature of operation focuses on tourism and accommodation for tourists and expatriates. In the current situation, the nature of operation of a serviced apartment has changed, where the demand to be permanent residence increases time to time. However, the provision of facilities especially public facilities remains the same and followed the normal standard requirement which is based on the population of

residential development. Therefore, this research is very significant to investigate the requirement of common and public facilities for a serviced apartment through feedback from serviced apartment's residents, observation, interviews with stakeholders and reference to policy and guidelines in Malaysia and other countries. To the best knowledge of the researcher, studies on the level of satisfaction among serviced apartment's resident toward existing common and public facilities is yet to be conducted as well as to obtain feedback about criteria of common and public facilities required. The research is important to ensure the provision of common and public facilities is sufficient and meets the needs of communities in the future.

The findings and recommendations from this research can be a guidance to improve the common and public facilities for a better quality of life. The output from this research may assist the local authority to improve the existing planning guideline in line with their vision to create a liveable and attractive environment for residents. Meanwhile, for the buyers, developers, and stakeholders, it will be as a reference to choose and develop a good serviced apartment.

1.8 STRUCTURE OF THESIS

This thesis is structured in five chapters to present the research systematically. A brief outline of the contents in each chapter are elaborated as below:

- i. Chapter One

This chapter gives a brief overview of the research beginning with a background of the research, research problem, questions, objectives, scope, significance and framework of the thesis.

ii. Chapter Two

The second chapter is the literature review. In this chapter, journals, books, reports and seminar papers are referred to gain information and understanding research topic such as a history of serviced apartment, a planning principle of common and public facilities and the requirement of common and public facilities for a serviced apartment in Kuala Lumpur. A few policies and guidelines from other states in Malaysia and other countries also considered in this research as a reference.

iii. Chapter Three

This chapter consists of a research framework which explains the details of the research method used for data collection, sampling design and method of data analysis. This chapter also explains on the explanation about background and justification of on site selection for this research.

iv. Chapter Four

Chapter four discusses in terms of secondary and primary data obtained through observation, questionnaire, and interviews that will be analysed. This chapter will also analyse and elaborate the compliance of planning guidelines of common facilities within the serviced apartment and the provision of public facilities surrounding the study area.

v. Chapter Five

The last chapter includes achievement of the research objective, a summary of findings from the analysis, recommendation and suggestions to improve the requirement of common and public facilities for the benefit of serviced apartment's residents. This chapter also covers future research improvement of common and public facilities in all residing development in commercial land use.

1.9 CONCLUSION

In general, this chapter presented the overall aspects of the research process that must be conducted to ensure it is presented systematically and achieve the research objectives to improve common and public facilities for a serviced apartment. The next chapter is literature review which will give information and understanding about serviced apartment, common and public facilities and the requirement of common and public facilities for the serviced apartment.