

Property Management Services' Effects on Resident's Satisfaction with  
Condominium in Sungai Long

BY

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A research project submitted in partial fulfillment of

the requirement for the degree of

BACHELOR OF BUILDING AND PROPERTY MANAGEMENT  
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT DEPARTMENT  
OF BUILDING AND PROPERTY MANAGEMENT

APRIL 2023

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- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 10594.

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## **ACKNOWLEDGEMENT**

First of all, I would like to thank my final year project supervisor, Dr. Elia Syarafina Binti Abdul Shaku for her guidance and advice throughout the two semesters period where I carried out this research. I am grateful for her patience and generosity in advising me and sharing her knowledge that assisted me to complete this final year project. Furthermore, I would also like to show my gratitude to my second examiner, Ms. Nurhayati Binti Md Khair for providing feedback and comments on my research during the VIVA presentation.

I would also like to express my appreciation to all the residents in Sungai Long would support me by participating in my research and completing the questionnaire that was distributed.

Lastly, I thank my family members and friends for their understanding and support.

Thank You.

## **DEDICATION**

Firstly, I would like to dedicate this research to Universiti Tunku Abdul Rahman for providing me with this opportunity to conduct this research. Through this study, I gained better insights into the property management services' effects on residents' satisfaction with condominiums in Sungai Long.

Besides, I would also like to dedicate this research to my final-year project supervisor, Dr. Elia Syarafina Binti Abdul Shaku. She continuously provided me with her guidance, patience and assistance throughout the two semesters period where I conducted this study.

Last but not least, I would like to express my gratitude to the 100 respondents who had participated in this research. I appreciate their guidance, assistance and cooperation that allowed me to complete this research.

## TABLE OF CONTENTS

	Page
Copyright Page.....	II
Declaration.....	III
Acknowledgment.....	IV
Dedication.....	V
Table of Contents.....	VI
List of Table.....	X
List of Figure.....	XI
List of Appendices.....	XII
Abstract.....	XIII

Chapter 1	Introduction	
1.1	Research Overview.....	2
1.2	Problem Statement.....	3
1.3	Research Questions.....	4
1.4	Research Objectives.....	4
1.5	Significance of Study.....	5
1.6	Chapter layout.....	6
1.7	Conclusion.....	7

2.1	Introduction	
2.1.1	High-rise building.....	8
2.1.2	Property Management Services in a High-Rise Building.....	9
2.1.3	Facility Management.....	10
2.1.4	Residents Satisfaction.....	10
2.2	Main Factors in Property Management Services that Will Affect Resident's satisfaction.....	11
2.2.1	Cleanliness.....	11
2.2.2	Services and Facilities.....	12
2.2.3	Housing Environment.....	12
2.2.4	Safety and Security.....	13
2.3	Review of Theoretical Framework.....	14
2.4	Proposed Theoretical Framework.....	15
2.5	Hypotheses Development.....	15
2.6	Conclusion.....	16
Chapter 3 Research Methodology		
3.1	Research Design.....	17
3.1.1	Quantitative Research.....	19
3.2	Data Collection Methods.....	19
3.2.1	Primary Data.....	20
3.2.2	Secondary Data.....	20
3.3	Sampling Design.....	20
3.3.1	Target Population.....	21
3.3.2	Sampling Frame and Sampling Location.....	21

3.3.3	Sampling Elements.....	23
3.3.4	Sampling Technique.....	23
3.3.5	Sampling Size.....	24
3.4	Research Instrument.....	25
3.4.1	Design of Questionnaire.....	25
3.5	Constructs Measurement.....	26
3.5.1	Pilot test.....	27
3.5.2	Nominal Scale.....	28
3.5.2	Likert Scale.....	28
3.6	Data Processing .....	28
3.6.1	Data Checking.....	28
3.6.2	Data Editing.....	29
3.6.3	Data Coding.....	29
3.6.4	Data Transcription.....	29
3.7	Data Analysis	
3.7.1	Content Analysis.....	30
3.7.2	Reliability Test.....	30
3.7.3	Descriptive Analysis.....	31
3.7.4	Relative Importance Index.....	32
3.8	Conclusion.....	32
Chapter 4	Data Analysis	
4.1	Descriptive Analysis	
4.1.1	Gender.....	34
4.1.2	Age.....	35
4.1.3	Ethnic.....	36
4.1.4	Marital Status.....	36



Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long	
4.1.5 Occupation.....	37
4.1.6 Homeowner.....	38
4.1.7 Duration of Staying.....	38
4.1.8 Education.....	39
4.1.9 Names of the Condominium.....	40
4.2 Information Collection.....	41
4.3 Relative Importance Index.....	43
4.4 Conclusion.....	46
Chapter 5	
5.1 Summary of Statistical Analyses	
5.1.1 Descriptive Analysis for Demographic Profile.....	47
5.2 Discussion of Major Findings.....	48
5.3 Implication of Study.....	51
5.4 Limitation of Study.....	52
5.5 Recommendation for Future Research.....	52
5.6 Conclusion.....	53
References.....	54
Appendices.....	57

**LIST OF TABLES**

		Page
Table	3.1 Research Methodology Flowchart	18
Table	3.2 Construct Measurement	26
Table	3.3 Measurement of Reliability Test	31
Table	3.4 Cronbach Alpha Analysis	31
Table	4.1: Statistic of Respondents' Gender	34
Table	4.2: Statistic of Respondents Aged	35
Table	4.3: Statistic of Respondents' Ethnic	36
Table	4.4: Statistic of Respondents' Marital status	37
Table	4.5: Statistic of Respondents' Occupations	37
Table	4.6: Statistic of Respondents' Homeowners	38
Table	4.7: Statistic of Respondents' Duration of Staying	39
Table	4.8: Statistic of Respondents' Education	39
Table	4.9: Statistic of Respondents Name of Condominium	40
Table	4.10: Bar chat showing the percentage of facilities affecting resident satisfaction	41
Table	4.11 Bar chat showing the percentage of services that affect resident satisfaction	42
Table	4.12: Summary of RII	43
Table	4.13: Ranking of Factor	45
Table	5.1: Previous Literature Review Using Content Analysis	49
Table	5.2: Ranking of Factor	50

## LIST OF FIGURES

		Page
Figure	2.1: Type of housing Satisfaction	14
Figure	2.2: Type of housing satisfaction (Proposed theoretical framework)	15
Figure	3.1: Area of Sungai Long	22
Figure	3.2: Blue Error shows that the condominium in Sungai Long	22
Figure	3.3 Relative Importance Index Formula	32
Figure	4.1: Percentage of respondents' Gender	34
Figure	4.2: Percentage of respondents Aged	35
Figure	4.3: Percentage of respondents' Ethnic	36
Figure	4.4: Percentage of respondents' Marital status	36
Figure	4.5: Percentage of Respondents' Occupations	37
Figure	4.6: Percentage of respondents' Homeowners	38
Figure	4.7: Percentage of respondents' Duration of staying	38
Figure	4.8: Percentage of Respondents' Education	39
Figure	4.9: Percentage of Respondents' Names of the Condominium	40

## **LIST OF APPENDICES**

	Page
Appendix A: Survey Questionnaire.....	57

## **ABSTRACT**

This research was carried out to study the property management services' effect on residents' satisfaction with condominiums in Sungai Long. Four factors had been tested which are cleanliness, housing environment, safety and security as well as facilities and services. This study applied a quantitative research method. The target population of this research is residents who live in condominiums in Sungai Long, Primary data of this research was obtained through the distribution of 45 copies of questionnaires and was analyzed using the SPSS software.

The constructs of the questionnaire were reliable as Cronbach's Alpha value of all the factors was above 0.7. The data analysis applied for this research is the relative importance index, the four factors were ranked from most important to least important and the ranking is as follows cleanliness, housing environment, safety and security, facility and services.

## **Chapter 1: Research Overview**

### **1.0 Introduction**

The real estate industry has been rapidly growing over the years, especially in urban areas. The increase in population has resulted in high demand for housing, which has led to the rise of condominiums. With the growing number of condominiums, property management services have become an essential aspect of maintaining the building's quality and providing satisfactory living conditions for residents. The property management services are responsible for ensuring the proper maintenance of the building's facilities, security, and cleanliness.

In Sungai Long, where the number of condominiums is increasing, it is essential to understand the impact of property management services on residents' satisfaction with their living environment. The satisfaction of residents plays a vital role in the success of the condominium and the property management services' effectiveness. Thus, the purpose of this study is to examine the effects of property management services on residents' satisfaction with condominiums in Sungai Long.

The study will focus on the factors that affect residents' satisfaction with the property management services, including the maintenance of the building, the cleanliness of common areas, the security measures in place, and the responsiveness of the management team to residents' complaints. The study will also explore the residents' demographic characteristics that influence their satisfaction level.

The findings of this study will help property management companies and condominium developers to improve their services to meet residents' expectations and improve their overall satisfaction. The study will also provide valuable insights to policymakers and researchers in the real estate industry on the importance of property management services in ensuring residents' satisfaction with condominiums.

## 1.1 Research Overview

According to Hunter (2022), the daily management of the strata scheme, comprising the building complex and common areas, is the responsibility of strata management. The success of the plan depends on the owners' company's attentive building of a management unit. To provide a pleasant stratum living environment, homeowners may designate a strata manager to work with the executive committee and the company to control, operate, maintain, and control the property. A well-maintained and managed strata building will have a peaceful and happy community of residents. Owners who want to rent out their units will benefit from strong returns on their investment while those who choose to reside in the development will get to enjoy the comfort and leisure of their home and amenities. Units in such a well-run complex will often be in high demand. However, we can anticipate the reverse if a stratum development is not adequately maintained or managed. As the development's general physical condition deteriorates and demand declines in the face of the highly competitive market, prices for units inside it would decline (Chen King Hoaw, 2021).

According to Strata Management Act 2013 (Act 757) (2020), Section 70 by-laws for the regulation of subdivided buildings or land. Subsection (2) mentioned for the purpose of governing the control, management, administration, use, and enjoyment of the subdivided high rise or land and the common property, including safety and security measures, a management corporation may, by special resolution, adopt additional bylaws or amend existing bylaws that are not in conflict with the bylaws specified by the regulations made under section 150. Since safety and security measures are the points that will affect residents' satisfaction.

## **1.2 Problem statement**

Breakdowns in lifts, a lack of parking, a dirty environment, and rubbish management are among the concerns that arise while managing a residential building's services.

Following that, the satisfaction of residential is important for property management. Since the residential people have the authority to enjoy good services and have good well-being and wellness in the condominium. The system is well administered by strata managers so that all lot owners and tenants may enjoy it. The duties of a strata manager include but are not limited to, administering strata insurance, running meetings, collecting strata levies, scheduling maintenance and repairs, and overseeing a scheme's finances and safety and security measures. Additionally, the strata manager may assist in handling disputes between residents.

Residents had good and positive feelings about staying in such a structure when strata procedures and administration operated well. Residents claimed that when the stratum group was less peaceful, it affected their well-being and wellness (Emerald Publishing Limited, 2020).

There are four issues which included whether the housing environment condominium has sufficiently well-managed. The next issue is whether the strata manager is effective in overseeing the building's safety. The third issues are whether the condominium has sufficient cleaning, and the last issue is whether the condominium facilities and services are well provided.



### **1.3 Research question**

Based on this study, to know the satisfaction of residents towards property management, two questions shall be answered from the research:

- 1) What are the main factors in property management that affect residents satisfaction?
- 2) Which are the most main factors in property management services that bring affect residents satisfaction?

### **1.4 Research Objective**

The aim research is to identify the satisfaction of residents towards the high-rise building in Sungai Long. The main objective of the study can be summarized as:

1. To identify the main factor in property management services affecting resident satisfaction.
2. To evaluate the most main factor in property management services that bring affect resident satisfaction.

## 1.5 Significance of the study

After reading this study, property managers will be able to know about the aspects that they needed to focus on while carrying out their operations. For instance, if the results of this study show that residents are most satisfied when the building is kept clean, hence property managers or property management teams can focus more on the cleaning of the building and whereas the result shows that another aspect does not affect residents' satisfaction much, the property manager can choose to cut down expenses on this aspect and allocate it to other aspects that are more worthy of the money. With this, they will be able to put their effort at the right spot, helping them to achieve the goal of gaining high residents' satisfaction, thus allowing improvement in performance. Besides, they can also utilize their resources and fund more efficiently, thus reducing wastage and creating more value with the same amount of money.

Furthermore, this study also helps to gain awareness on the importance of quality property management among property managers, JMB and also residents. After acknowledging the benefits that quality property management can bring to the management team and also stakeholders of the strata building, these parties will realize the importance of good management, thus paying more attention and putting in more effort into it. The management team and residents can also establish a healthy relationship and bond together as this study plans to prove the importance of two-way communication and cooperation between the two parties in order to make the strata building a better place to live and work in.

Thirdly, this study also acts as a wake-up call for the JMB of the strata building, alerting them that they need to put in more effort in choosing the right property management team. By appointing a suitable property management team that fulfills the required criteria to acquire residents' satisfaction, the JMB of the strata building will straight away enjoy the benefits that will be discovered later in this study, and they will not have to worry about issues or conflicts between the property management team and the residents.

Fourthly, the commissioner of the building can impose guidelines for JMB and MC to follow. Include by-laws relating to cleanliness, safety and security, housing environment as well as facilities and services.

## **1.6 Chapter layout**

Five (5) main chapters made up the report. Chapter 1 serves as the report's introduction, outlining the report's aims and objectives as well as giving a general overview of the study. Chapter 2, the definitions of maintenance expenses, sinking funds, property management, defaulters, tribunals, the Strata Management Act (SMA), and the Strata Title Act are provided in the second chapter (STA). The study methodologies and processes are covered in Chapter 3. The procedure for gathering and analyzing data is also described in this chapter. In Chapter 4, tables, figures, data analysis, and a questionnaire survey are used to explain the data collection process. The results of the research findings are given in Chapter 5. Chapter Five will examine the conclusion, which meets the stated objectives and includes suggestions for more study.

## **1.7 Conclusion**

The conclusion of this chapter, the chapter provides an overview of the importance of strata management and how it affects the satisfaction of residents. It highlights the responsibilities of strata managers and how they ensure the smooth operation of the property. The chapter identifies the main issues that arise when managing residential buildings, such as lift breakdowns, parking, and rubbish management. It also raises research questions to investigate the factors that affect resident satisfaction and the most critical factors in property management services that bring affect resident satisfaction. The research objective is to identify the satisfaction of residents towards the high-rise building in Sungai Long, and the chapter concludes with the significance of the study. The study aims to help property managers know the areas they should focus on while carrying out their operations, create awareness of the importance of quality property management, and highlight the need for the JMB to choose the right property management team.

## **Chapter 2: literature review**

### **2.0 Introduction**

This study aims to evaluate how satisfied residents are with the management structure, maintenance staff, and amenities offered by the Sungai Long resident building's management. The research will be focusing on Sungai Long, a target Sungai long medium cost high rise building, and its relevance is to determine whether Sungai Long's high-rise building property management services would affect residents' satisfaction. Property management plays an important role in a high-rise building, the performance and management of the building would be a mess without a good and proper management system. Therefore, it is important to take care to fulfill the resident's needs and wants. This chapter will study property management services, high-rise buildings, facility management, residents satisfaction and four main factors which is cleanliness, services and facilities, housing environment and safety and security.

#### **2.1.1 High-rise building**

In a contrast to low-rise buildings, high-rise buildings are tall buildings and depending on the jurisdiction, their height is defined differently. It serves as a residence, an office building, or a combination of residential and commercial uses. The term "multi-dwelling unit," or "MDU," is sometimes used to describe residential high-rise buildings, which are sometimes referred to as tower blocks. A high-rise, according to Emporis Standards, is "a multi-story building is exceeding 75 feet in height, or a building of uncertain height from starting with 12 stories. Will study Sungai's long high-rise buildings such as Forest green, Flora Green, Lavender, Cypress, and Scotpine.

### **2.1.2 Property management services in a high-rise building**

According to Publishing Limited (2020), all residents have access to these amenities and shared spaces. In order to provide people of vertical living with a quality living environment and to guarantee that all strata properties are kept in good condition, an efficient property management system is required.

Property management services in a high-rise building typically involve a range of tasks and responsibilities, including the maintenance and upkeep of the building and its facilities, the management of tenants and leases, and the provision of security and other services to residents. Some specific property management services that may be provided in a high-rise building include:

Property managers are responsible for ensuring that the building is well-maintained and that any necessary repairs are carried out promptly. This may include tasks such as cleaning common areas, fixing plumbing or electrical problems and ensuring that the building's HVAC system is functioning properly. Property managers are also responsible for managing the residents in the building. This may involve tasks such as screening prospective residents, collecting rent payments, and responding to residents' complaints or requests.

Property managers are responsible for managing the lease agreements with residents, including negotiating lease terms, enforcing lease provisions, and handling lease renewals and terminations. Property managers may also be responsible for providing security services to residents of the building, such as monitoring the building's entrances and exits, installing security cameras, and hiring security personnel. Property managers may be responsible for providing amenities and services to residents, such as a gym or pool, a concierge service, or a package delivery system.

In addition to these services, property managers may also be responsible for handling any legal or regulatory issues related to the building, such as compliance with building codes or zoning regulations. Overall, the goal of property management services in a high-rise building is to ensure that the building is well-maintained and that residents are provided with a safe, secure, and comfortable living environment.

### **2.1.3 Facility management**

In order to support the organization's operation in the long and short-term, facilities management (FM) is a critical role in managing facility resources, support services, and the working environment. Facility management is the practice of overseeing and maintaining a physical building or space, including tasks such as maintenance, cleaning, safety, energy management, space planning, procurement, and vendor management. The goal of facility management is to ensure that the building is operating efficiently and effectively and that its occupants are provided with a safe, comfortable, and productive environment.

### **2.1.4 Residents satisfaction**

Resident fulfillment has become a significant concern in the residential sector. Resident satisfaction is significantly impacted by the modernization of housing trends, which is driven by a number of elements that determine their needs and available possibilities (Khalfan M. & Ulhaq I. 2019).

The psychological construct theory (Galster, 1985) posits that satisfaction is achieved when a product or service meets individual expectations. In the case of residents, satisfaction is determined by how well their current dwelling aligns with their wishes after residing there for a period of time. Amenities, neighbors, and the surrounding environment are key factors that contribute to resident satisfaction. This element is significant because it serves as a yardstick for assessing the success of residential projects undertaken by land developers. Evaluating resident satisfaction has two functions: it helps developers identify key factors that drive satisfaction, and it reveals gaps in knowledge that can lead to resident dissatisfaction and project failure. Dissatisfied residents are likely to move out, particularly if they find more suitable and affordable living arrangements elsewhere (Pimchan, K. and Darawong, C.,2022).

## **2.2 Main factors in property management services that will affect resident satisfaction.**

There are a few main factors in property management services that will affect resident satisfaction which are cleanliness, services and facilities, housing environment, safety, and security. Will detail mention the factors more clearly in the next.

### **2.2.1 Cleanliness**

You cannot emphasise the influence that cleanliness has on everyone's life when it comes to recognizing its significance. Most individuals consider cleanliness to be standard. However, when you neglect cleaning it for a week or two, you'll see that dust will soon accumulate. If you keep looking, you could uncover fungi, spider webs, insects, or even worse things. The two components of cleanliness that you should be aware of are hygiene and illness prevention. When it comes to cleaning, various rules apply. Each stage of life may benefit from this idea, which is essential to everyday life and action. The surroundings have a significant impact on how we feel. We become irritated by dirty environments; thus, cleanliness is crucial.

Regular cleaning of common areas: Condominiums typically have a cleaning schedule for common areas such as hallways, elevators, and lobby areas. These areas are cleaned regularly to ensure they are kept tidy and free of debris, and that any spills or messes are quickly addressed. Waste management: Condominiums usually have a system for waste disposal, such as a communal garbage chute or designated trash bins. It is important for residents to properly dispose of their waste to prevent unpleasant odors and pests.

According to Pimchan, K. and Darawong, C (2022) maintaining a high standard of cleanliness is crucial in promoting the overall health and well-being of the residents in a building. Not only does it help to prevent the spread of diseases and infections, but it also creates a more pleasant and comfortable living space. The responsibility of maintaining cleanliness falls upon both the management and residents, as it is a collaborative effort to ensure the building is kept in good condition.



### **2.2.2 Services and Facilities**

Safe and clean air as well as water, the disposal of waste, optimal temperature and humidity management, confidentiality, security, and visual and aural comfort are all necessities for human habitation and must be provided by a contemporary structure (Osbourn and Greeno, 2007, p. 4). If the satisfaction levels of the residents are to be sustained, the building performance must be preserved. Residents are more satisfied when the facilities and services are of a better quality. The purpose of these facilities is to assist in attaining a building's performance, in which thermal comfort, noise management, safety, hygiene, fire prevention, brightness, and airflow are the important aspects that affect the efficiency of a building.

### **2.2.3 Housing environment**

An ordinary shelter is no longer a house. Since it offers protection, security, neighbours and social relationships, status, public facilities and amenities, accessibility to work, and control over the environment, it is now referred to as a status symbol and becomes an asset to the owner. Consumers' expectations for housing have shifted as a result of these extra amenities, which has put developers under pressure to act quickly to meet the housing demands of all Malaysians.

### **2.2.4 Safety and Security**

The governance of split buildings or land is governed by by-laws under Section 70 of the Strata Management Act 2013 (Act 757) (2020). As mentioned in subsection (2), a management corporation may, by special resolution, adopt additional bylaws or amend existing bylaws that do not conflict with the bylaws specified by the regulations made under section 150 in order to govern the control, management, administration, use, and enjoyment of the subdivided high rise or land and the common property, including safety and security measures. Given that the factors affecting resident satisfaction are safety and security measures.

**Security personnel:** Many condominiums have security personnel, such as a doorman or security guard, who monitor the building's entrances and common areas. This can help prevent unauthorized entry and keep the building secure.

**For access control systems:** Condominiums may also use access control systems such as key cards, key fobs, or codes to limit access to the building and individual units. These systems can also track who has entered the building and when, which can help with security investigations if needed.

**Fire safety measures:** Condominiums are required to meet certain fire safety standards, such as having smoke detectors, fire alarms, and fire extinguishers in common areas. It is important for residents to be familiar with these safety measures and to participate in regular fire drills. Safety and security are critical factors that can significantly affect resident satisfaction with condominium living.

#### **Research gap:**

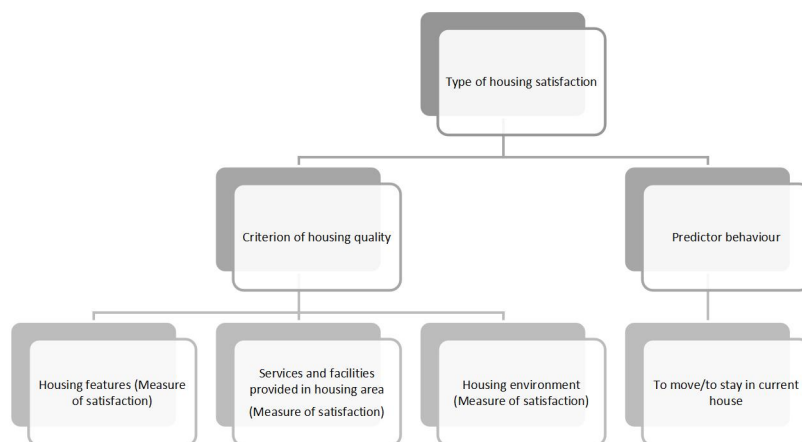
According to the article of "Resident' Satisfaction in High Residential Buildings". There are only focusing on the housing features, services, and facilities as well as the housing environment. In this study, we found that cleanliness is also one of the factors that will affect resident satisfaction with property management. Dirty condominium not only affects resident well-being but also affects the resident's dissatisfaction.

### 2.3 Review of relevant theoretical models:

One of the factors impacting human life is having a comfortable place to live. Today, a home is more than simply a place to stay. It is frequently referred to as a sign of well-being and shows the standard of living of its inhabitants. Housing has both social and physical elements, according to Said and Martin (2013).

Another factor affecting people's overall quality of life has been identified as housing satisfaction. Figure 1 shows that, the type of housing satisfaction. Housing satisfaction is divided into two categories by Weidemann and Anderson (1985). The first category considers residential fulfilment as a predictor of behaviour that is intended if the occupants either relocate from their existing housing or stay. As a standard of home quality, housing satisfaction is the second kind. Predictor behaviour assumes that people are satisfied with their present living situation, which has encouraged them to remain in their current residences and make renovations there unless they desire to leave for better accommodation.

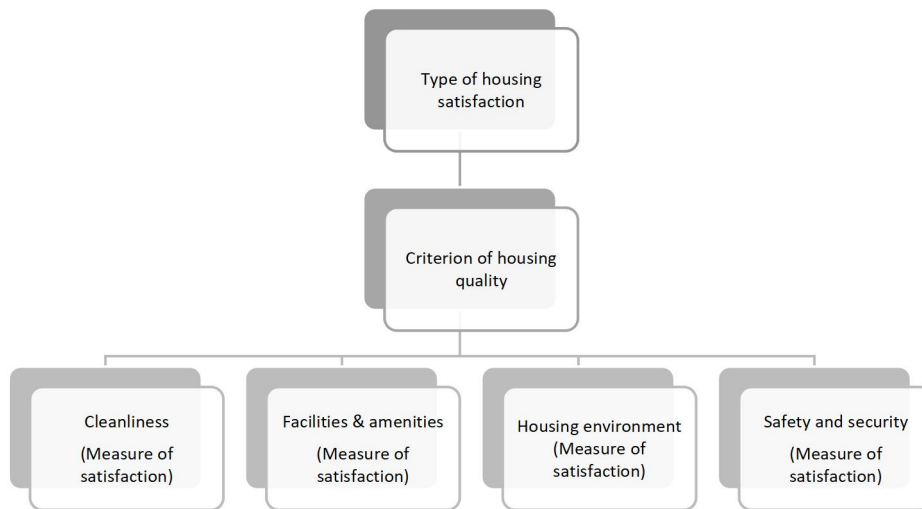
As we can see in figure 1 there is the type of housing satisfaction which related to the topic of property management services' effects on residents' satisfaction with condominiums. As we can use figure 1 for our reference. Based on the study is more on the housing quality criterion, which includes house characteristics, amenities offered in the neighborhood, and the housing environment.



Source: Weidemann and Anderson (1985; Amerigo and Aragonés (1990)

**Figure 1:** Type of housing satisfaction

## 2.5 Proposed theoretical framework



**Figure 2:** Type of housing satisfaction (proposed theoretical framework)

The proposed theoretical framework, as we can see in figure 2. The type of housing satisfaction. But under the criterion housing quality is different from the figure 1 review of relevant. Had added cleanliness to the criterion of housing. Cleanliness is one of the measures of satisfaction. Since cleanliness is important in our life, and it will affect people's well-being. As we can see the content analysis, authors also stated that the important of cleanliness as well as safety and security is the factors that will effect the resident satisfaction in the condominium.

## 2.4 Hypotheses Development

H0: Cleanliness, Housing Environment, Safety and Security, Facility and Services factors will affect resident satisfaction.

H1: Cleanliness, Housing Environment, Safety and Security, Facility and Services factors will not affect resident satisfaction.

## **2.5 Conclusion:**

In conclusion, the study has evaluated the importance of property management services in a high-rise building and how it affects resident satisfaction. The research has focused on Sungai Long, a target medium cost high-rise building, and its management structure, maintenance staff, and amenities offered to residents. High-rise buildings require an efficient property management system that involves tasks such as maintenance and upkeep, managing tenants and leases, providing security, and other services to residents. Facility management plays a critical role in managing facility resources, support services, and the working environment. Resident satisfaction is essential, and it refers to the extent to which the quality of the current dwelling meets the wishes of residents who have lived there for a period of time. Main factors that affect resident satisfaction are cleanliness, services and facilities, housing environment, safety, and security. Overall, providing quality property management services can significantly impact resident satisfaction and create a safe, comfortable, and productive living environment.

## CHAPTER 3: RESEARCH METHODOLOGY

### 3.0 Introduction

The methods used to analyze the survey data are described in detail in this chapter. The main methodology used in this study will be covered in the subsections that follow. These subjects cover research methodology, data collection methods, sampling designs, research instruments, constructs measurement, questionnaire designs, pilot studies, data analysis, and data processing.

### 3.1 Research Design

The goal of this study is to determine how satisfied Sungai long's residents are with the high-rise building. This study will identify the aspects of property management, such as cleanliness, security and safety, services and amenities, and living conditions, that have an impact on resident satisfaction. A questionnaire survey will be conducted in order to carry out the proposed method, and the questionnaire will be created utilising measurement constructs from previous research.

Aim	Stage	Output
<ul style="list-style-type: none"> <li>• Review relevant literature to develop a theoretical framework for property management services' effects on resident's satisfaction with condominiums</li> </ul>	Stage 1  Literature Review	<ul style="list-style-type: none"> <li>• The establishment of the theoretical framework</li> <li>• Factor was identified</li> </ul>
<ul style="list-style-type: none"> <li>• Defining a sample and choosing a sampling method.</li> <li>• Test the questionnaire</li> </ul>	Stage 2  Questionnaire Designation	<ul style="list-style-type: none"> <li>• The appropriate sample size and targeted responders are</li> </ul>

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long

<p>in advance using the pilot test.</p>		<p>being determined.</p> <ul style="list-style-type: none"> <li>• Before being distributed, the questionnaire was prepared and revised.</li> </ul>
<ul style="list-style-type: none"> <li>• A questionnaire is distributed to the appropriate responders.</li> </ul>	<p>Stage 3</p> <p>Data Collection</p>	<ul style="list-style-type: none"> <li>• Raw data obtained for future analysis step.</li> </ul>
<ul style="list-style-type: none"> <li>• Perform data screening</li> <li>• Perform using SPSS software.</li> </ul>	<p>Stage 4</p> <p>Data Analysis</p>	<ul style="list-style-type: none"> <li>• Hypotheses tested</li> <li>• The structural model's measurement validity and reliability were achieved.</li> </ul>
<ul style="list-style-type: none"> <li>• Presentation and discussion of results</li> </ul>	<p>Stage 5</p> <p>Findings &amp; Conclusion</p>	<ul style="list-style-type: none"> <li>• Conclude of findings</li> <li>• Suggestions and limitations of the study.</li> </ul>

*Table 3.1: Research Methodology Flowchart*

### **3.1.1 Quantitative research**

For the purpose of gathering information for this study, quantitative research will be used. On the other hand, the measurement constructs obtained from earlier researchers will be modified and adapted to the current study purpose. The process of gathering and interpreting numerical data is known as quantitative research. It may be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings to larger groups (Bhandari, 2020). Since the questionnaire is involve many people, quantitative research is suitable for this research. In this case, we can analyse the impact that the property management services affect towards the residents of the condominium using the data collected. The occupants of several condominiums located within the Sungai Long area will be surveyed to gather data. To determine the effects of property management services on residents' satisfaction with condominiums, the data gathered will be examined using statistical methods.

### **3.2 Data Collection Methods**

In statistics, data collection refers to the process of gathering information from various sources to address the research question. Analyzing the outcomes is beneficial as it helps in arriving at a conclusion about the issue at hand using the data collection techniques. Most organizations utilize data collection techniques to predict future trends and probabilities. Once the data is collected, it needs to be organized. Data is the primary source of data collection techniques, and it can be categorized into two types, primary and secondary data. Data collection is crucial to any research or business activity since it helps in determining various critical aspects of the organization, including its performance. Therefore, data collection is essential in all fields. The two data collection techniques are primary data collection techniques and secondary data collection techniques, which are classified based on the type of data collected.



### **3.2.1 Primary Data**

Primary data are those that the researcher has collected straight from the studied item. As a researcher, you may use this information to help you identify solutions to the issue that has been formulated. Additionally, primary data is gathered for this study in order to better understand the effects of property management services on residents' satisfaction with condominiums. The questionnaire surveys will thus be made available online as well.

### **3.2.2 Secondary Data:**

Data obtained through studies, surveys, or tests carried out by other persons or for other research is referred to as secondary data. To augment the main data obtained through questionnaires, this study will incorporate secondary data. The secondary data will come from a variety of sources, such as academic publications, Journals, and Articles. The secondary data will give us a deeper knowledge of how resident satisfaction is affected by property management services in the condominium. In order to enhance the original data gathered through surveys, secondary data will be gathered from a variety of sources (Cooper & Schindler, 2017).

## **3.3 Sampling Design**

According to Roqui, M. (2013), sampling design means to concern with choosing a group of people from a larger population. Sampling designs are very accurate, reliable, and naturally economical in highly suitable for the different types of surveys (Roqui, M, 2013). Moreover, in this part will go through the overall sampling design, such as the target population, sampling location, sampling technique, and research instrument involved.

### **3.3.1 Target Population**

According to MAYTHAM (2017), the target population for this study is the residents who reside in a condominium in Sungai Long, and it amounts to a total of 34,000 individuals.

### **3.3.2 Sampling Frame and Sampling Location**

Residents of condominiums in the Sungai Long region will serve as the study's sample frame. The sample frame will only contain condominiums that have property management services offered by a recognized management firm. The reason that choosing the Sungai Long area for the study purpose is due to nearby and convenience.

Sungai Long, a suburban region in Malaysia's Selangor state that is quickly expanding, will serve as the study's sample site. This area has a significant number of condominiums with different property management services. As figure 1 shows that, the area of Sungai Long.

The sampling locations will be chosen at random from the sampling frame to guarantee that the sample is representative of all varieties of condominiums in the Sungai Long region (Babbie, 2017). As we can see in figure 2, there are more than five condominiums in Sungai Long such as Forest green condominium, Cypress, Flora Green, Lavender resident, Greenview resident, The I resident condominium and etc. Five condominiums will be picked at random by the researcher from the sample frame to act as the study's sampling locations. This sampling is targeting residents who live in of condominiums. Thus, the sampling location would be in Sungai long.

# Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long



Figure 3.1: Area of Sungai Long

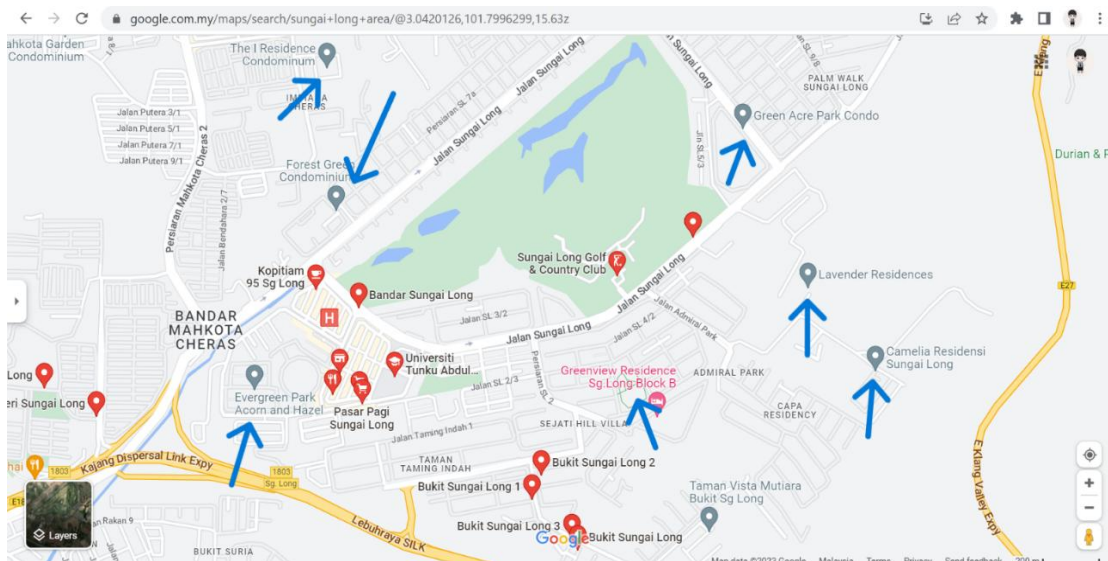


Figure 3.2: The blue error shows that the condominium in Sungai Long.

### **3.3.3 Sampling Elements**

The sampling elements for this study are residents living in condominiums in Sungai Long. The resident which is the homeowner and tenant will take part in this study. Since they live in the condominium, they know what factors will affect the resident's satisfaction with a condominium.

### **3.3.4 Sampling Technique**

A sampling method known as probability sampling gives every member of the population an equal chance of being chosen as a representative sample. Nonprobability sampling is a sampling technique in which it is unknown which members of the population will be chosen as samples. So, this study will use snowball sampling.

A non-probability sampling technique called "snowball sampling" includes choosing participants by asking early participants for recommendations (Babbie, 2017). When it is challenging to locate or identify the target population, this sampling technique is frequently utilized. According to Babbie (2017) to explore the experiences of people who have been diagnosed with a rare medical illness, for instance, a researcher may employ snowball sampling and invite the study's first participants to suggest other people with the same disease as potential participants.

### 3.3.5 Sampling Size

The sampling size for this study must be estimated after choosing the sampling target, location, and procedure. To do the study analysis, choose to collect 100 respondents in a defined quantity. The sampling strategy will be random stratified sampling. The target audience will consist of all Sungai Long condominium residents. Using the Taro Yamane approach, a sample size of 100 participants will be determined. So, 100 respondents are needed. In order to calculate the sample size needed from a certain population, Taro Yamane created the Taro Yamane method in 1967. This approach is frequently used in study research to make sure the sample size is appropriate and accurately represents the population. This method's mathematical formulation is as follows:

$$n = \frac{N}{1 + N(e^2)}$$

where n, Sample size

N, population = 34,000 residents of the condominium in Sg Long according to MAYTHAM S. A. (2017)

e, margin error = 0.1, let confident interval = 90%

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{34,000}{1 + 34,000 (0.1^2)}$$

$$n = 99$$

### **3.4 Research Instrument**

A research instrument is a tool utilized to gather and collect data. Examples of research instruments include questionnaires, surveys, and interviews. Depending on the research methodology and the type of data desired, the research instrument can be designed to be quantitative or qualitative. In this study, a questionnaire will be utilized as the research instrument to collect data.

#### **3.4.1 Design of the Questionnaire**

According to the objectives of the study, the survey questionnaire was created using Google Forms, a survey administration tool created by Google, and it will be presented in English. Not only that, cases of Covid-19 are decreasing, and everything become usual. Thus, not only used google forms to collect data but also conducted the questionnaires face-to-face. Section A, Section B, and Section C are the three components that make up the survey questionnaire. The first question in section A is going to be about the respondents' demographics or personal information. In section A, there were a total of 9 questions.

For section B, there is a total of 2 questions. This section collects information about the services and facilities that will effect the resident's satisfaction such as the gym room, swimming pool or vending machine, or the services such as cleanness and safety and security in the condominium.

For the last section, which is section C, we used a 5-Point Likert Scale Measurement in section C to test our findings with the respondents. The scale ranges from strongly disagree (1) to strongly agree (5). There are a total of 4 factors in it, and each factor will have 4 questions respectively. Section C is about Property Management Services' Effects on Resident's Satisfaction with Condominiums.

A rating system known as a Likert scale is used to quantify attitudes, actions, and views. The structure is made of a declaration or an issue, supported by anywhere from five to seven response sections. The response selection that best expresses the respondent's feelings about the statement or question is chosen. Likert scales are excellent for collecting participants' agreement levels or their thoughts about the

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long issue in a more helpful way since they provide respondents with a variety of alternative replies.

### 3.5 Constructs Measurement

**Table 3.2 Construct measurement**

Measurement Statement	Item in Questionnaire	Reference(s)
<b>Factor 1: Cleanliness</b>		
1. I am satisfied with the cleanliness of the facility (Swimming pool) 2. I am satisfied with waste management (rubbish collection). 3. I am satisfied with the cleanliness of the lift. 4. I am satisfied with the cleanliness of the corridor.	Section C Questions 1 - 4	Riratanaphong C. (2019)  Sholehah U. M. N. et al (2020)  Gruber K. J. & Shelton G. G. (1987)
<b>Factor 2: Housing Environment</b>		
1. I am satisfied with the facilities located nearby. 2. I am satisfied with the green space in the condominium (landscaping). 3. I am satisfied with the pollution control around the condominium (noise problem). 4. I am satisfied with the provision of adequate facilities.	Section C Question 11 - 15	Sholehah U. M. N. et al (2020)  Gruber K. J. & Shelton G. G. (1987)
<b>Factor 3: Facility and services</b>		
1. I am satisfied with the	Section C	Riratanaphong,

<p>functional lift.</p> <p>2. I am satisfied with the good access to facilities (Electricity and water).</p> <p>3. I am satisfied with the response and act of the management.</p> <p>4. I am satisfied with the open drains.</p>	<p>Questions 6 - 10</p>	<p>C. and Limjaroensuk, S. (2020)</p> <p>Sia, M.K., Yew, V.W.C., Lim, Z.Y. and Dongqing, Y. (2018)</p> <p>Sholehah U. M. N. et al (2020)</p>
<p><b>Factor 4: Safety and Security</b></p>		
<p>1. I am satisfied that the guard house operates 24 hours.</p> <p>2. I am satisfied that the maintenance of facilities.</p> <p>3. I am satisfied that the guards check before allowing visitors to enter the property.</p> <p>4. I am satisfied with the brightness during the nighttime around the condominium.</p>	<p>Section C Question 16 - 20</p>	<p>(Pimchan K. &amp; Darawong C., 2022)</p> <p>Pimchan K. et al (2021)</p> <p>Sholehah U. M. N. et al (2020)</p>

Source: Developed for research

### 3.5.1 Pilot Test

A pilot test is a preliminary trial conducted on the questionnaire to assess its feasibility and effectiveness. In this study, a reliability test will be conducted on a sample of twenty respondents.



### **3.5.2 Nominal Scale**

The nominal scale is a measurement scale that uses numbers solely as tags or labels, without any numerical value. It is primarily used to categorize elements in a questionnaire and is the most basic of the four measurement scales. In Section A of the questionnaire, the nominal scale will be utilized to label criteria such as age, gender, etc. For example, 1 will represent male, 2 will represent female, and 3 will represent other.

### **3.5.3 Likert Scale**

A Likert scale, a popular assessment scale in social science research, will be used to store items on the survey questionnaire utilised in this study (Likert, 1932). According to a five-point rating system called the Likert scale, respondents' levels of agreement or disagreement with a given statement are gauged. The survey questionnaire's items will each be presented as statements. Choosing one of the following options which include: “strongly disagree, disagree, slightly agree, agree and strongly agree”. Thus, the respondents will be asked to rate how much they ensure with the statement.

## **3.6 Data Processing**

### **3.6.1 Data Checking**

In the initial stage of data processing, it is important to verify that all distributed questionnaires have been fully completed. During this stage, the data must be carefully examined to eliminate any unwanted or irrelevant data that may affect the integrity of the research. This process ensures the validity of the collected data and enhances the overall quality of the feedback obtained.

### **3.6.2 Data Editing**

During the initial phase of data processing, it is crucial to confirm that all distributed questionnaires have been completely filled out. The data must be thoroughly checked to remove any undesirable or irrelevant information that may compromise the research's integrity. This approach guarantees the accuracy of the collected data and improves the overall feedback quality.

### **3.6.3 Data Coding**

Data coding refers to the process of transforming data into a format that can be analyzed by a computer. Respondents' responses will be assigned numerical codes, allowing the data to be analyzed using statistical software such as SPSS. This facilitates the uploading of large quantities of data to databases, enabling researchers to conduct software-based data analysis.

### **3.6.4 Data Transcription**

Data transcription involves the conversion of data from one format to another. This process can include converting audio or video recordings into text, digitizing handwritten notes, or translating information from one language to another. Data transcription is particularly critical in fields such as healthcare, law, and market research where accurate and reliable data are necessary for decision-making. There are various tools and services available for data transcription, including manual transcription by humans and automated transcription using machine learning algorithms. In this research, the coding was converted from Microsoft Excel to SPSS.

### 3.7 Data Analysis

Data analysis involves the process of interpreting data to derive useful and meaningful insights. Statistical and mathematical algorithms are employed to identify trends or relationships in the data sets obtained. For this research, the Statistical Package for the Social Sciences (SPSS) software will be used to conduct reliability tests and relative importance index analysis.

#### 3.7.1 Content Analysis

In the context of this study, Content Analysis serves as a powerful tool for validating the proposed factors by allowing researchers to analyze and interpret the qualitative data collected from the survey responses. By identifying common themes, patterns, opinions among the respondents, researchers can gain valuable insights into the relationships between the proposed factors and the satisfaction levels of residents with condominiums in Sungai Long. Overall, Content Analysis helps to provide a more in-depth and nuanced understanding of the factors influencing resident satisfaction and can potentially inform policy and decision-making related to property management services in the area.

#### 3.7.2 Reliability Test

A statistical study called reliability testing evaluates the accuracy and dependability of a research instrument or questionnaire. Checking that the instrument is generating reliable and consistent findings is a crucial stage in the research process. The level of internal consistency dependability known as Cronbach's alpha is a frequently used technique for measuring reliability. With a coefficient ranging from 0 to 1, Cronbach's alpha determines the means correlation among all elements on a scale. A higher coefficient denotes a scale with more internal consistency and dependability.

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
0.9 to 1.0	Excellent internal consistency

0.8 to 0.9	Good internal consistency
0.7 to 0.8	Acceptable internal consistency
0.6 to 0.7	Questionable internal consistency
0.5 to 0.6	Poor internal consistency
$0.5 > \alpha$	Unacceptable internal consistency

Source: Hulin C. et al (2001)

No	Constructs	Cronbach's	Mean	No. of Item	No. of Respondents	Strength
1	Cleanliness	0.737	4.05	4	20	Acceptable
2	Facility and services	0.760	3.675	4	20	Acceptable
3	Housing environment	0.725	4.0375	4	20	Acceptable
4	Safety and Security	0.788	4.05	4	20	Acceptable

Table3.3: Cronbach alpha analysis (Pilot test)

Based on the results obtained from the test of Cronbach's alpha, it can be concluded that the four constructs in the questionnaire demonstrate an acceptable level of internal consistency. This indicates that the questionnaire is reliable and can be confidently administered to the intended respondents without any concerns regarding its validity.

### 3.7.3 Descriptive Analysis

Descriptive analysis is utilized to provide a summary and description of the features of the data collected during the study. This process involves computing measures of central tendency (such as the mean, median, and mode) and measures of variability (such as the range, standard deviation, and variance) for each variable present in the dataset. The descriptive analysis helps in gaining a more comprehensive understanding of the data distribution and facilitates the identification of any possible outliers or irregularities.

### 3.7.4 Relative Importance Index

The relative importance index is a statistical method that is used to determine the significance of different factors in predicting an outcome in a research study. To calculate the relative importance index for each factor, the frequency of each response is multiplied by the weight assigned to that response option. For example, the response option "Strongly disagree" may be assigned a weight of 1, and if it has a frequency of 10, the result would be 10. This process is repeated for all other response options. Then, the sum of the products is divided by the total number of respondents multiplied by the highest weight assigned to any response option. This calculation provides a score for each factor, indicating its relative importance in the research study.

Figure 3.3 Relative Importance Index Formula

Formula of Relative Important Index (RII)

$$RII = \frac{\sum W}{(A \times N)}$$

Where:

W= Weightage given by the respondent to each factor

A= Highest Weightage

N= Total number of respondent

Source: <http://research/mitwpu.edu.in/publication/effect-of-hybrid-annuity-model-on-road-project>

### **3.8 Conclusion**

Conclude Chapter 3 by providing a summary of the major themes addressed in the chapter without introducing new material. A review of the literature on the value of property management services and how they affect resident satisfaction is included in the study. This is followed by a section on methodology that includes an explanation of the research design, sampling strategy, data collection procedure, and data analysis tools. The study employed a survey form with a five-point Likert scale to gather data and gauge how satisfied residents were with property management services. To assess the validity of the survey instrument and the significance of each element in influencing resident satisfaction, the results were evaluated using a variety of statistical techniques, including Cronbach's alpha and the Relative Importance Index (RII).

This section should provide a linkage to the next chapter. The next chapter will discuss 8 data analyses. The results and analyses of the results are relevant to the research questions and hypotheses.

## Chapter 4: Data Analysis

### 4.0 Demographics

Chapter 4 will involve the analysis of the data collected from the questionnaire using the SPSS software. This study includes nine questions related to the demographic profile of the respondents, covering various aspects such as gender, age, ethnicity, marital status, occupation, homeownership, length of stay, education level, and the name of the condominium.

### 4.1 Descriptive Analysis

#### 4.1.1 Gender

1. Gender  
100 responses

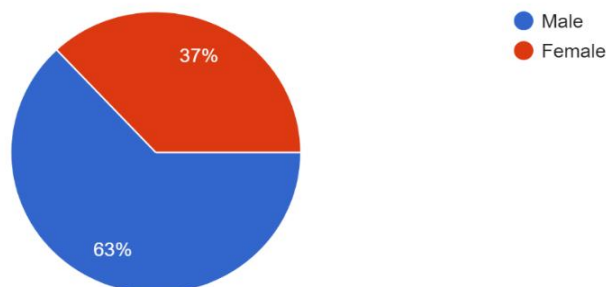


Figure 4.1: Percentage of respondents' gender

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	63	63	63
Female	37	37	100

Table 4.1: Statistics of respondents' gender

Table 4.1 illustrates the gender distribution of the respondents, with male respondents making up 63% of the total respondents, and female respondents comprising 37%.

### 4.1.2 Age

2. Age  
100 responses

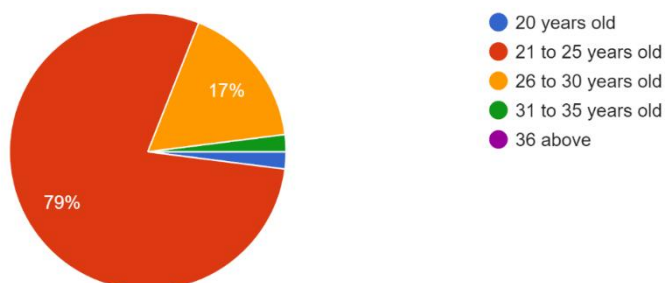


Figure 4.2: Percentage of respondents' age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
20	2	2	2
21-25	79	79	81
26-30	17	17	98
31-35	2	2	100
36 above	0	0	100

Table 4. 2: Statistics of respondents' age

Table 4.2 displays the age group of the respondents, classified into five categories. The majority of the respondents fall into the 21-25 age group, accounting for 79% of the total respondents. The next most common age group is 26-30, constituting 17% of the respondents. The age groups of 31-35 and 36 years have a relatively lower percentage of 2% each. Interestingly, the age group of 36 years and above has the lowest percentage of 0%.



### 4.1.3 Ethnic

3. Ethnic  
100 responses

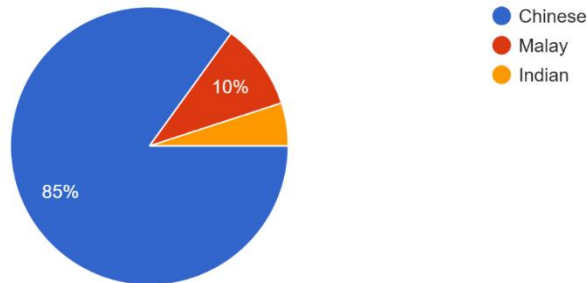


Figure 4.3: Percentage of respondents' ethnic

Ethnic	Frequency	Percentage (%)	Cumulative Percentage (%)
Chinese	85	85	85
Malay	10	10	95
Indian	5	5	100

Table 4.3: Statistics of Respondents' ethnic

Table 4.3 illustrates the ethnic group of respondents, classified into three categories: Chinese, Malay, and Indian. The majority of the respondents belong to the Chinese ethnic group, accounting for 85% of the total respondents. The Malay ethnic group constitutes 10% of the respondents, and interestingly, only 5% of the respondents belong to the Indian ethnic group.

### 4.1.4 Marital Status

4. Marital status  
100 responses

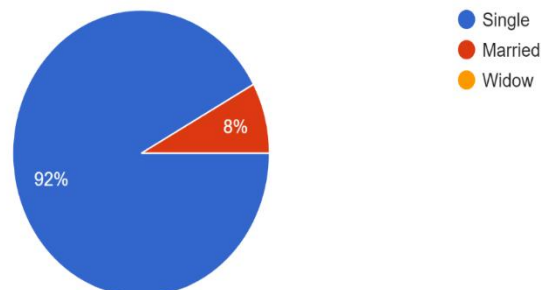


Figure 4.4: Percentage of respondents' Marital status

Marital status	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	92	92	92
Married	8	8	100
Widow	0	0	100

Table 4.4: Statistics of respondents' Marital status

Table 4.4 displays the marital status group of respondents, divided into three categories: single, married, and widowed. The majority of the respondents are single, accounting for 92% of the total respondents, followed by married individuals, constituting 8% of the respondents. Interestingly, 5% of the respondents are widowed.

#### 4.1.5 Occupation

5. Occupation  
100 responses

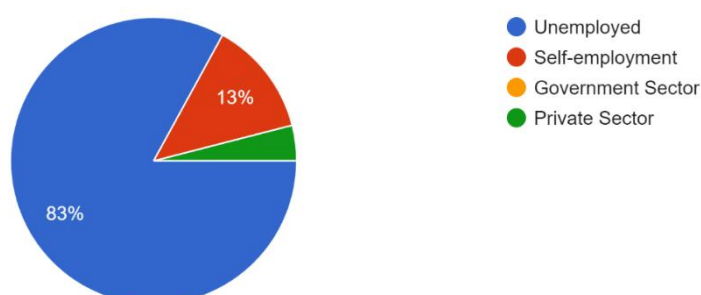


Figure 4.5: Percentage of respondents' Occupation

Occupation	Frequency	Percentage (%)	Cumulative Percentage (%)
Unemployed	83	83	83
Self-employment	13	13	96
Government	4	4	100
Private Sector	0	0	100

Table 4.5: Statistics of respondents' Occupation

Table 4.5 presents the occupation group of respondents, classified into four categories: unemployed, self-employed, government, and private sector. The majority of the respondents are unemployed, accounting for 83% of the total respondents, followed by self-employed individuals, constituting 13% of the

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long respondents. Interestingly, none of the respondents belong to the private sector, making up 0% of the total respondents.

### 4.1.6 Home Ownership

6. Home Ownership  
100 responses

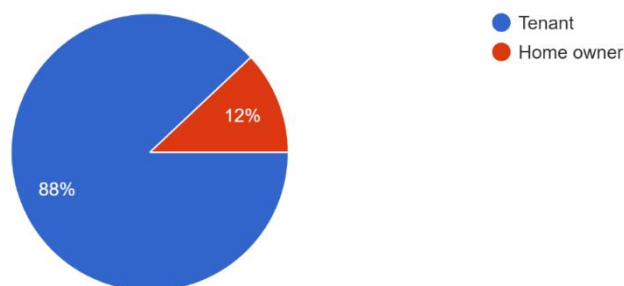


Figure 4.6: Percentage of respondents' homeowner

Home Ownership	Frequency	Percentage (%)	Cumulative Percentage (%)
Tenant	88	88	88
Homeowner	12	12	100

Table 4.6: Statistic of respondents' homeowner

Table 4.6 illustrates the occupation group of respondents, divided into two categories: tenants and homeowners. The majority of the respondents are tenants, constituting 88% of the total respondents, while homeowners make up the remaining 12%.

### 4.1.7 Duration of Staying

7. Duration of Staying  
100 responses

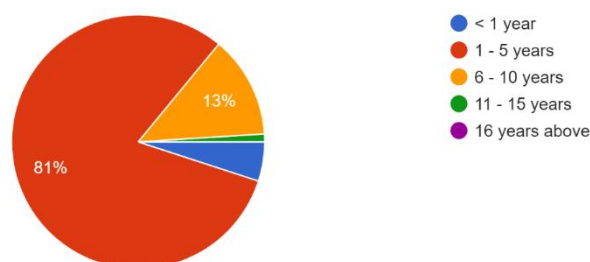


Figure 4.7: Percentage of respondents' duration of staying

Duration of staying	Frequency	Percentage (%)	Cumulative Percentage (%)
< 1 year	5	5	5
1-5 years	81	81	86
6-10 years	13	13	99
11-15 years	1	1	100
16 years above	0	0	100

Table 4.7: Statistic of respondents' duration of staying

Table 4.7 displays the duration of respondents' stay, classified into five categories: below 1 year, 1-5 years, 6-10 years, 11-15 years, and 16 years or more. The majority of respondents have stayed for a duration of 1-5 years, accounting for 81% of the total respondents. The second most common duration is 6-10 years, which constitutes 13% of the respondents. Less than 5% of the respondents have stayed for less than a year, and only 1% of the respondents have stayed for 11-15 years. Interestingly, none of the respondents have stayed for more than 16 years.

#### 4.1.8 Education

8. Education  
100 responses

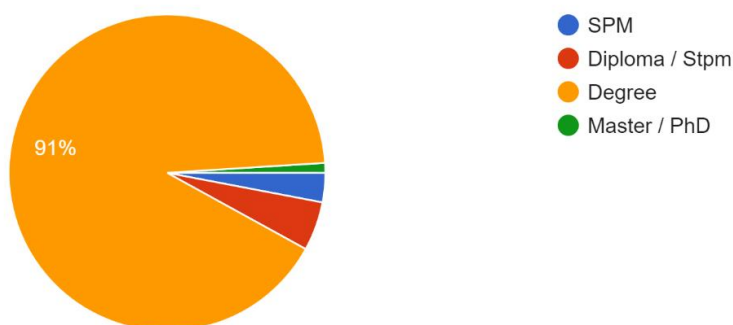


Figure 4.8: Percentage of respondents' education

Education	Frequency	Percentage (%)	Cumulative Percentage (%)
SPM	3	3	3
Diploma / Stpm	5	5	8
Degree	91	91	99
Master / Ph.D	1	1	100

Table 4.8: Statistic of respondents' education

Table 4.8 illustrates the distribution of respondents' educational qualifications into four groups which is SPM, Diploma/STPM, Degree, and Master/Ph.D. The majority of respondents have stayed for a duration of 1-5 years, which accounts for 81% of the total respondents. The second most common duration is 6-10 years, which constitutes 13% of the respondents. Less than 5% of the respondents have stayed for less than a year, and only 1% of the respondents have stayed for 11-15 years. Interestingly, none of the respondents have stayed for more than 16 years.

#### 4.1.9 Name of Condominium

##### 9. Name of condominium

100 responses

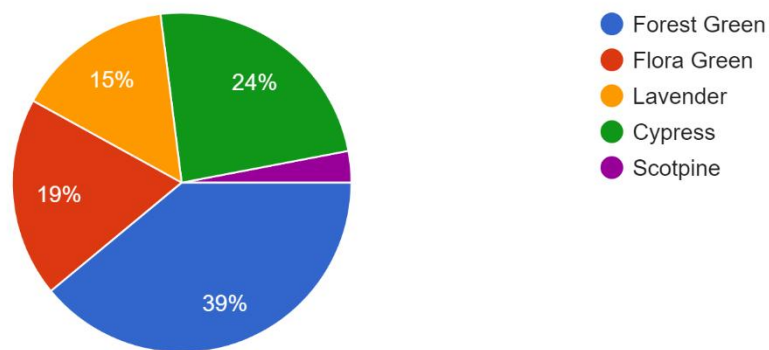


Figure 4.9: Percentage of respondents' names of the condominium

Name of condominium	Frequency	Percentage (%)	Cumulative Percentage (%)
Forest Green	39	39	39
Flora Green	19	19	58
Lavender	15	15	73
Cypress	24	24	97
Scotpine	3	3	100

Table 4.9: Statistic of respondents' names of the condominium

Table 4.9 presents the name of the condominium where the respondents are residing, divided into five groups. Forest Green is the most common condominium name, with 39% of the respondents living there. The next most frequently mentioned condominium is Cypress, accounting for 24% of the respondents. Flora Green is the

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long third most popular condominium name, with 19% of the respondents living there.

Lavender is the fourth most common, mentioned by 15% of the respondents. Lastly, only 3% of the respondents reported living in Scotpine.

## 4.2 Information collection

This section collects information about the services and facilities that will effect the resident's satisfaction such as the gym room, swimming pool or vending machine, or the services such as cleanness and safety and security in the condominium.

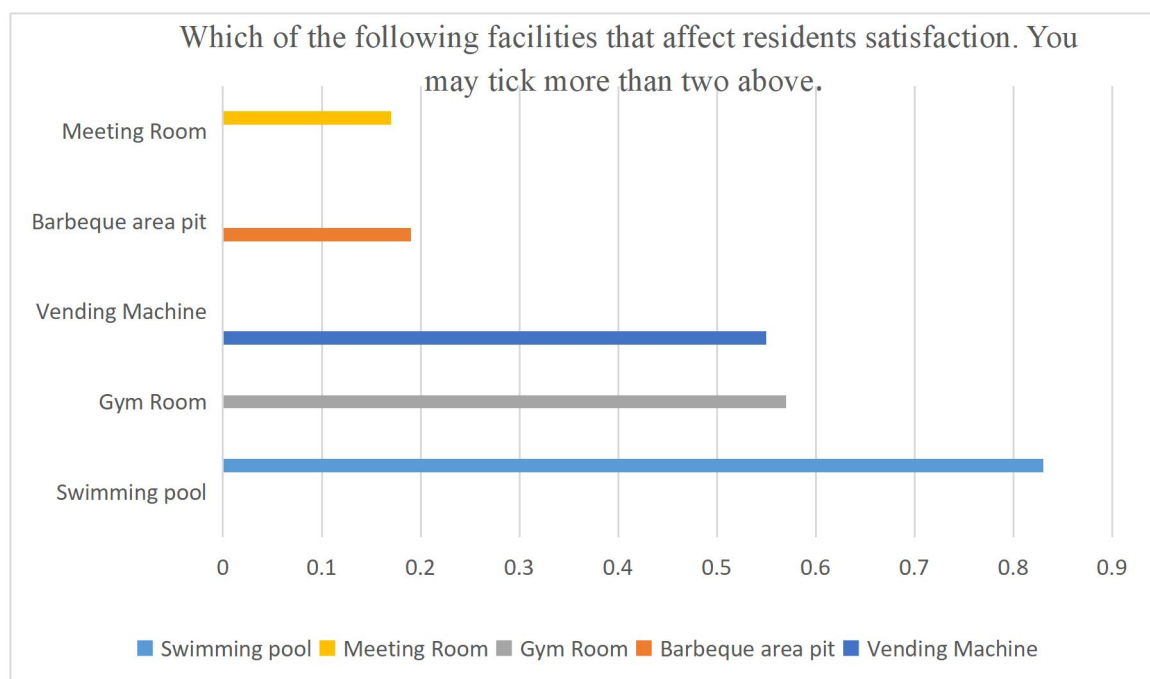


Table 4.10: Bar chat showing the percentage of facilities affecting resident satisfaction.

The bar chart displayed in Table 4.10 indicates the percentage of facilities in condominiums that have an impact on resident satisfaction. This section allows respondents to select more than two facilities that contribute to their satisfaction. According to the results, the facility that has the highest impact on residents' satisfaction is the swimming pool, selected by 87% of respondents. The gym room follows with 57% of respondents, while a vending machine was chosen by 55% of respondents. The barbeque area pit was selected by 19% of respondents, and lastly, the meeting room had the lowest impact, with 17% of respondents selecting it.

## Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long

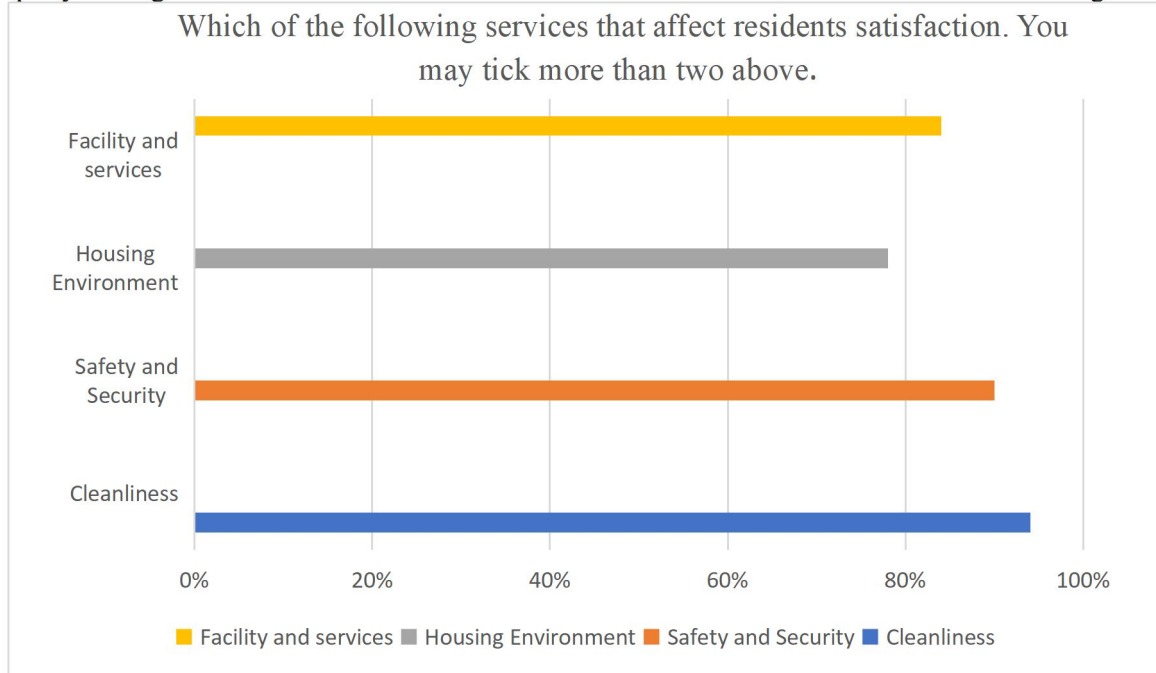


Table 4.11: Bar chat showing the percentage of services that affect resident satisfaction.

The bar chart displayed in Table 4.11 illustrates the percentage of services in condominiums that have an impact on resident satisfaction. Respondents were allowed to select more than two services that contribute to their satisfaction. According to the results, the service that has the highest impact on residents' satisfaction is cleanliness, selected by 94% of respondents. Safety and security follow closely with 90% of respondents, while facility and services were chosen by 84% of respondents. Lastly, the housing environment had an impact on 78% of the respondents' satisfaction.

### 4.3 Relative Importance Index

Table 4.12: Summary of RII.

Factor 1: Cleanliness	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	RII	Rank
1. I am satisfied with the cleanliness of the facility (Swimming pool).	0	2	7	78	13	4.02	0.8040	4
2. I am satisfied with waste management (rubbish collection).	0	2	12	36	50	4.34	0.8680	1
3. I am satisfied with the cleanliness of the lift.	0	0	8	71	21	4.13	0.8260	3
4. I am satisfied with the cleanliness of the corridor.	0	0	10	62	28	4.18	0.8360	2
<b>Factor 2: Facility and services</b>							<b>RII</b>	<b>Rank</b>
1. I am satisfied with the functional lift.	0	0	16	66	18	4.02	0.8040	3
2. I am satisfied with the good access to facilities (Electricity and water).	0	2	10	69	19	4.05	0.8100	1



Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long

3. I am satisfied with the response and act of the management.	0	2	29	51	18	3.85	0.7700	4
4. I am satisfied with the open drains.	0	0	9	69	22	4.13	0.8080	2
<b>Factor 3: Housing environment</b>							<b>RII</b>	<b>Rank</b>
1. I am satisfied with the facilities located nearby.	0	0	12	72	16	4.04	0.8080	3
2. I am satisfied with the green space in the condominium (landscaping).	0	0	8	68	24	4.16	0.8320	1
3. I am satisfied with the pollution control around the condominium (noise problem).	0	1	25	61	13	3.86	0.7720	4
4. I am satisfied with the provision of adequate facilities.	0	1	11	67	21	4.08	0.8160	2
<b>Factor 4: Safety and security</b>							<b>RII</b>	<b>Rank</b>
1. I am satisfied that the guard house operates 24 hours.	0	0	12	69	19	4.07	0.8140	2
2. I am satisfied that the maintenance of facilities.	0	0	14	64	22	4.08	0.8160	1

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long

3. I am satisfied that the guards check before allowing visitors to enter the property.	0	0	14	73	13	3.99	0.7980	3
4. I am satisfied with the brightness during the night time around the condominium.	0	1	26	54	19	3.91	0.7820	4

ing to the table above, the factor that has the highest average RII is factor 1: cleanliness, followed by factor 3: housing environment, factor 4: safety and security, and lastly is factor 2: facility and services. Based on the relative importance index computed above, we can rank the four factors as follow:

Table 4.13: Ranking of Factor.

<b>Factor</b>	<b>Average RII</b>	<b>Rank</b>
Cleanliness	0.8335	1
Housing Environment	0.8070	2
Safety and Security	0.8025	3
Facility and Services	0.7980	4

With this, we can conclude that the cleanliness factor plays the most important role in the impact of property management services' effects on residents' satisfaction with condominiums. Following that is the factor of housing environment is the second important factor that management services effects on residents' satisfaction with condominiums. Safety and security which is the third. Lastly, the facility and services factor are the least essential factor among the four.

## **4.4 Conclusion**

In conclusion, this chapter presents the demographic profile of the respondents and the distribution of their responses regarding the impact of property management services on their satisfaction with their condominiums. The majority of the respondents are male, aged 21-25 years old, Chinese, single, unemployed, and tenants who have lived in their condominiums for 1-5 years. Forest Green is the most common condominium name where the respondents reside. The findings suggest that cleanliness is the most critical factor affecting residents' satisfaction with condominiums, followed by housing environment, safety and security, and lastly facility and services. The results of this study can provide valuable insights for property managers and developers to prioritize and improve their property management services to increase residents' satisfaction with their condominiums.

In chapter five of this study, the results of the analysis will be discussed in detail, providing a comprehensive understanding of the findings. The chapter will offer an in-depth explanation of the methodology used to conduct the analysis and the rationale behind it. Additionally, the chapter will present the results in a clear and concise manner, highlighting the key factors that were identified as having the most significant impact on residents' satisfaction. These results will provide valuable insights for property managers and decision-makers in the industry, enabling them to make informed decisions that can enhance the quality of property management services and improve resident satisfaction. Overall, the analysis conducted using quantitative analysis and RII methods was crucial in gaining a deeper understanding of the research question and developing strategies to improve property management services in condominiums.

## **CHAPTER 5: DISCUSSION, CONSLUDION AND IMPLICATIONS**

### **5.0 Introduction**

Chapter five of this research study will offer a detailed analysis and interpretation of the findings obtained through the research. The chapter will begin by presenting the primary findings of the study, including the key factors that impact residents' satisfaction with property management services in condominiums. These findings will be discussed in light of the existing literature, highlighting their significance and implications for the property management. Furthermore, the chapter will also address the limitations of the study, acknowledging any factors that may have affected the validity or generalizability of the results. This discussion will provide valuable insights for future research in this area.

In addition to this, the chapter will also provide recommendations for property managers and decision-makers in condominiums. These recommendations will be based on the study's findings and will offer practical solutions for improving property management services and enhancing resident satisfaction. Finally, the chapter will conclude with a summary of the key findings, limitations, and recommendations presented in the study. This conclusion will provide a comprehensive overview of the research, highlighting its contributions to the existing literature and identifying areas for further investigation. Overall, the findings and interpretations presented in chapter five will be essential in developing effective strategies for improving property management services and enhancing resident satisfaction in condominiums.

## **5.1 Summary of Statistical Analyses**

### **5.1.1 Descriptive Analysis for Demographic Profile**

The result of collected data on the demographic profile of the respondents shows that 63% of the total respondents were male and 37% were female. The age of the respondents was categorized into five groups. The majority of the respondents (79%) belonged to the 21-25 age group, followed by 17% in the 26-30 age group. The 31-35 and 36-year age groups had a relatively lower percentage (2% each), while the age group of 36 years and above had the lowest percentage of 0%. The respondents were also categorized based on their ethnic group, with 85% of them belonging to the Chinese group, 10% to the Malay group, and only 5% to the Indian group. The marital status of the respondents was divided into three categories, with 92% being single, 8% being married, and 5% being widowed. Based on the occupation group, 83% of the respondents were unemployed, 13% were self-employed, and none of them belonged to the private sector. The respondents were further classified based on their living arrangements, with 88% being tenants and 12% being home-owners. The duration of the respondents' stay was categorized into five groups, with 81% of the respondents having stayed for 1-5 years, 13% for 6-10 years, less than 5% for less than a year, and only 1% for 11-15 years. None of the respondents had stayed for more than 16 years. The educational qualifications of the respondents were divided into four groups: SPM, Diploma/STPM, Degree, and Master/Ph.D. The majority of the respondents (81%) held qualifications of 1-5 years of study, followed by 13% who held qualifications of 6-10 years of study. In terms of the name of the condominium where the respondents lived, Forest Green was the most common (39%), followed by Cypress (24%), Flora Green (19%), Lavender (15%), and Scotpine (3%).

## 5.2 Discussion

This study uses content analysis to identify the main factor in property management services affecting resident satisfaction. Uses the relative importance index to evaluate the most main factor in property management services that bring affect resident satisfaction.

<b>Factor</b>	<b>Element</b>	<b>Authors (Years)</b>
1	Cleanliness	Riratanaphong C. (2019)
2	Housing Environment	Sholehah U. M. N. et al (2020) Gruber K. J. & Shelton G. G. (1987)
3	Safety and Security	(Pimchan K. & Darawong C., 2022) Pimchan K. et al (2021) Sholehah U. M. N. et al (2020)
4	Facility and Services	Riratanaphong, C. and Limjaroensuk, S. (2020) Sia, M.K., Yew, V.W.C., Lim, Z.Y. and Dongqing, Y. (2018) Sholehah U. M. N. et al (2020)

*Table 5.1: Previous Literature Review Using Content Analysis*

This research aims to rank the aspects of property management services that effect residents' satisfaction with condominiums in Sungai Long. The four factors will be ranked based on the relative importance index calculated for the study.

<b>Factor</b>	<b>Average RII</b>	<b>Rank</b>
Cleanliness	0.8335	1
Housing Environment	0.8070	2
Safety and Security	0.8025	3
Facility and Services	0.7980	4
Overall RII	0.8102	

*Table 5.2 Ranking of Factor*

Based on the results of the ranking using the relative importance index, it can be interpreted that the majority of the respondents consider cleanliness as the most crucial factor that affects their satisfaction with property management services in condominiums located in Sungai Long. This finding implies the cleanliness of common areas such as corridors, elevators, waste management as well as facility (swimming pools) is vital for residents to feel satisfied with their living environment.

The second factor that was ranked high in importance by the respondents is the housing environment, which includes factors such as the facilities located nearby, landscaping, pollution control around the condominium and provision of adequate facilities. This finding suggests that the physical appearance and condition of the condominium and its surroundings play a significant role in determining residents' overall satisfaction.

Safety and security were ranked as the third most important factor by the respondents. This implies that residents place a high value on feeling safe and secure in their living environment, which includes measures such as the guard house operating 24 hours, guards checking before allowing visitors to enter the property and the brightness around the condominium during the nighttime.

Finally, the facilities and services factor was ranked last in the ranking. This finding suggests that while residents do consider amenities and services provided by the property management to be important, they are not as crucial as other factors such as cleanliness,

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long housing environment, and safety and security. The results of the ranking provide valuable insights into the relative importance of different aspects of property management services in determining residents' satisfaction with condominiums in Sungai Long. These findings can help property management companies prioritize their efforts and allocate resources more effectively to improve resident satisfaction.

### **5.3 Implication of the Study**

The implication of this study holds significant implications for property managers, building commissioners, joint management bodies (JMBs), and management corporations (MCs) alike. Firstly, property managers can leverage the insights gathered from the study to identify the most valued aspects of the property by residents. This knowledge can then be used to improve the allocation of resources and boost performance, leading to higher levels of resident satisfaction.

Moreover, the building commissioner can play a critical role in shaping the standards of property management by imposing guidelines for JMBs and MCs to follow. These guidelines can encompass a range of by-laws relating to cleanliness, safety and security, housing environment, as well as facilities and services. By enforcing these guidelines, the building commissioner can help to create a conducive living environment for residents, ensuring that their needs and preferences are met.

For JMBs and MCs, this study serves as a powerful reminder of the importance of quality property management. JMBs must select property management teams that are capable of delivering the highest levels of satisfaction to residents, as this is essential to maintaining a harmonious and sustainable living environment. The study also highlights the need for improved communication and cooperation between management teams and residents. By establishing an open dialogue with residents and seeking their feedback and suggestions, JMBs and MCs can gain valuable insights into their needs and expectations and tailor their services and facilities accordingly.

Thus, the implications of this study are far-reaching and multifaceted. By understanding the key drivers of resident satisfaction, property managers, building commissioners, JMBs,



Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long and MCs can work together to create a vibrant and sustainable living environment that meets the needs and preferences of all stakeholders. This, in turn, can lead to higher levels of resident satisfaction, improved resource allocation and performance, and stronger relationships between management teams and residents.

#### **5.4 Limitation of the study**

The main limitation of this study is accessibility and sampling size. One of the major limitations encountered during this study was related to accessibility issues. Specifically, gaining entry into the property management office in the Sungai Long condominium was not an easy task. In fact, some of the condominiums outright denied access to individuals who were not residents. This posed a significant challenge in terms of obtaining relevant data and information from the property management office.

The second limitation of this study is the sampling size, as the target population was confined to the Sungai Long area only. Consequently, the generalizability of the findings to other areas may be limited. Moreover, the research was conducted exclusively within the Sungai Long area, which could limit the study's scope in identifying and analyzing the broader trends and patterns in property management services' effects on residents' satisfaction with condominiums.

#### **5.5 Recommendation for Future Research**

In order to enhance future research on this topic, several suggestions made. Firstly, future researchers may enlarge the sampling size and not be limited to the Sungai Long area only. Qualtrics (2022) states that larger sample sizes lead to more accurate and reliable research results by reducing errors and biases, providing greater precision in estimating population parameters and enhancing statistical power. Not only that, but future researchers can also be obtaining relevant data and information in different areas and enlarge it. Therefore, researchers should use appropriate sample sizes to ensure the validity and quality of their findings. For example, can enlarge to the Kuala Lumpur area or Mahkota Cheras area which makes the study not limited to the Sungai Long area only.

## **5.6 Conclusion**

To sum up for this study, the four factors which are cleanliness, safety and security, housing environment and facilities and services are ranked to evaluate to most factors and to identify the most factor that effect on resident satisfaction. This study has achieved the objective, which is to identify and to evaluate the most main factor that will effect resident satisfaction with the condominium. To achieve the first objective is to use content analysis to identify factors in property management services that will affect residents' satisfaction. To achieve the second objective is to use the relative importance index (RII) to evaluate the most main factor in property management services that bring affect residents' satisfaction. This research also includes a discussion of its limitations and recommendations for future studies.

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## **Appendices**

### **Appendix A: Survey Questionnaire**

#### **Property Management Services' Effects on Resident's Satisfaction with Condominium in Sungai Long**

Dear Respondents,

Wishing you a wonderful day. I am Chai Ten Yee, a final year student pursuing Bachelor's Degree of Building and Property Management (Hons) in Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a research project with the topic of "Property management services' effects on residents' satisfaction with condominiums".

I would like and welcome you to participate in this survey by providing complete, truthful answers to all the questions since you are the only person who can clearly explain the factors of property management services that will have an impact on tenant satisfaction. Your cooperation is very important to me. Your time commitment to completing the survey will be around 5 minutes. Data will be kept totally private and confidential and used just for my study. I truly appreciate your time and cooperation in participating in this discussion.

There are three sections in this questionnaire, which are

Section A: Demographic of respondent

Section B: Facilities and Services provided that affect resident's satisfaction.

Section C: Main Factors Influence resident's satisfaction with property management.

Please do not hesitate to contact Chai Ten Yee at tylerchai1998@lutar.my or +60 10- 8237170 if you have any questions about the research.

**Instruction: Please tick (/) the answer**

**Section A: Background Respondents.**

**1. Gender**

Male

Female

**2. Age**

20 years old

21 to 25 years old

26 to 30 years old

31 to 35 years old

36 above

**3. Ethnic**

Chinese

Malay

Indian

Others:

**4. Marital status**

Single

Married

Widow

**5. Occupation**

Unemployed

Self-employment

Government Sector

Private Sector

Others:

**6. Home Ownership**

Tenant

House Owner

**7. Duration of stay**

< 1 year

1-5 years

6-10 years

11-15 years

16 years above



**8. Education**

- SPM
- Diploma/ STPM
- Degree
- Master/ PhD

**9. Name of condominium**

- Forest Green
- Flora Green
- Lavender
- Cypress

Other: \_\_\_\_\_

**To answer sections B, please tick in the boxes.**

**Section B: Facilities and services provided that affect resident's satisfaction.**

tick 1. Which of the following facilities that affect your satisfaction. You may more than two above.


- Swimming pool
- Gym room
- Vending machine
- Barbeque area pit
- Meeting room

2. Which of the services that affect your satisfaction. You may tick more than two above.

- Cleanliness
- Safety and security
- Housing environment
- Facility and services

**Section C: Main Factor Influence Residents' satisfaction with property management.**

**Please circle (o) the answer**

Criteria	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
					
<b>Factor 1: Cleanliness</b>					
1. I am satisfied with the cleanliness of the facility (Swimming pool).	1	2	3	4	5
2. I am satisfied with waste management (rubbish collection).	1	2	3	4	5
3. I am satisfied with the cleanliness of the lift.	1	2	3	4	5
4. I am satisfied with the cleanliness of the corridor.	1	2	3	4	5
<b>Factor 2: Facility and services</b>					
1. I am satisfied with the functional lift.	1	2	3	4	5
2. I am satisfied with the good access	1	2	3	4	5

Property Management Services' Effects on Resident's Satisfaction with Condominiums in Sungai Long

to facilities (electricity and water).					
3. I am satisfied with the response and act of the management.	1	2	3	4	5
4. I am satisfied with the open drains.	1	2	3	4	5
<b>Factor 3: Housing environment</b>					
1. I am satisfied with the facilities located nearby.	1	2	3	4	5
2. I am satisfied with the green space in the condominium (landscaping).	1	2	3	4	5
3. I am satisfied with the pollution around the condominium (noise problem).	1	2	3	4	5
4. I am satisfied with the provision of adequate facilities.	1	2	3	4	5
<b>Factor 4: Safety and security</b>					
1. I am satisfied that the guard house operates 24 hours.	1	2	3	4	5
2. I am satisfied that the maintenance of facilities.	1	2	3	4	5
3. I am satisfied that the guards check before allowing visitors to enter the property.	1	2	3	4	5
4. I am satisfied with the brightness during the nighttime.	1	2	3	4	5

