



**THE FACTORS INFLUENCING THE SATISFACTION
LEVEL OF THE COMMUNITIES RESIDING IN GATED
HOUSING SCHEMES IN KLANG VALLEY**

BY

ZAINAB BINTI ABDUL LATIFF

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International Islamic University Malaysia**

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ABSTRACT

This study aims to evaluate the factors influencing the satisfaction level of the community residing in gated housing schemes in Klang Valley. The measuring variables are 1) security, 2) privacy, 3) lifestyle, 4) location, 5) investment and 6) demographic background. This study was conducted in thirteen different gated housing schemes through convenience random sampling of 170 heads of households staying in Klang Valley via a questionnaire survey which consists of multiple choice questions and a 5-point likert scale. Two main hypotheses were tested using Pearson Correlation, Independent sample t-test, ANOVA and Chi square tests. The study revealed four important findings: 1) only 'number of household' influences the satisfaction level of living in gated housing schemes 2) privacy is the leading factor influencing house buyers 3) the management board has no effect on satisfaction level 4) those staying in gated housing schemes socialise moderately. Overall, it shows that the study areas conform to the definition of gated housing schemes formulated by the Federal Town and Country Planning Department (2010). Therefore, in order to enhance social interaction among gated housing schemes, existing developments with neighbourhood unit features need to consistently produce face-to-face social conditions through the provision of multipurpose hall, musolla, playground and the likes. Next, local authorities, developers and residents' association can take advantage of the multi-ethnic and cultural scenario of the gated housing schemes by organising resourceful activities such as 'eyes on the street' and neighbourhood watch programs which would indirectly improve the security of the neighbourhood. Lastly, organising residents' association meeting once a month is very important to the residents since they work long hours thus, explain why they emphasise more on spending their leisure time with their family whenever they are free, rather than building relationship with neighbours.

ملخص البحث

هذا البحث يهدف إلى اختبار عناصر الأساسية المتحكمة تجاه مستويات ارتياح المجتمع الذين يقطنون في تجمعات السكنية المغلقة (gated housing schemes) المتواجدة في وادي كلنج (Klang Valley). يتم القياس مستويات ارتياح الساكنين من خلال معايير المتغيرات التالية (1) الأمان (2) الخصوصية (3) طريقة ممارسة الحياة (4) الموقع (5) الاستثمار (6) خلفيات المجتمع. لقد أجريت هذه الدراسة على ثلاثة عشر موقعا من التجمعات السكنية المغلقة بواسطة البحث عن العناصر المشتركة بين 170 عينة متكونة من أرباب المنزل الذين يقطنون في وادي كلنج (Klang Valley) ويتم ذلك من خلال توزيع الاستبانة المتعلقة بالدراسة وفحصها. وتحتوي الاستبانة على أسئلة ذات إجابات الاختيارية كما تضم أسئلة قياسية ذات معايير الخمسة (5-point likert scale) للكشف عن انطباعات المفحوصين. كما يتم فحص الافتراضات من خلال اختبار معامل الارتباط برسن (Pearson Correlation) واختبار العينات المستقلة (Independent sample t-test) وكذلك اختبار انوفا (ANOVA) واختبار مربع كاي. (Chi square test) ونتجت عن هذه الاختبارات أربعة من الاستكشافات الرئيسية وهي (1) هناك نسبة محدودة من أرباب المنازل يتحصلون على درجة مقبولة من الارتياح تجاه العيش في تجمعات السكنية المغلقة (2) امتلاك الخصوصية من أبرز الدوافع تحث على شراء مسكن في تجمعات السكنية المغلقة (3) دور اللجان التنفيذية المسؤولة للتجمعات السكنية المغلقة ليس له تأثير في عوامل ارتياح سكان المنطقة (4) المقيمون في تجمعات السكنية المغلقة يتفاعلون مع المجتمع بشكل معتدل. وجميع مواقع الدراسة تكون مستوفية الشروط التي سبقت تحديدها من قبل اللجنة المحلية لتخطيط الدن والقرى (2010). من أجل تحسين التفاعل الاجتماعي للسكان بتجمعات السكنية المغلقة لقد أجرت اللجان المسؤولة اللقاءات المباشرة للمواطنين مستعينا بالقاعات، المساجد، الحدائق وغيرها. وكذلك يتم تنفيذ النشاطات الاجتماعية كحراسة الشوارع من قبل المتطوعين التي تضم كل جنسيات وطبقات المواطنين سواء كانت من أعضاء السلطة المحلية أو اللجنة التنفيذية أو نقابة المواطنين مما أدى إلى تحسين عناصر السلامة والأمان في المنطقة. أخيرا لقد نظمت لقاءات واجتماعات بين أعضاء نقابة المواطنين مرة واحدة في الشهر على حد الأدنى وهي مناسبة مهمة للمواطنين ولا سيما المشغولين بعبء الشغل حيث يفضلون إضاءة أوقات فراغهم مع الأسرة بدلا من مقابلة الجيران وتكوين الصلة معهم.

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 Master of Science (Built Environment).

.....
Mansor bin Ibrahim
Supervisor

I certify that I have 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 Master of Science (Built Environment).

.....
Mariana binti Mohamed Osman
Internal examiner

This thesis was submitted to the Department of Urban and Regional Planning and is accepted as a fulfilment of the requirement for the Master of Science (Built Environment).

.....
Mariana binti Mohamed Osman
Head,
Department of Urban and
Regional Planning,
Kulliyyah of Architecture and
Environmental Design

This thesis was submitted to the Kulliyyah of Architecture and Environmental Design and is accepted as a fulfilment of the requirement for the Master of Science (Built Environment).

.....
Khairuddin Abdul Rashid
Dean,
Kulliyyah of Architecture and
Environmental Design

DECLARATION

I hereby declare that this thesis is the result of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This thesis is dedicated to:

My beloved parents

Abdul Latiff bin Mohd Ibrahim and Zainon bt Ibrahim

I thank Allah (subhanahu wa ta'ala) for giving me wonderful parents who first taught me the importance of iman and ilm, with their constant love, affection and compassion, and guidance throughout my life.

My beloved husband

Muhammad bin Hashimee

A huge thanks and love for their endless love, understanding and patient. It is really mean for me. May Allah bless our family my dear

My beloved brothers and sisters

Aishah bt Abdul Latiff and family

Abdul Aziz bin Abdul Latiff

Sharifah Noor bt Abdul Latiff

for their endless support and understanding

'May Allah (subhanahu wa ta'ala) bless and reward them with His Jannah'

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CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

Gated community are defined as groups of residents or people who live in a landed property such as bungalow, semi detached and terrace with strata title and consistent with the provisions of section 6 (1A) of the Strata Titles Act 1985 (Act 318) (Town and Country Planning Department, 2010). Blakely and Snyder (1997) gave a more precise description on gated communities as developments on private roads closed to public traffic by a gate across the primary access. The developments may be surrounded by fences, walls or other natural barriers that further limit public access. In lay men terms, it is referred to a closed housing scheme with perimeter fencing or wall surrounding it with limited and controlled access provided with common property.

Nevertheless, there are many similarities and differences between gated community in developed countries and those in developing countries. As time and the public policy change, the role of gates had also changed. The form of gated housing schemes in Southeast Asia may be copied from those in the United States, but the purpose is different. In contrast to the United States, where Blakely and Snyder (1997) differentiate between lifestyle, prestige and security zone communities, most gated community in Southeast Asia are a combination of the three types although security remains important (Leisch, 2002). The evolution of the gated community in Malaysia is highly influenced by experiences of other countries.

Resulting from the socio-economic and cultural background, safety always seems to be the vital element in all housing developments due to the increasing crime rate especially in urban areas. Therefore, in Malaysia, gated community have been given the most attention by most house buyers as to fulfil their needs, tastes and preferences. It is proven that other than security reason, more young adults have become the serious buyers choose gated community due to the reputation of the developer, pleasant environment, recreational amenities availability, branding and quality finishes which includes sophisticated kitchen appliances and IT facilities like wireless facilities and fibre optics (Chuan et al., 2011).

With respect to various intentions of people buying a home in a gated community, the satisfaction level may deviate according to different expectations and preferences. As in Maslow, 1943's hierarchy of needs, satisfaction is closely associated with physiological needs which, must be fulfilled as a fundamental necessary for human survival. Owning a house marks the highest satisfaction level living in a housing area. It is an added value if the particular housing area has all the facilities, amenities in proximity with friendly neighbours that encourage the satisfaction level (Varady, D.P. and Preiser, W.F.E., 1998).

PROBLEM STATEMENT

Gated community no longer offer a complete security to the residents since crime is also being reported in these areas. As reported by Tan (2013) where a few house break-ins happened in gated community in Damansara Lagenda in Petaling Jaya, Kota Damansara, Damansara Heights and Miri, Sarawak. This is supported by a study which found no significant differences between perceived safety and actual crime rates between gated and non-gated areas, in both high income neighbourhoods and

public housing projects in California (Wilson Doenges, 2000) and North America between gated and non-gated neighbourhoods in the same area (Blakely and Snyder, 1998).

Certainly, the loss is not a small amount glaring weaknesses of the exclusive gated community lifestyle. The emergences of gated community also restrict and hinder people moving in and out the housing area thus making it difficult for police, ambulance, and fire brigade and other in the event of emergencies such as fire, break-ins and accidents which can be dangerous to the people inside. Also, with these physical walls, gated housing schemes reinforce the split of communities. Meanwhile, the guards are foreign nationals and their legal status is in doubt hence the possibility of insider jobs greatly increases besides, the guards can monitor the inhabitants and know the times when their homes are vacant.

Another common implication of gated community is social exclusion. Gated communities have been argued to cause less interaction among the residence. Another concern is that it reflects income or status gap among these residents with others. In Malaysia, for instance, the most common idea about gated community is that the restriction of access creates segregation among people (Nour Arabi, 2009). It is also common that gated and guarded communities are usually resided by people with higher income.

Furthermore, it is believed that gated community defines a huge gap in income and status whether the within or the adjacent neighbourhoods. Social exclusion is the result of some people who believe that the role of status is very important thus motivating them to live in gated housing schemes. They consider that the housing area would create a socially and physically sound environment to guarantee the economic and social status that they are looking for. The desire to have a prestige lifestyle by

living in gated housing schemes has directed the developments towards the exclusion of the society (Albers, 2001).

Therefore, gated house purchasers' rights have been violated where the attainment of satisfaction level has decreased showing security is not the key element anymore towards achieving highest physiological needs of every human being. High walls that were supposed to provide a secured environment to the residents also meant that the robbers were assured that they could carry out their job securely (Tan, 2011). Therefore, this study explores whether security is still the key factor towards achieving highest satisfaction level living in a gated community compared to other factors such as prestige, lifestyle, location, and investment.

Therefore, this research addresses some of the fundamental questions which are as follows:

1. What is the type of demographic background of those living in gated housing schemes?
2. Are there differences in satisfaction level of living in gated housing schemes between people that belong to different ethnic groups, gender, marital statuses, occupation, age, education level, household monthly income and number of household (demographic background)?
3. Which influencing factor marks the highest satisfaction level of living in gated housing schemes?

GOAL OF THE STUDY

To evaluate the influencing factors and satisfaction level of living in gated housing schemes, in Klang Valley.

OBJECTIVES OF THE STUDY

The aim of the study is to evaluate the influencing factors and satisfaction level of home buyers living in gated housing schemes, in Klang Valley. As for the purpose of operationalisation, the study aims at achieving the following objectives:

1. To explore various concepts related to gated housing schemes and satisfaction level.
2. To identify the structure of demographic background of those living in gated housing schemes.
3. To assess the influencing factors in buying a home in gated housing schemes and the differences in satisfaction levels living in gated housing schemes between people belong to different demographic background.
4. To make suggestions and recommendations for gated housing schemes development, so as to enhance satisfaction level of home buyers living in gated housing schemes in Klang Valley.

Based on the study objectives, the research model of the study is designed as follows:

Independent variables (IV)

Dependent variables (DV)

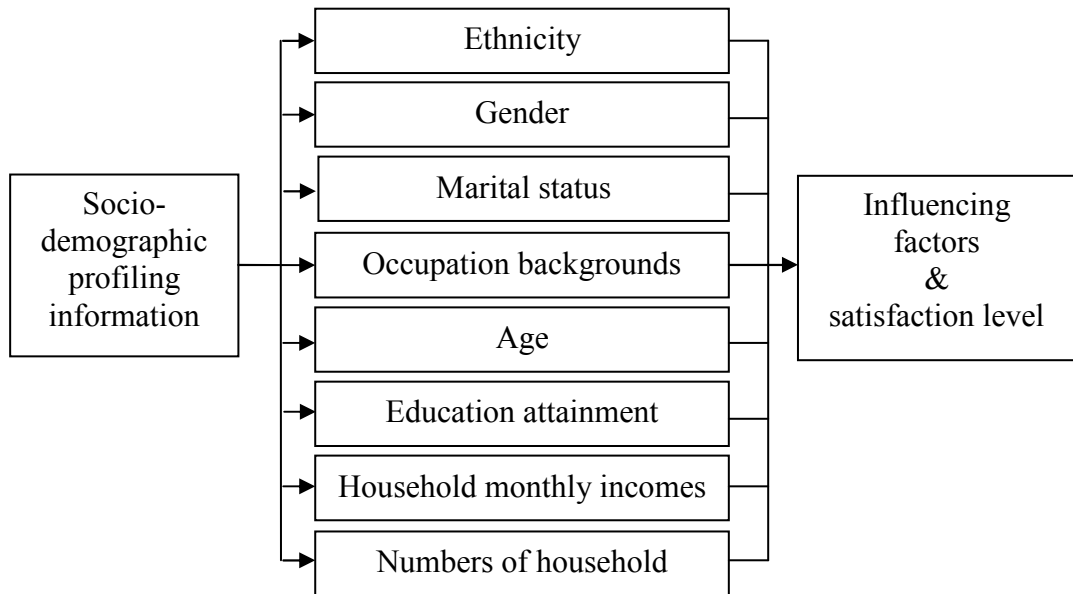


Figure 1.1 Independent and dependent variables extracted for the study

RESEARCH HYPOTHESES

In order to understand the satisfaction level and influencing factors of gated home buyers that had been drawn from the literature review, two main hypotheses are postulated as follows:

H₀: There is no significant difference in the mean satisfaction level living in gated housing schemes between different demographic backgrounds.

H₁: There is a significant difference in the mean satisfaction level living in gated housing schemes between different demographic backgrounds.

H₀: There is a statistically significant correlation between influencing factors in buying a house in a gated housing schemes and satisfaction level.

H₂: There is a statistically significant correlation between influencing factors in buying a house in a gated housing schemes and satisfaction level.

For research hypothesis H₁, eight sub-hypotheses are proposed accordingly to each demographic background of the surveyed respondents. They are formulated as follows:

H₀: There is no significant difference in the mean satisfaction level and ethnicity.

H_{1.1}: There is a significant difference in the mean satisfaction level and ethnicity.

H₀: There is no significant difference in the mean satisfaction level and gender.

H_{1.2}: There is a significant difference in the mean satisfaction level and gender.

H₀: There is no significant difference in the mean satisfaction level and marital status.

H_{1.3}: There is a significant difference in the mean satisfaction level and marital status.

H₀: There is no significant difference in the mean satisfaction level and occupation backgrounds.

H_{1.4}: There is a significant difference in the mean satisfaction level and occupation backgrounds.

H₀: There is no significant difference in the mean satisfaction level and age.

H_{1.5}: There is a significant difference in the mean satisfaction level and age.

H₀: There is no significant difference in the mean satisfaction level and education attainment.

H_{1.6}: There is a significant difference in the mean satisfaction level and education attainment.