



**AN ASSESSMENT OF BABY CARE ROOM IN KUALA
LUMPUR SHOPPING MALLS ACCORDING TO
FACILITIES MANAGEMENT OVERVIEW**

BY

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ABSTRACT

Baby Care Room (BCR) is one of the facilities that is provided in the shopping mall centre to facilitate and attract the family group user to visit and spend. The primary functions of its provision is to serve as (i) baby feeding area and (ii) nappy changing area. In the highlight of this BCR facility topic, three issues have been identified which firstly (1) there is no specific guideline has been established in Malaysia on how to develop BCR in the commercial area. Secondly (2), lack input not been taken out from the Facilities Manager (FM) to be included at the beginning stage of any project design which will give effects to functionality and services of the building maintenance work after post construction. Thirdly (3), there is no studies and research have been done yet in understanding the BCR's user (consumer) behaviour in our Malaysia environment and culture. In this regards, to bridge the gap on the issues that have been identified, there are three research objectives have been formulated which are; (1) to identify and examine what are the facilities that have been provided inside the BCR, (2) to assess BCR's facilities condition after post construction in term of its functionality and services and (3) to understand and analyse what are Malaysian BCR's user behaviour and main activities that have been done in the case study area. The case study area was at Shopping Malls in Kuala Lumpur and the methods of data collection that have been used are; (1) facilities audit, (2) facilities condition assessment and (3) observation on user activity and behaviour. The findings for this research is that most of the BCRs had provided essential supporting facilities to the parent in supporting the BCRs activities. However, there are many mistakes in locating the supporting facilities inside the BCR as it made the facilities provided less function and led to having maintenance work service issues in the future. Furthermore, the different space planning and zoning inside the BCRs also affect the BCRs user behaviour as we know that Malaysian is a multiracial citizen who has a different type of self-cleaning method according to the culture and religion. Therefore, to minimize the BCR's issues that have identified in this research, it is recommended that the future study to be includes what are the opinion of shopping malls owner regarding to the BCR provision in their premises, what are challenges that is being facing by the FM in maintaining the BCR area, what are the basic guidelines that has been used by the architect in designing the BCR Malaysia and to understanding the needs of parents in BCR premises.

خلاصة البحث

غرفة رعاية الطفل (BCR) هي واحدة من المرافق التي يتم توفيرها في مركز التسوق لتسهيل وجذب مستخدم مجموعة العائلة لزيارة وقضاء الأوقات. الوظائف الابتدائية من توفيره هي بمثابة (1) منطقة تغذية الطفل و (ب) منطقة تغيير الحفاضات. في تسليط الضوء على هذا موضوع مرفق BCR ، تم تحديد ثلاث قضايا وهي / أولاً (1) لم يتم وضع مبادئ توجيهية محددة في ماليزيا حول كيفية القيام بتطوير BCR في المجال التجاري. ثانياً (2) نقص المدخلات لم تؤخذ من إدراج مدير المرافق (FM) في المرحلة الأولى من تصميم أي مشروع مما يعطي تأثيرات على وظائف وخدمات أعمال صيانة المباني بعد مرحلة البناء. ثالثاً (3) لا توجد دراسات وأبحاث قد أجريت حتى الآن في فهم سلوك المستخدم (المستهلك) في BCR في بيئتنا والثقافة في ماليزيا. في هذا الصدد، لسد الفجوة في القضايا التي تم تحديدها، هناك ثلاثة أهداف بحث تم صياغتها؛ (1) لتحديد و فحص ما هي التسهيلات التي تم تقديمها داخل BCR ، (2) لتقييم شروط مرفق BCR بعد مرحلة ما بعد البناء من حيث وظائفها وخدماتها و (3) لفهم وتحليل سلوك المستخدم BCR الماليزي والرئيسي من الأنشطة التي تم القيام بها في مجال دراسة الحالة. كانت منطقة دراسة الحالة في مراكز التسوق في كوالالمبور وأساليب جمع البيانات المستخدمة هي؛ (1) تدقيق المرافق ، (2) تقييم شروط التسهيل و (3) المراقبة على نشاط المستخدم وسلوكه. النتائج لهذا البحث هو أن معظم BCRs كان توفير تسهيلات دعم أساسية للوالد في دعم أنشطة BCR. ومع ذلك ، هناك العديد من الأخطاء في تحديد موقع المرافق الداعمة داخل BCR كما جعل المرافق المقدمة أقل وظيفة وأدت إلى وجود أعمال الصيانة قضايا الخدمة في المستقبل. وعلاوة على ذلك ، فإن تخطيط المساحة والتقسيم داخل المناطق المختلفة كما تؤثر BCRs على سلوك مستخدم BCRs كما نعلم أن الماليزي هو مواطن متعدد الأعراق لديه نوع مختلف من طريقة التنظيف الذاتي وفقاً للثقافة والدين. لذلك ، لتقليل مشاكل BCR التي حددت في هذا البحث، فمن المستحسن أن تشمل الدراسة المستقبلية الآراء من مالكي مراكز التسوق فيما يتعلق بمخصصات BCR في مبانيهم، وما هي التحديات التي يواجهها وزير الخارجية في الحفاظ على منطق BCR ، وما هي المبادئ التوجيهية الأساسية التي تم استخدامها من قبل المهندس المعماري في تصميم BCR ماليزيا لفهم احتياجات الوالدين في مباني BCR.

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 dissertation for the degree of Master of Science (Asset and Facilities Management)

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Baby Care Room (BCR) is one of the facilities that is provided in the shopping mall centre to facilitate and attract the family group user to visit and spend. The main of its function is to serve as (i) baby feeding area and (ii) nappy changing area (Hong Kong Special Administrative Region, 2008). BCR is also namely known as parent room (Nichols, 2012), baby room, breastfeeding room, nappy room and diaper room. To some extent, no specific guideline has established as guidance in developing and designing the BCR in Malaysia. As the consequences, most of the existing BCR have a different provision of design and facilities. In addition to that, there is also no input that has been taken from the Facilities Manager during the design stage nor the construction phase. In which, the selection of the supporting facilities that have been selected for BCR might be not suitable and user-friendly for the BCR's user caring out their activities. Therefore, this research primarily will study the gap that has been not covered yet by the past research through focusing on BCR facilities assessment according to input from Facilities Management information and overview.

1.1 RESEARCH BACKGROUND

This research is a study that assesses the existing facilities of Baby Care Room (BCR) in Malaysia. The sample of the case study is within shopping malls in Kuala Lumpur, Malaysia. Apparently, there are about 54 shopping malls existed in Kuala Lumpur area. However, there are about 32 shopping malls that only provided BCR on their premises. Furthermore, this research discusses the criterias and elements that should be provided in BCR according to facilities management overview and user behaviour-activities. Then, from the criteria and elements that have been developed, the researcher will link it to the existing condition of the BCR case study through the facilities assessment method. Thus, this research aims to know the condition of the facilities in the BCR and what the issues that have been facing by the facilities manager when the BCR is operated after the post-construction.

1.2 PROBLEM STATEMENT

There are three main issues have been identified related to the provision of Baby Care Room (BCR) at the shopping mall in Malaysia. The issues and problems mainly being derived from existing condition of BCR and the past studies which discussed and explained as follow:

- 1. No specific design guideline has been established to guide the development of Baby Care Room (BCR) in shopping malls Malaysia which make each malls are having different type of supporting facilities that have been provided in their premises.**

Design guideline is a set of discretionary statements that intended to guide the development until it achieves the desired level of quality for the physical environment (Rodrigo Orduña, 2015). Generally, the design guidelines can be used as a reference to design the BCR in commercial premises which must be accessible to the public user (Hong Kong Special Administrative Region, 2008). However, in Malaysia, no specific such guideline has been established on how to develop BCR in the commercial area or so-called shopping mall centre. Thus, this issue has been confirmed by Bibi's (2012) interview session with an architect officer of Kajang's Local Authority as "Malaysia does not enforce or govern any relevant building regulations pertaining to baby rooms". As a result, most of BCR design does not comply with any rule and regulation especially in terms of its design and facilities provision as there are no any standardized policies or authoritative sanction given and written in the Malaysian UBBL 1984 (Yeong, Y.M., Raja Ahmad Azmeer, R. A. E., Yazid, M.Y., and Suhardi, 2014). Therefore, most shopping malls premises have designed their own BCR according to their initiative, budget, and awareness which make some of it does not achieve the primary purpose of having BCR in the shopping centre. Indeed, the facilities that have been provided also differ from each other.

2. Lack input and information have been taken from facilities manager's (FM) experience and idea to be included at the beginning stage of design which may effects the BCR facilities condition at post construction in terms of its functionality and services.

The roles of Facilities Manager (FM) in facilities management is to optimise the use and manage workplaces to deliver the strategic objectives of an organisation (British Institute of Facilities Management, 2017). However, according to Syahrul Nizam and Emma Marinie (2010), FM has been regarded as the poor relation in between the real estate, engineering, architecture, and construction profession as people were seen FM as old-fashioned caretaker that do cleaning, repairing and maintenance works. This claim also being supported by Mohd Nazali & Pitt (2010) as awareness on the importance of FM is not often to be discussed as the FM market in Malaysia is still lacking significant on its recognition in our industry. Indeed, research done by Moore and Finch (2004) found out that, Malaysian seems to be confused and misleading about the perception on FM as it is a part and subset of property management. Meanwhile, National Asset and Facility Management obviously stated that FM is an approach that covers the entire life-cycle of the physical assets from (1) planning to construction, (2) during the project development phase and (3) operational to disposal during the facility management phase (Mohd Nazali & Pitt, 2010). In this regard, Malaysia does not include FM's experience, idea and information at the design stage nor construction work as people do see them as building caretaker. In consequences to this matter, FM may experience several issues, and problem on BCR maintenance works after the post construction which refer to the facilities functionality and services. Thus, this matter also may affects the credibility of Facilities Manager (FM) in the eyes of the building owner and BCR user.

3. No study has been done yet in understanding the BCR's user (consumer) behaviour in developing good BCR facilities.

Baby Care Room (BCR) is a new facility that has been provided in shopping malls in Malaysia. The recent studies that have been done are only touch on (1) BCR accessibility (Nik Farhanah Nik Azhari, Hailane Salam, & Mohd Nasruddin Hasbullah, 2012) and (2) User's Perception toward BCR Design in Malaysia Shopping Center (Yeong, Y.M., Raja Ahmad Azmeer, R. A. E., Yazid, M.Y., and Suhardi, 2014). Both research mainly were analysed on the existing qualities of BCR in Malaysia and it not base on FM Overview. In addition, there is also no single study has been done on understanding the Malaysian BCR user behaviour. According to Loudon and Della Bitta (1980), consumer or user behavior can be understood as "The decision process, and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services" and Blackwell, Miniard, and Engel (2006) defined it as "activities people undertake when obtaining, consuming, and disposing of products and services". In which, the term of "services" for this research is refer to the "BCR facilities" that have been provided as the main purpose is to serve as baby feeding area and nappy changing area (Hong Kong Special Administrative Region, 2008). In addition to this matter, Malaysian mothers still breastfeeding their infants as the percentage of breastfeeding is increasing from 41% in the year 1996 (Adlina, Siti Norjinah, & Ministry of Health Malaysia, 2015) to 47.1% in the year 2016 (Rosuzeita, Che Rabiaah, Rohani, & Mohd Shukri, 2018). In this regards, the priority on the provision and function of BCR in Malaysia must be design according to the user activity preference and behaviours. In which, the study on BCR's user behaviour is still not being covered yet in Malaysia. This is the gap that we can conclude and compared to the past studies. Furthermore, the main idea of knowing the BCR user behaviour

is to understand which design priority that needs to be the focus to provide the best BCR facilities. This matter can look or interpret as either to "provide more facilities for breastfeeding area rather than nappy changing area" or "provide more facilities on nappy changing area rather than breastfeeding area" which referring to the observation on user activities and behaviour .

1.3 RESEARCH QUESTIONS

Based on the problem statements that have been discussed, the three main research questions have been developed for this research.

1. What are the existing facilities that have been provided inside the BCR for the case study area premises?
2. What are the existing conditions of BCR's facilities condition concerning its functionality and services after post construction in the case study area?
3. What are the Malaysian BCR's user main activities inside the BCR in the case study area?

1.4 RESEARCH OBJECTIVES

1. To identify and examine what are the facilities that have been provided inside the BCR in the case study area premises.
2. To assess BCR's facilities condition after post construction in term of its functionality and services.
3. To understand and analyse what are Malaysian BCR's user behaviour and main activities that have been done in the case study area.

1.5 RESEARCH SCOPE

This study aims to identify the existing condition of Baby Care Room (BCR) facilities that have been provided in the shopping mall's Malaysia. To achieve the aim, there will be facilities audit and assessment that will be held to get the information. Generally, the scope of study that will be held for this research is planned as follow:

- 1. Analyzing and examining the existing BCR's facilities that have been provided.**

This is referring to make an audit on what facilities that have been provided. Generally, different BCR in Malaysia will have different facilities. By examining the facilities, we can analyse which BCRs is the most follow the BCR requirement as it provides more facilities to the user. For example, either the BCR's premises provide nappy change zone only or nappy change zone with breastfeeding zone or more zones.

- 2. Analyzing through facility condition assessment of BCR facilities concerning its function and services.**

According to Queensland Health Australia (2017), condition assessment is referred as “a technical inspection by a competent assessor to evaluate the physical state of building elements and services and to assess the maintenance needs of the facility”. The assessment mainly can be done through site survey and audit survey, and its main idea is for determining the current condition of a facility and its components and in identifying deficiencies (Federal Facilities Council & Federal Facilities Council Standing Committee on Operations and

Maintenance, 2001). For the BCR's condition assessment, the things that going to be assess are on the types of facilities selection, the material of facilities(flooring, table, chair etc.), dimension of room, location of facilities that has been set up, how the facilities are performing and others indicator that may related to BCR function and services. Thus, by knowing the condition of the facilities, the researcher may analyse what are the strength and weakness of each facility that has been provided in the BCR premises are.

3. To understand and analyse BCR's user behaviour in the case study area.

This is referring to the two main activities that will be done by the BCR user; breastfeeding or nappy changing. The idea is to understand which activities will become dominant by Malaysian BCR user in the case study area and what are the user preferences. By understanding the BCR's user behaviour, we also will know either the facilities that have been provided is up to scale and functional to be use or not. In which, the planning of facilities inside the BCR may reflect its functionality.

1.6 SIGNIFICANCE OF RESEARCH

In general, this study benefits the researcher who is interested in ideas of planning, designing and maintaining the Baby Care Room (BCR) in Shopping Mall Malaysia. The idea and result are derived from Facilities Management overview which is the caretaker of a building that will take care of the premises after the post-construction. In addition to that, the importance output of this study can be used as guidance by the

architects, engineer, developer, and even the building owner in providing the best BCR facilities in Malaysia. Moreover, in Malaysia, there are no single documents nor guidelines that are being established legally in giving direction on how and what are the components that need to have in developing the facilities. Therefore, the significance of this research will bridge the gap from the past study on BCR Malaysia through presenting the existing situation and condition of BCR by using FM idea and assessment.

1.7 THESIS STRUCTURE

This thesis is divided into five (5) significant chapters. Chapter one is the introduction of the research topic which briefly discusses what is the research about and giving some inputs on the gaps that are not being covered yet within the research topic. Chapter two is about the literature review which is a desktop study on the research topic. This chapter primarily will gather the information on the topic either new or from the past study. The desktop study that will be covered includes what Asset Facilities Management, the role of facilities manager is, what is Baby Care Room(BCR), the facilities inside BCR, benchmark studies of BCR awards and others topic that will enlighten further in understanding the topic and background of the research. Chapter three will be discussing the methodology of research such as the technique that is used in collecting primary and secondary data. Chapter four is the chapter that will present the finding of the research and discussing further the input that the researcher get from the BCR assessment. Finally, chapter five will provide recommendation and suggestion of the topic research based on the finding and discussion of this research study.

1.8 CONCLUSION

As the conclusion, this chapter has briefly introduced the topic of the research. It comes out from the problem statement that followed by the research questions and research objectives. The next chapter will be the literature review which will discuss further on the AFM Role, BCR criteria etc. that related to topic research.