



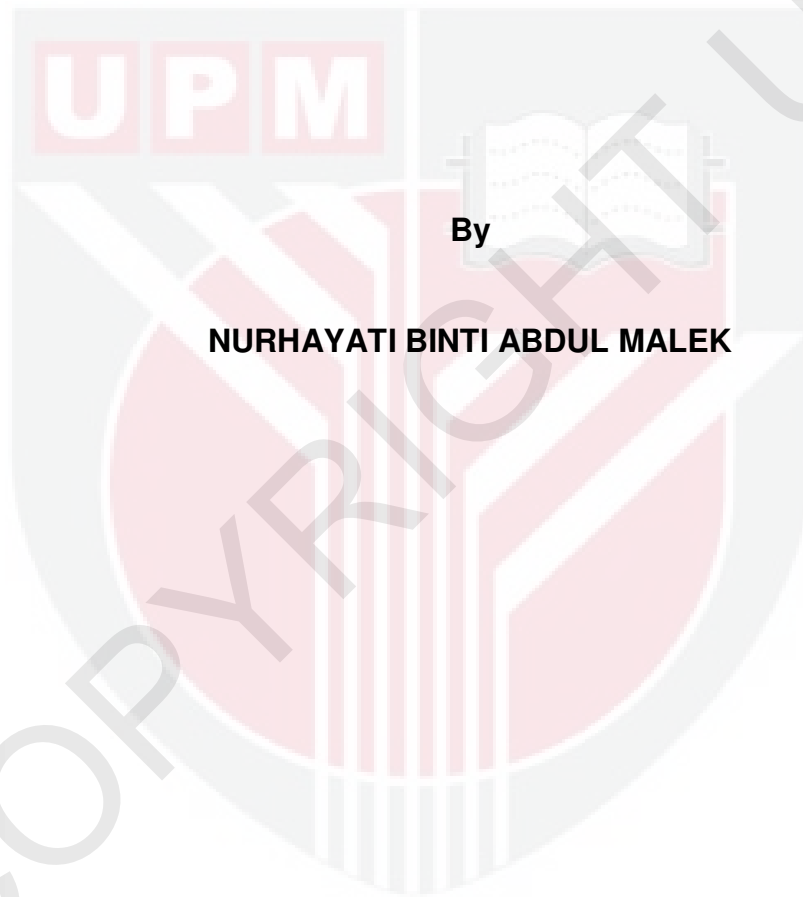
UNIVERSITI PUTRA MALAYSIA

**ASSESSMENT OF SATISFACTIONS, PREFERENCES, NEEDS AND USE
PATTERNS IN QUALITY NEIGHBOURHOOD PARK DEVELOPMENT IN
MALAYSIA**

NURHAYATI BINTI ABDUL MALEK

FH 2011 7

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NURHAYATI BINTI ABDUL MALEK

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Doctor of Philosophy

ASSESSMENT OF SATISFACTIONS, PREFERENCES, NEEDS AND USE PATTERNS IN QUALITY NEIGHBOURHOOD PARK DEVELOPMENT IN MALAYSIA

By

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September 2011

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The purpose of this study was to determine the quality aspects of neighbourhood parks among Malaysian park users'. Hence, this research explores the causal relationship between, Quality green open spaces, Use patterns, Needs, Preferences and Overall satisfaction towards achieving a Quality Neighbourhood Parks' Criteria. A survey was administered to a sample of Malaysian neighbourhood park users'. A total of 414 daily neighbourhood park user responded to the survey.

Structural equation modeling (SEM) technique was used to examine the hypothesized model of causal relationships among quality green open spaces variables, use of outdoor venues, preferences towards outdoor activities, needs in outdoor recreation as well as the overall satisfaction towards the neighbourhood green open spaces using the AMOS 18 program.

This study addresses the question of why does quality in green open spaces or Neighbourhood Parks is needed? What are the evaluation criteria to determine the quality aspect of Neighbourhood Parks?. The research argues that by integrating construct of quality green open spaces, use, preference, needs and satisfaction will help to assess better quality aspect of neighbourhood parks.

Results from the measurement model suggested that the model fit the data quite well. Results from the structural models identified several significant relationships among the latent structures. There is direct and significant relationship between use, needs and preferences aspect towards the quality of green open spaces. However, only use and needs aspect contributed to the overall satisfaction of park users with no direct effects towards quality green open spaces. Indicating insignificant relationships between satisfactions towards the quality of green open spaces.

The result of the study also indicated that there was no significant correlation between gender, ethnic group, age group, marital status, monthly income, highest education level, and occupation type towards the quality of green open spaces aspect of the study. Hence, it could be summarized that the quality of a neighbourhood park can only be achieved when use pattern, needs, preferences aspect are met. Omitting overall satisfactions as one of the factors in determining the success or quality of a neighbourhood park.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

ASSESSMENT OF SATISFACTIONS, PREFERENCES, NEEDS AND USE PATTERNS IN QUALITY NEIGHBOURHOOD PARK DEVELOPMENT IN MALAYSIA

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Tujuan utama penyelidikan ini adalah untuk mengenalpasti aspek kualiti yang diperlukan dalam membentuk sebuah taman kejiranan bagi pengguna di Malaysia. Maka, penyelidikan ini telah mengenalpasti hubungkait antara aspek-aspek seperti kualiti kawasan hijau, pola penggunaan, keperluan, keutamaan dan juga tahap kepuasan keseluruhan dalam membentuk satu kriteria penilaian tahap kualiti sesebuah taman kejiranan. Satu kajian tinjauan terhadap pengguna taman kejiranan di Malaysia telah dijalankan. Seramai 414 pengguna harian taman kejiranan telah bersetuju untuk menyertai penyelidikan ini.

Teknik '*Structural Equation Modelling (SEM)*' telah digunakan untuk menguji model hipotesis antara hubungkait faktor-faktor dalam aspek kualiti taman kejiranan itu sendiri, antaranya adalah faktor keutamaan pengguna terhadap aktiviti luar, keperluan terhadap elemen rekreasi luar dan juga faktor tahap

kepuasan keseluruhan di kawasan taman kejiranan dengan menggunakan perisian AMOS 18.

Penyelidikan ini ingin menjawab persoalan mengenai mengapa kualiti di taman kejiranan diperlukan dan apakah kaedah penilaiannya tahap kualiti sesebuah taman kejiranan. Kajian ini juga telah membincangkan bahawa dengan mengintegrasikan faktor-faktor kualiti kawasan hijau, corak penggunaan, keperluan, keutamaan dan juga tahap kepuasan keseluruhan boleh membantu meningkatkan tahap kualiti keseluruhan taman kejiranan tersebut.

Hasil penyelidikan ini telah membuktikan bahawa terdapat hubungkait yang jelas antara faktor corak penggunaan, keperluan, keutamaan dan juga tahap kepuasan keseluruhan pengguna terhadap kualiti kawasan hijau. Bagaimanapun, hanya faktor corak penggunaan dan aspek keperluan pengguna sahaja yang menghasilkan kepuasan keseluruhan para pengguna taman namun tiada hubungkait yang jelas terhadap kualiti keseluruhan kawasan hijau tersebut. Data telah menunjukkan bahawa tiada signifikasi yang kuat antara tahap kepuasan keseluruhan pengguna terhadap kawasan hijau. Maka, bolehlah diringkaskan bahawa model struktur ini telah memberikan keputusan yang agak baik.

Hasil penyelidikan ini juga telah membuktikan bahawa tiada sebarang pertalian dari segi jantina, kumpulan ethnic, peringkat umur, status perkahwinan, pendapatan bulanan, pendidikan tertinggi mahupun bidang pekerjaan dengan

aspek kualiti kawasan hijau yang telah dikaji. Penyelidikan ini juga telah membuktikan bahawa tidak terdapat sebarang pertalian antara tahap kepuasan keseluruhan pengguna dengan tahap kualiti sesebuah kawasan hijau. Maka, boleh dirumuskan bahawa kualiti sesebuah taman kejiranan hanya boleh dicapai apabila faktor corak penggunaan, keperluan, keutamaan dan juga tahap kepuasan keseluruhan pengguna telah dicapai, menyingkirkan faktor kepuasan keseluruhan pengguna sebagai penyumbang kepada kejayaan sesebuah taman kejiranan.

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