UNIVERSITI PUTRA MALAYSIA

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

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By

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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

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September 2011

Chair: **Manohar Mariapan, PhD**

Faculty: **Forestry**

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.

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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.

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Abstrak tesis yang dikemukan 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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Teknik *'Structural Equation Modelling (SEM)'* telah digunakan untuk menguji model hipothesis 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

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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

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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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I certify that an Examination Committee has met on 8th of September 2011 to conduct the final examination of Nurhayati binti Abdul Malek on her thesis entitle "Assessment of Satisfaction, Preferences, Needs and Use Patterns in Quality Neighbourhood Park Development in Malaysia" in accordance with Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

NURHAYATI BINTI ABDUL MALEK

Date: 8th December 2011

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