



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**SATISFACTION LEVEL OF CAMPUS RESIDENTS TOWARDS GREEN INITIATIVES AT
UITM PERAK BRANCH**

**Academic Project Submitted in Partial Fulfillment of the Requirements
For the award of Degree
Bachelor of Estate Management (Hons)**

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STUDENT'S DECLARATION

Title of Academic Project

SATISFACTION LEVEL OF CAMPUS RESIDENTS TOWARDS GREEN INITIATIVES AT UITM PERAK BRANCH

I hereby declare that this thesis was carried in accordance with the regulations of Universiti Teknologi MARA. This research project is the end result of my own work, and that due acknowledgement has been given in the references to all sources of information. No portion of this thesis has been submitted for any other degree or qualification of this or any other institution or non-academic institution.

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Declaration Date : 7th July 2024

SUPERVISOR'S DECLARATION

Title of Academic Project

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I hereby declare that I have read this thesis and in my point of view this thesis is sufficient in the of scope and quality for the purpose of awarding the Bachelor of Degree in Estate Management (Hons).

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ABSTRACT

The problem of climate change in Malaysia is exacerbated by the greed of irresponsible individuals and a weak legislative foundation, allowing illicit activities that harm ecosystems to persist unchecked. In response, UiTM Perak Branch has taken initiative to implement green elements within its campus to enhance campus and environmental sustainability. Therefore, this research aims to examine the successes and shortcomings that may arise from the perspective of campus residents, indirectly serving as a link and source of more effective innovation in the future. The study has three objectives: Objective 1 is to identify the green initiatives offered at UiTM Perak Branch, Objective 2 is to determine the satisfaction level of campus residents towards these green initiatives, and Objective 3 is to analyze the significant level of satisfaction among campus residents regarding these initiatives. This study employed a cross-sectional research design and a quantitative approach involving 148 randomly selected respondents who are residents of UiTM Seri Iskandar campus. The data was quantitatively analyzed using descriptive statistics including frequency distribution, percentages, and mean score analysis, as well as inferential analysis like Confirmatory Factor Analysis (CFA). The findings indicated that all 26 subfactors identified significantly contribute to the satisfaction level among campus residents regarding the green initiatives at UiTM Perak Branch. However, only 25 out of these 26 subfactors were found to be statistically significant in assessing satisfaction levels. Based on these findings, this research provides valuable insights for the government and UiTM Perak itself, suggesting the formulation of new regulations or improvements based on feedback received to foster green practices and healthier living for future generations.

Key words: *Green initiatives, Campus, UiTM Seri Iskandar, Perak, Malaysia*