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USERS' SATISFACTION LEVEL ON NURSING FACILITIES IN SHOPPING MALLS IN PENANG

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Abstract:

Today, the number of people going to shopping complex has increased. Nursing facilities is one of the many types of facilities that should be provided in shopping malls. The aim for this research is to study customers' satisfaction level towards baby care facilities provided in shopping malls in Penang. The research looks into the availability of babycare room facilities provided in shopping complex, to determine the level of customers' satisfaction when using the facilities and to suggest the ways to improve the baby care room facilities provided there. The scope of this research is focused at Queensbay Mall, Gurney Paragon Mall and First Avenue Mall. A questionnaire was used to achieve the objectives which was distributed to the users of the baby care room in the shopping malls. The data were analyzed by using SPSS software version 23. Result relating to the availability of facilities in baby care rooms indicated that all the case study buildings are designed with the baby care room facilities. The outcome from the survey indicate designed have high satisfaction on cleanliness as well as comfort and facilities category while a moderate satisfaction in the aspect of security, direction and location. In the aspect of security, direction and location for Gurney Paragon, most users showed high satisfaction while First Avenue showed a moderate satisfaction. Moreover, on suggestions to improve baby care facilities, Gurney Paragon has the highest ranking on Cleanliness, comfort, direction as well as location while First Avenue Showed security and facilities categories as the highest rank

Keywords: Customer's satisfaction; Nursing facilities; Shopping mall

1.0 INTRODUCTION

According to Sebastian and Purwanegara (2014), a shopping center is a group of retail businesses planned, developed, owned, and managed as a unit. A regional shopping center, or regional shopping mall, the largest and most dramatic shopping center, contains from 40 to over 200 stores. A shopping mall also can be defined as a building that contains many units of shops but is managed as a single property. In shopping centers industry, efficiency, judgment and sensitivity to people and their needs are essential qualities in successful management and operation. The quality of its management is one of the most important which can affect the success or failure of a shopping mall. The building operation and maintenance management of a shopping mall is crucial to its success. The observation was that customer satisfaction may be a personal view and person's own perception and reaction about shopping and shopping malls (Ubeja, 2015). In Malaysia, shopping malls have transcended their initial role as an economic activity to become a community center for social and recreational activity.

1.1 Problem Statement

Almost everybody knows that breastfeeding provides meaningful health benefits for both mothers and babies. However, the breastfeeding rate in Malaysia remains as a worrying state. In fact, it is not an understatement to say that Malaysia is not a breastfeeding friendly country. The reason that could contribute to the willingness of mothers to breastfeed is the lack of baby care and parenting facilities, which are installed in baby rooms in public places (Yeong et. al, 2014).

Selangor Times (2013) cited that less than a quarter of babies born in Malaysia today are breastfed exclusively for the first six months. The lack of nursing facilities in work and public places such as malls pose further obstacles for breastfeeding mothers, who have to feed their child eight to 12 times a day. In the article has mentioned that a visitor of a shopping mall was embarrassed when a female cleaner intruded into the lactation room at a local shopping mall while she was breastfeeding her child. The association's president, Lim Hui Koon, said a quiet and clean environment is needed for mothers to breastfeed their child. She acknowledged that some local shopping complexes do provide nursing facilities but the number of lactation rooms is often insufficient or not hygienic.

According to Lin et al. (2013) the mothers said they would like the breastfeeding room to be cleaner and more spacious, with hot water dispensers and cubicles that can be locked for extra privacy. Moreover, other items on the wish list include a bench for waiting fathers and siblings, and parent-friendly facilities in malls such as automatic doors and lifts dedicated to families with prams. The purpose of this study is to identify the level of customers' satisfaction towards nursing facilities provided in Queensbay Mall, Gurney Paragon and 1st Avenue Mall.

1.2 *Aim*

To study the customers' satisfaction level towards nursing facilities in shopping complex

1.3 *Research objectives*

- i. To identify the nursing facilities provided in shopping mall in Penang
- ii. To determine the level of customers' satisfaction when using the facilities
- iii. To suggest on the improvement of the baby care facilities provided in shopping mall in Penang

1.4 *Research questions*

- i. What are the nursing facilities provided in shopping malls in Penang?
- ii. What is the level of customers' satisfaction when using the facilities?
- iii. What are the effective ways to improve the baby care facilities in shopping malls in Penang?

1.5 *Scope of works*

The scope of research will focus on baby care facilities provided in shopping complexes in Butterworth, Pulau Pinang. This research is opened to public users including parents that have kids at the three shopping malls in Penang. The respondents of this research will focus on the parents that come to the three selected shopping malls in Penang as they they have experience in using facilities provided in the building.

2.0 LITERATURE REVIEW

Literature review will present an overview of users' satisfaction on nursing facilities provided in shopping malls. It also will explain more about classification of shopping malls, definition of nursing facilities and customers' satisfaction. Besides, it will discuss on the nursing facilities that should be provided in shopping malls and its importance. This part is done in line with the three objectives of this research. This research will focus on the users' satisfaction on nursing facilities provided in three shopping malls in Penang which are Queensbay Mall, Gurney Plaza and 1st Avenue.

2.1 *Shopping mall*

Since 1950s, the term shopping mall has been widely used by people. Various of definitions have been developed for shopping malls, which often lead to reflect the fact that industry was evolving (Pitt & Musa, 2008). A shopping mall is a group of retail and other commercial establishments that is planned, developed and managed as a single property, comprising commercial multi-branded rental units and common areas. A shopping mall will have a minimum Retail Net Leasable Area (NLA) of 20,000 square feet (sq. ft.).

Chotipanich and Issarasak (2017) stated that a shopping mall is a business that is heavily dependent on facility conditions and performance. The importance capability of facilities to service a mall's operation cannot be denied because it is the nature of shopping malls' business. This is because to create the great experience for visiting shoppers, the business depends on facilities performance. Facilities are classified as production resource. They have an important role in operational effectiveness through their location, physical environment, space and services. In theory, the role and importance of facilities should vary according to the type of the organization.

2.2 Customers' satisfaction

Ubeja (2015) stated that customer satisfaction is the process in which involve many stages to impress and keep the client interest. Identifying the right customers by marketer is important in order to provide the right types of services. This will result to have the good feedback from the customers. Marketer has major challenge to retain existing customer rather than identify the new customer. Likert Technique or scale involve a survey of statements usually being used to measure customer satisfaction. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Generally, there is five-point scale to measure their satisfaction.

2.2 Facilities

According to Olejado (2009), Facility can be seen from an organization's point of view as any useful, tangible asset. In relation to real estate, the term 'facilities' consists of those equipment that enhance the utility, enjoyment, safety and convenience of the occupants, such as power generators, air conditioning systems, lifts, pumps, sewage treatment systems, security gadgets and others. A shopping mall is a business that is heavily dependent on facility conditions and performance. The importance capability of facilities to service a mall's operation cannot be denied because it is the nature of shopping malls' business. This is because to create the great experience for visiting shoppers, the business depends on facilities performance. Facilities are classified as production resource. They have an important role in operational effectiveness through their location, physical environment, space and services. In theory, the role and importance of facilities should vary according to the type of the organizations.

2.3 Baby Care Room

According to Nik Azhari et al. (2011), the use of baby care room (BCR) is for cares to attend to personal needs of infants, toddlers, and even younger children. It is a space allocated for nappies change, fluids and solids preparation, feeding, breastfeeding, also breast pumping for mothers. Full consideration from designer must be take into account so that these room are in accessible location and are functional. Nowadays, the numbers of male partners caring for babies and young children has increased. Because of that, it requires more number of facilities available to enable them to change and to feed. According to Nik Azhari et al. (2011), BCR must be easy for parents to access and sighted for public use. They are to be located within circulation route and not hidden in a back corner. 16 out of 23 numbers of BCR are located near to washroom area while another 7 number placed close to kids store or toy shop. Most of the mothers refused to breastfeeding nearby or in any washroom because washrooms are known as 'germ-infested'. Some opinions viewed that BCR should be centrally located.

3.0 METHODOLOGY

This study adopted the quantitative approach. A questionnaire was used in order to achieve the objectives. The survey was conducted in three shopping malls in Penang which are Queensbay Mall, Gurney Paragon and 1st Avenue Mall and the respondents were the users of nursing facilities in each mall. The data obtained from the questionnaire survey were analysed for the research evaluation of the level of customers' satisfaction and the agreement on the suggestion ways to improve the nursing facilities.

The questionnaire consists of 3 different sections which are demographic background, questions which focused on to identify the level of customers' satisfaction and the the suggestion of possible ways

to improve nursing facilities in shopping malls. 100 questionnaires were distributed to each shopping malls and the returned was also 100 questionnaires from each malls. These questionnaires were randomly distributed to the users of baby care room facilities in each shopping mall. The collected data was analysed using SPSS Version 23.

4.0 ANALYSIS AND FINDINGS

Various variables are used to analyze all the data collected. The variables are demographic factor, available facilities, level customer's satisfaction and suggestion. The collected data has been analyzed using SPSS software version 23. In order to interpret and clearly show the findings, the results from the analysis were presented through chart, frequency counts and mean value. The frequency analysis is one of the descriptive statistical methods that were used to represent the number of occurrences of each response chosen by the respondents. After that, the results were tabulated in the form of frequency number and percentage of the total of respondent.

4.1 Available facilities in baby care room

Table 1: List of facilities available in babycare room

Facilities Provided in Baby Care Room	Buildings		
	Queensbay Mall	Gurney Paragon Mall	First Avenue Mall
Chair or bench	/	/	/
Nappy changing table with raised edge	/	/	/
Wipeable soft mats on the nappy changing table	/	/	
Sink with lever tap and soap dispenser	/	/	/
Hand drying facility (eg: paper tower dispenser)	/	/	
Waste container with hinged cover	/	/	/
Hot and cold water dispenser		/	
Mirror	/	/	/
Signage (eg: "breastfeed area for woman only)	/		
Electrical Outlet	/	/	/

Table 1 shows the facilities provided in the baby care room Queensbay Mall, Gurney Paragon Mall and First Avenue Mall. Total ten facilities have been listed. All the three case study buildings provide the comfortable chairs or benches, nappy changing table with raised edge, sink with lever tap and soap dispenser, waste container with hinged cover, mirror and electrical outlet. For wipeable soft mats and hand drying facilities, only Queensbay Mall and Gurney Paragon Mall are provided. However, Gurney Paragon is the only mall which provide hot and cold water dispenser.

4.2 The level of customers' satisfaction when using the facilities

Table 2 shows the rating for the level of satisfaction towards baby care room facilities the three shopping malls in Penang. For Queensbay Mall, the customers' satisfaction level is at high satisfaction for cleanliness and comfort and facilities while only moderate satisfaction for security and direction and location category. The cleanliness and comfort and facilities condition of the facilities were good. However, CCTV was not equipped at the entrance of the baby care room which result to moderate satisfaction from the users.

Table 2: The level of customers' satisfaction towards baby care room facilities in shopping malls in Penang

Buildings	Category	Average Mean for Level of Satisfaction	Rating	Rank
Queensbay Mall	Cleanliness and comfort	3.76	High Satisfaction	1
	Facilities	3.67	High Satisfaction	2
	Security	3.46	Moderate satisfaction	3
	Direction and location	3.23	Moderate satisfaction	4
Gurney Paragon Mall	Direction and location	4.11	High Satisfaction	1
	Facilities	3.99	High Satisfaction	2
	Security	3.91	High Satisfaction	3
	Cleanliness and comfort	3.86	High Satisfaction	4
First Avenue Mall	Facilities	3.25	Moderate satisfaction	1
	Security	3.18	Moderate satisfaction	2
	Cleanliness and comfort	3.14	Moderate satisfaction	3
	Direction and location	2.59	Moderate satisfaction	4

Meanwhile, for Gurney Paragon mall, it can be concluded that their customers have high satisfaction towards baby care room facilities. All facilities required in baby care room are available in this mall and the baby care room is in the good condition. Customers' satisfaction towards baby care room in First Avenue Mall is only at moderate satisfaction. This is because the condition of baby care room is quite dirty and the signage provided is not clear.

4.3 Suggestion on improvement of baby care facilities

Table 3 shows the ranking of suggestion to improve baby care room facilities chose by respondents. Security is the most important category that needs to be improved for Queensbay Mall and 1st Avenue Mall. This is because CCTV is not equipped at the entrance of the both shopping malls. Meanwhile, Gurney Paragon Mall has highest ranking chosen by respondents in improving Direction and location. The level of satisfaction in this category was the lowest compared to others. Therefore, the users agreed the most on improving the direction and location of baby care room.

Table 3: The ranking of suggestion ways on improving the baby care room facilities

Buildings	Category	Average Mean for Level of Satisfaction	Rating	Rank
Queensbay Mall	Security	4.06	Agreed	1
	Direction and location	4.03	Agreed	2
	Cleanliness and comfort	3.61	Agreed	3
	Facilities	3.52	Agreed	4

Gurney Paragon Mall	Direction and location	4.16	Agreed	1
	Cleanliness and comfort	3.91	Agreed	2
	Security	3.90	Agreed	3
	Facilities	3.12	Moderate satisfaction	4
First Avenue Mall	Security	4.13	Agreed	1
	Direction and location	4.00	Agreed	2
	Cleanliness and comfort	3.82	Moderate satisfaction	3
	Facilities	3.67	Agreed	4

5.0 CONCLUSION

A baby care room is considered one of the most important facilities to be provided in the shopping malls. This study was conducted to evaluate the customers' satisfaction towards this facility. A cleanliness and comfort condition, Available facilities, clear direction and location as well as security aspect can be the reasons contributing to the level of customers' satisfaction while using the baby care room facilities. Thus, some improvements need to be done in order to achieve the customers' satisfaction. The results of the study can provide some guidelines for key considerations and recommendations for improving the baby care facilities in shopping malls.

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