



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**TENANT SATISFACTION TOWARDS PROPERTY MANAGEMENT:
CASE STUDY IN D'MALL SERI ISKANDAR, PERAK**

**Academic Project Submitted in Partial Fulfillment of the
Requirements for the award of the Degree
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(Hons)**

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ABSTRACT

Tenant satisfaction in shopping malls is a critical aspect of the mall's overall performance and business. Mall management must ensure the maintenance practice and that all facilities provided are in good condition. This study investigates the ranking factors affecting the tenant satisfaction towards mall management in D'Mall Seri Iskandar in Perak. General inefficiencies in the overall property management framework reduce operational effectiveness and tenant satisfaction. Furthermore, inadequate or reactive maintenance strategies fail to address issues promptly, leading to property degradation and tenant dissatisfaction. Moreover, property management does not align its services effectively with tenant requirements, leading to dissatisfaction and poor service perception. This research aims to determine and rank the factors that affect tenant satisfaction towards mall management in D'Mall Seri Iskandar. The findings from reviewing previous literature emphasise seven factors affecting tenant satisfaction towards mall management. The factors include satisfaction with escalators, lighting and air conditioning systems, level of cleanliness and waste management, responsiveness towards complaints, quality of repair works and the arrangement of tenant mix. A standardized questionnaire was provided to D'Mall tenants to assess satisfaction levels, and the quantitative data was examined using descriptive statistics. The gathered data was analysed with the Statistical Package for Social Science. The findings show the importance of regular maintenance of facilities such as air conditioning and escalators, diversifying the tenant mix and upgrading the lighting system to increase operational efficiency and tenant satisfaction. The study proposes establishing a complete maintenance strategy, including the timely repair of escalators and other vital infrastructure, as well as improved communication channels between management and tenants. It also suggests a more planned approach to tenant placement to guarantee a balanced mix and increased foot traffic across all floors. By solving these concerns, D'Mall Seri Iskandar may improve operational efficiency, increase tenant happiness, and create a more appealing atmosphere for both existing and potential customers, supporting long-term success as a competitive retail destination

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Shopping malls are found everywhere in the world, but unlike many other types of retailing, they can be said to have a historical origin in time and space. As this innovative retailing format moved around the world to metropolitan areas and new suburbs, it changed and transformed into different political, social and geographical settings. With their increased importance in economic and cultural life, shopping centers and malls have drawn the attention of a wide range of scholars from diverse fields, including history, anthropology, sociology and management studies, not to mention architecture and urban planning (Howard and Stobart, 2019).

Maintaining operational efficiency, optimizing the tenant mix, and balancing tenant relationships are all part of effective tenancy management in retail malls. To find the right tenants and establish a healthy balance of shops, services and experiences in the mall, it all starts with a deep knowledge of the mall's market. Comprehensively, the tenancy management implies the management and maintenance of leasehold real estate, the relations between the owners and the ground rent payers and management of these relations, and the administration of the property.