



**DEPARTMENT OF ESTATE MANAGEMENT
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
UNIVERSITI TEKNOLOGI MARA**

**TENANT PERCEPTION ON FACTORS THAT SHOULD BE IN THE
SHOPPING MALL
CASE STUDY:
PLAZA ALAM SENTRAL (SHAH ALAM)
SACC MALL (SHAH ALAM)
AEON BUKIT TINGGI SHOPPING CENTRE (KLANG)
AEON BUKIT RAJA SHOPPING CENTRE (KLANG)**

**A project prepared as to fulfill the condition in
Achieving Bachelor of Estate Management (Hons.)**

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STUDENT'S DECLARATION

ACADEMIC PROJECT'S TITLE:

TENANT PERCEPTION ON FACTORS THAT SHOULD BE
IN THE SHOPPING MALL

CASE STUDY:

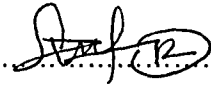
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SACC MALL (SHAH ALAM)

AEON BUKIT TINGGI SHOPPING CENTRE (KLANG)

AEON BUKIT RAJA SHOPPING CENTRE (KLANG)

I herewith declared that this research is solely my own except for the citation and references whereby each sources for it has been clearly stated and defined.

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Declaration Date : 31/3/2010

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ABSTRACT

This study attempted to study the advantages at four shopping mall namely Aeon Bukit Tinggi Jaya Jusco (Klang), Aeon Bukit Raja Jaya Jusco (Klang), Plaza Alam Sentral (Shah Alam) and Sacc Mali (Shah Alam) and also the tenant perception on factors that should be in the shopping mall by using scale likert. This survey was done to 80 tenants at shopping mall with average of 20 tenants at each shopping mall. The research Result showed that there are many advantages in every shopping mall such as the facilities provision and also the strategic location. From the analysis, it was found that the strategic location is very important aspect and as a key feature of tenancy in the shopping mall. The methodology of this study is consisting of interview, questionnaire, inspection, observation and further reference of data collection such as books and internet sources. The discussion includes five chapters which is consisting the background study, literature study, case study, analysis study and conclusion.

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