

**UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF CLIENT ATTRIBUTES ON  
PROJECT SUCCESS: A FOCUS ON THE  
BRIEFING STAGE**

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## ABSTRACT

This study examines the briefing process of construction projects. Identifying clients' requirements and translating it into building form are the two fundamental issues of the briefing process. The attributes of the client as the key project participant during briefing is the main focus of this study. The client attributes investigated were categorized into three categories; the quality of the clients representative, brief management efforts and commitment of client organization. The influences of client attributes during the briefing process on the level of project success were analyzed.

This study also investigates the factors influencing the quality of clients' attributes during briefing process. They are the characteristics of the client, the nature of the project and the quality of design team.

Both qualitative and quantitative data were used in this study. The research design was inductive: a preliminary postal questionnaire survey was conducted to determine the scope of the research; this was followed by semi-structured interviews with consultant architects that helped refined the scope of the research and provided data that gave an insight on problems and briefing practices locally. The preliminary postal questionnaire survey was based on a data set of 394 obtained from registered architects in Malaysia. The semi-structured interview was based on 37-person data set obtained from a purposive selection of principal and senior architects from consultants, developers and clients.

Two sets of final questionnaire surveys that were developed and refined from the interview findings were distributed, and some were used for structured interview with the consultant architects and the clients of the construction project. A pair of data sets was obtained from each project case. The consultant architects provided data on quality levels of clients' attributes during briefing, while the clients provided data on the levels of project success. A total of 104 pairs of data sets were obtained for quantitative analysis. Triangulation method adopted in this study has adequately addressed issues related to methodological rigor and validity and reliability of the research.

This study concludes that strong leadership, experience and knowledge of the construction process and commitment are the important qualities that should be possessed by the client to ensure a successful briefing process as well as project success. Related factors such as characteristics of client, the nature of the project and quality of the design team that enhance these qualities need to be observed by both client and design team during the briefing process.

## Candidate's Declaration

I declare that the work of this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of University Teknologi MARA

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