UNIVERSITI TEKNOLOGI MARA

DEVELOPMENT OF SHOPPING CENTRE CLASSIFICATION MODEL USING ANALYTICAL HIERARCHY PROCESS (AHP)

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PhD

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AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Shopping centre in Malaysia has shown progressive growths and increasing level of competitiveness. The shopping centre springing up around us like mushrooms after the rain. The changes format of urbanization, globalization, new technologies and innovations are leading the entire retail market makes our shopping centres management more challenging. Shopping centre plays a crucial role in promoting economic growth and urban development. Now, with the emergence of more shopping centre, undoubtedly the competitions between malls have become stiffer. As a result, the characteristics of Malaysia's shopping centre have become more complex. The shopping centre in Malaysia has highest vacancy rate because of lack of quality, performance, and location to attract the visitors. The shopping centre need more attractive to sustain the building. Instead, malls need to move in a different direction, away from commoditized shopping experiences and toward a broadened value proposition for consumers. Therefore, the purpose of this thesis is to establish the classification of shopping centre based on size, building and locational characteristics' quality of shopping centre in Malaysia. Integral to achieve this objective, various characteristics that cover all fields are grouped under 10 categories of shopping centre based on Delphi Method. Delphi Method has been selected as a reliable qualitative method according to the local context in developing size, building and locational characteristics of ranking through the eyes of local expert panels that can deliver guidance to researcher in recognising the quality of each characteristics of shopping centre in the local environment. Size, Building and Locational Quality Index (SBLQI) was introduced as a unique approach whereby it emphasised on observation method for the quality level of each of the characteristics of shopping centre in detail. Analytical Hierarchy Process (AHP) method analysed the weightage of importance based on the 440 visitors' perception towards shopping centre based on 10 categories of shopping center in Klang Valley. Moreover, in benefiting from a plethora of variables, 44 shopping centre in Klang Valley were selected to provide the data on shopping centre. Geo-information System (GIS) software measured the distance and radius precisely. SBLQI method also considers the subjectivity and objectivity in making a measurement. The study was successful in identifying the grading of shopping centre with Grade A, B, C and D which they have given different results in each shopping centre. Thus, this study is expected to provide insights to the customer and tenant in improving the quality size, performance and location of the shopping centre particularly in Malaysia and as a guidance to manage the building of shopping centre so that it can compete in the international arena.

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