



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**KEY CRITERIA FOR SUCCESSFUL OUTSOURCING
IN PROPERTY MANAGEMENT SERVICES**

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

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ABSTRACT

In this study, the important key criteria for the successful of outsourcing property management services in strata building in Kuala Lumpur have been investigated. Most property management organizations are not aware and less focused toward the outsourcing services in their organizations. Therefore, this study is conducted as to investigate the opinions of property management organizations and the building's occupant who living in strata buildings to classify the most important criteria for each service which typically outsourced in strata buildings. Objectives of this study is to identify the criteria in achieving the successful outsourcing property management services and to investigate the most important criteria in achieving the successful outsourcing of property management in strata buildings. There are 4 main services which are commonly outsourced in strata buildings and 6 of important criteria in achieving successful service. The main services and the criteria have been identified based on the literature review from previous studies. The researcher adopted the quantitative method in which a set of questions which consists of 24 items has been distributed using social media platforms. The researcher attempts to investigate the most important criteria in Titiwangsa, Kuala Lumpur with the assumption that this region has many strata buildings. This study has gathered 216 responses, making it an acceptable sampling size. SPSS Software is used to analyze all the data in investigating the most important criteria in achieving successful outsourcing services. Most of the respondents classify the costs, quality and customer orientation as very important criteria for each service. The respondents have common knowledge that property management must have those criteria to provide a successful service but lack awareness towards the existence of outsourcing party in managing the buildings. Most of the respondents assumed that all the services are in-house. Hence, this study helps in increasing their knowledge regarding the outsourcing involvement in managing the buildings.

Keyword: importance criteria, strata buildings, successful outsourcing.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

The property and building development market in Malaysia experienced tremendous of expansion in the last decade in tandem with the overall performance of property market and due to country's economic, due to that there are more of new high-rise buildings been built in Malaysia with the different interesting concepts. Due to high population and scarcity of land, the high-rise residential buildings or known as strata buildings also more been built due to the high demand of Malaysian. A building especially for strata buildings requires a management to maintain, support and sustain the building for daily activities and operation which carried out in the building. It is important to have efficient and effective management for strata buildings to achieve successful property management organization.

Outsourcing services in property management is the most popular approach which is commonly applied especially in strata buildings by the property management organization in order to help the management in managing and handling the property. Most property management organizations prefer outsourcing is due to minimize the operating and maintenance cost of strata buildings as well help allowing the organization to focus on their core business. Therefore, the organizations prefer to outsource in order to minimize the operating costs and maintenance costs as well as allowing the organization to focus on their core business. Therefore, the effectiveness of property management is needed to ensure the success of core business of an