## PEDESTRIAN SATISFACTION ASSESSMENT FRAMEWORK ON URBAN FACILITIES ACCESSIBILITY OF COMMERCIAL NEIGHBOURHOOD ZONES

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Specially dedicated to: My beloved father and my loving mother, for their endless support and motivation.

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#### ABSTRACT

In recent times urban designers, planners, landscape architects, and architects are emphasising the studies of pedestrian behaviour, accessibility and satisfaction. Although the concept of users' satisfaction has gained considerable attention in the field of urban design; few studies have focused on the assessment of pedestrian satisfaction. Thus, this research aims to develop a Pedestrian Satisfaction Assessment Framework (PSAF) to evaluate pedestrian satisfaction, attitude, and preference with regard to accessibility to the neighbourhood facilities in commercial zones. This study's framework establishes the relationships between pedestrian behaviour and accessibility towards urban design strategies that can improve pedestrian satisfaction. The various aspects of pedestrian satisfaction, and the diverse urban accessibility features are relevant to be adopted in diverse design approaches that will produce more satisfactory pedestrian environments. For this study, the urban facilities and its subitems in commercial zones were identified in order to measure pedestrian satisfaction. Therefore, Kano satisfaction assessment model was adopted accordingly, while the Pedestrian Satisfaction Assessment Framework (PSAF) for evaluation of urban facilities accessibility in commercial zones was developed and validated through a pilot study within some selected commercial neighbourhoods. For the purpose of this study, accessibility with a 500 meter walking radius of pedestrians for three commercial neighbourhood zones within Johor Bahru city were considered. The three zones are: Taman Universiti, Taman Tun Aminah, and Taman Pulai Utama. Respondents residing in the three neighbourhoods for more than eight years and have walking access to commercial zones were the subject target. Data from respondents via questionnaires was analysed by Kano model equation and SPSS. The analysed data showcased the present and future framework requirements that can be used by urban designers, urban planners, landscape architects, and architects for future sustainable urban development of commercial zones. The final framework is recommended as a design decision supporting tool for urban professionals to make more accurate decisions on urban development or redevelopment.

#### ABSTRAK

Pada masa kini, pereka bandar, perancang dan arkitek landskap memberi penekanan terhadap kajian ke atas tingkah laku, akses dan kepuasan pejalan kaki. Walaupun konsep kepuasan pengguna telah mendapat perhatian yang cukup teliti dalam bidang reka bentuk bandar, namun terdapat hanya sedikit kajian yang memberi tumpuan kepada penilaian kepuasan pejalan kaki. Oleh itu, kajian ini bertujuan untuk membangunkan Rangka Kerja Penilaian Kepuasan Pejalan Kaki (PSAF) untuk menilai kepuasan, sikap, dan keinginan pejalan kaki berhubung dengan akses ke kemudahan kejiranan di zon perdagangan. Rangka kerja kajian ini ingin membuktikan tentang hubungan antara tingkah laku pejalan kaki dan akses ke arah strategi reka bentuk bandar yang dapat meningkatkan kepuasan bagi pejalan kaki. Kepelbagaian aspek kepuasan pejalan kaki dan ciri kebolehcapaian bandaraya yang pelbagai adalah relevan untuk digunakan dalam pelbagai pendekatan reka bentuk yang akan menghasilkan persekitaran pejalan kaki yang lebih memuaskan. Untuk kajian ini, kemudahan bandar dan sub-item di zon perdagangan telah dikenal pasti untuk mengukur kepuasan pejalan Oleh itu, model penilaian kepuasan Kano telah diterima pakai dengan kaki. sewajarnya, sementara Rangka Kerja Penilaian Kepuasan Pejalan Kaki (PSAF) untuk menilai kemudahan akses bandar di zon perdagangan telah dibangunkan dan disahkan melalui kajian perintis di beberapa kejiranan komersial terpilih. Untuk tujuan kajian ini, ketumpatan dan tahap kebolehcapaia dengan jarak radius 500 meter pejalan kaki untuk tiga zon kejiranan komersil di bandar Johor Bahru telah dipertimbangkan. Tiga zon tersebut ialah: Taman Universiti, Taman Tun Aminah, dan Taman Pulai Utama. Responden yang menetap di tiga kawasan kejiranan selama lebih lapan tahun dan mendapat akses ke zon komersial adalah sasaran subjek. Data yang dikumpul daripada responden melalui soal selidik dianalisis dengan persamaan model Kano dan SPSS. Data yang dianalisis memaparkan keperluan rangka kerja untuk masa kini dan masa depan yang boleh digunakan oleh pereka bandar, perancang bandar, dan arkitek lanskap demi pembangunan bandar zon komersial lestari yang akan datang. Rangka kerja akhir cadangkan sebagai model sokongan keputusan reka bentuk untuk para profesional bandar untuk membuat keputusan yang lebih sesuai mengenai pembangunan atau pembangunan semula perbandaran.

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## LIST OF ABBREVIATIONS

А	-	Attractive
AM		Accessibility Measure
ANOVA	-	Analysis of Variance
ASCE	-	American Society of Civil Engineers
CBD		Central Business District
CD		Commercial District
CDC		Centres for Disease Control and Prevention
CDP	-	Comprehensive Development Plan
CDS		Customer Dissatisfaction Coefficient
CNU	-	Congress for the New Urbanism
$CO_2$	-	Carbon Dioxide
CSC		Customer Satisfaction Coefficient
CSM		Combined Scaling Method
CZ	-	Commercial Zone
DCC	-	District Centre Commercial
DTCP	-	Department of Town and Country Planning Peninsular
		Malaysia
ECMT	-	European Conference of Ministers of Transport
EDF	-	Empirical Distribution Function
EFA		Exploratory Factor Analysis
HDI	-	Human Development Index
HUD	-	U.S. Department of Housing and Urban Development
Ι	-	Indifference
IBM		International Business Machines Corporation

ICT	-	Information and Communication Technology							
ISEAS	-	Institute of Southeast Asian Studies							
ISO	-	International Standardization Organization							
JBCC		Johor Bahru City Council							
JBTMC		Johor Bahru Tengah Municipal Council							
K-S	-	Kolmogorov-Smirnov							
KuMC		Kulai Municipal Council							
LCC	-	Local Centre Commercial							
LEED	-	Leadership in Energy and Environmental Design							
LEED-ND	-	Leadership in Energy and Environmental Design for							
		Neighbourhood Development							
Μ	-	Must-be							
MX	-	Mixed- Use							
NHTSA	-	National Highway Traffic Safety Administration							
NPP		National Physical Plan							
0	-	One-dimensional							
OECD	-	Organization for Economic Cooperation and Development							
PCA		Principal Components Analysis							
PGLA		Pasir Gudang Local Authority							
PIP	-	Pedestrian Infrastructure Prioritization							
Q	-	Questionable							
QFD	-	Quality Function Deployment							
QoL	-	Quality of Life							
QoUL		Quality of Urban Life							
R	-	Reverse							
RSN		State Structure Plan							
SERVQUAL	-	Service Quality							
SJER	-	South Johor Economic Region							
SPSS	-	Statistical Package for the Social Sciences							
SUD	-	Sustainable Urban Development							
SWB	-	Subjective Well-Being							

TRB	-	Transportation Research Board
UNEP	-	United Nations Environment Program
USGBC	-	United States Green Building Council
VMT	-	Vehicle Miles of Travel
WCED	-	World Commission on Environment and Development
WHO	-	World Health Organization
WSM		Weighted Sum Method

## APPENDICES

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### **CHAPTER 1**

### INTRODUCTION

#### 1.1. Introduction

A pedestrian is someone traveling on foot from whether walking or running from one destination to another (Hanan et al., 2015). A person who walks, and not through a motor vehicle is termed as a pedestrian (NHTSA, 2008). In other words, pedestrians prefer walking rather than traveling in a vehicle (Cambridge dictionary, 2016). The Department of the Environment and Transport (1992) define pedestrian as young, old, wheelchair pushers, ambulant disable people, wheelchair users and people with impairments of sight and hearing. Similarly, the pedestrian group ranges from children, old people, as well as disabled people. In the developed countries, people choose to walk to the nearest place rather than using a car to avoid traffic congestions especially during the peak hours (Hanan et al., 2015). It has been identified that walking is the most basic and simple mode of transportation (Kim et al., 2008). Recent developments in the field of transportation, urban planning, as well as environmental health studies have shown interest in benefits derivable from walking. In view of this, researchers have explored walking, in connection to environmental and health issues, such as air pollution, traffic congestion, and obesity risk (Marshall et al., 2009; Hoehner *et al.*, 2011).

The researches of De Cambra (2012), have shown that pedestrians' satisfaction and attractiveness are indicators that influence the neighbourhood environment characteristics, form, and walkability assessment. Similarly, pedestrian behaviours are affected by personal factors such as demographic factors, socioeconomic factors, and psychological attributes. Others include the availability of relevant settings and opportunities in the context of physical activity (Trost, Owen, Bauman, Sallis, and Brown, 2002; Glanz, Rimer, and Viswanath, 2015). Walking decisions within neighbourhood zones are influenced by pedestrians' motivation and preferences, travel-related attitudes, and satisfaction. Cao *et al.* (2009) reinstated that the psychological challenges in behavioural models may under estimate the influence of walking distance, walking time, and walking mode on travel behaviour in the built environment. The special report of Transportation Research Board (TRB, 2005) revealed that the pedestrians' travel behaviour could be enhanced through the creation of adequate opportunities.

Methorst and Van der Horst (2010) identifies pedestrian satisfaction as a state of mind relating to the fulfillment of pedestrian expectations and needs during walking and thus reflects the pleasure derived. Hence, pedestrian satisfaction on the environment affects impact on peoples' psychological state of the mind. The two concepts of satisfaction and accessibility impact on New-Urbanism, Smart Growth, and Cities Sustainability. The concept of the choices of pedestrians involves many dimensions of the pedestrian behaviour. Timmermans (2009) while considering individual pedestrian at a given location reinstated the significance of the followings: (i) activity choice, (ii) destination choice, (iii) mode choice, (iv) route choice, (v) walking behaviour, and (vi) interactions.

The neighbourhood is coined a residents' immediate environment housing the social, economic and institutions' (United States Green Building Council (USGBC), 2009). In another dimension, the charter of New Urbanism (CNU) characterizes a neighbourhood as a compact and pedestrian friendly environment in form of a mixed-use form (CNU, 1996). Meanwhile, Jenks and Dempsey (2007) viewed neighbourhood as a composition of both the physical and social elements representing people and the surrounding community. Zoning districts within the neighbourhood include some activities zone that is designated for commercial activities. For instance, in Johor Bahru, Malaysia, the comprehensive development plan (CDP) identified the

land use zoning plan based on zoning districts in which some areas are regarded as the commercial urban character. The neighbourhood commercial zone in this research work targets areas located within residential neighbourhoods serving the population. The commercial zone provides diverse retail and business service for the residents' conveniences within the neighbourhood.

The changing exhibited in the Malaysia's public spaces as revealed by Harun and Said (2009) indicated that the neighbourhood green spaces, parks and waterfronts portray a city's distinct character and coherence. This invariably gives the residents of urban areas a refreshing neighbourhood feeling. Meanwhile, the neighbourhoods' structures through institutional complexes, and business centres depend on the entire neighbourhood space (Heckscher and Robinson, 1977). As Malaysian cities develop, so also the users' needs and accessibility increases. In view of this, the city authorities have to provide urban facilities and infrastructure for pedestrians' satisfactions. Through this, most commercial neighbourhood spaces within the Malaysian cities would have gained the right attention in urban planning analysis.

Accessibility remains an important concept in transportation planning and urban design fields. It enables solving the associated motorized transport problems by considering non-motorized modes of travel. Empirical studies have showcased the simple definition of accessibility in relations to how people get to various destinations. Accessibility is significant in terms of interaction, and land-use pattern and activities.

The nature of neighbourhood design, development and uses has impacts on the choice of transportation such as auto, transit, walking and cycling (Frank, 2000; Saelens *et al.*, 2003). But the objectives of transportation planning have changed recently (Hiilman, Henderson, and Whalley, 1973-1976). Accessibility indicators summarize hosts of household's information via urban activities (Wachs, 1978; Morris *et al.*, 1979). Hence, urban spatial structure and performance indicators are important for accessibility concept.

However, too little attention has been paid to the level of satisfaction experienced by pedestrians in urban planning and design, transportation planning, and travel behaviour research. Kim *et al.* (2014) in their study in Seoul, Republic of Korea, affirmed that operationalizing the concept of neighbourhood pedestrian satisfaction, often proved difficult. Notwithstanding, the two concepts could reveal the potentials of the environmental factors for pedestrian environmental improvements. Pedestrian satisfaction in their chosen environment remains important, for well-being and behavioural sustainability (Ettema *et al.*, 2011). This research explores the interactions between pedestrian satisfaction and environmental factors affecting the built environment. This is with a view to gain insight into urban design strategies that is capable of improving both the pedestrian satisfaction and related activities.

Worldwide, efforts have been geared towards exploring specific assessment tools towards measuring satisfaction as applicable to the commercial neighbourhood zone by the urban planner, designers, and policymakers. In the Malaysian context, scholars across disciplines have been advocating the significance of sustainable urban development with cognizance of reliable tool of assessment. Such tools and methods are a paramount measurement of pedestrian accessibility to the built environment, which equally affects the satisfaction of pedestrian and their routine activity. Examining people engagements in public spaces activities is crucial to establishing the qualities of urban spaces (Shamsuddin, 2011). The assessment framework would assist and aids the professionals in taking certain design decision that promotes neighbourhoods quality and pedestrian-friendly environment. In addition, the assessment tool also allows effective solutions on the appropriateness of urban facilities and pedestrians' satisfaction in commercial neighbourhood zone.

Data from the Federal Highway Administration's 2009 National Household Survey shows 35 % of Americans walk in large numbers to work, 40 % to shops, and 46 % walk to school or church. It is difficult to assess pedestrian mobility due to the shortcoming on appropriate documentation on shorter trips. At present, the importance of pedestrian walking has been underestimated (Wittink, 2001; Kotkar *et al.*, 2010). Host of past studies have reviewed the evolution and development of pedestrianization in the United States and the European countries, but there has been little work conducted in relation to the study of pedestrianization in Asian countries such as Malaysia (Yuen and Chor, 1998; Ja'afar and Usman, 2009; Shamsuddin and Sulaiman 2002). Thus, walking is particularly vital for elderly and lower-income people who have few opportunities to participate in sports or exercise programs (Sallis et al., 2004; Bassett et al., 2008). Evidence have shown that people from poor backgrounds are more likely to walk than those from wealthier backgrounds, in which case the household does not own a car (Living Streets, 2001). Walking are often time promoted as a key mode of sustainable transport. Similarly, both the land use and pedestrian planning are targeted at permitting residents' living and working within walking distance of about 500 metres of a wide range of local services such as shops, schools, recreation and community facilities. In the United States, pedestrian crossing accept 45 meters of a maximum distance and the more appropriate bypassing distance is 76 meters in walk-oriented neighbourhoods, especially apartments, commercial centre and front of the school. In Japan, the acceptable distance is only 20 meters according to survey study. In Beijing the bypassing distance of which more than 200 meters accounted for 1.5% only, 50 to 200 meters accounted for more than 98.5%, among in less than 50 meters accounted for 37.6%. The Shenzhen research found that 100% of the people willing to accept within 100 meters for security purposes, 69.4% of people can accept 150 meters, 54.4% of the people can accept 200 meters, and 27.5% of people can accept more than 200 meters (Li et al., 2013).

According to Tan and Pawitra (2001) little efforts have been geared towards Kano model which can help in design decision to support framework to evaluate the users' accessibility satisfaction and requirements. Therefore, this study established how to incorporate the Kano model into pedestrian study towards user-satisfaction.

### 1.2. Background of Study

Pedestrianization according to European Conference of Ministers of Transport (ECMT, 1996) refers to the process of reducing or removing vehicular traffic from neighbourhood city streets. Contrarily, it restricts streets accessibility by vehicles. Pedestrianization is capable of reducing noise and air pollution, economic benefits, safety, accessibility, and improve liveable environments. Four main issues of pedestrianization as iterated by ECMT, (1996) includes: (i) detailed pedestrian streets that allows residents' movements without any prohibitions; (ii) part-time pedestrian streets in which there are certain restrictions; (iii) partial pedestrian streets that restrict vehicle access public transport vehicles only; and (iv) partial pedestrian streets that permits a mix of pedestrians and motor vehicles.

Walking was considered as the dominant mode of transportation in cities in the late 19<sup>th</sup> century. Meanwhile after the industrial revolution there was emergence of the automobile, which changed the structure of cities. During the late 1960s a negative effects of automobile surfaced in European cities and later in the US. Hence, this led to a change in the approach to the development of pedestrian-orientated urban space (Kashani Jou, 2011).

There is increasing concern that urban spatial structures were not adequately designed while at the same time challenges exists in terms of policies and regulations relating to spatial concern. While some urban shapes are suitable to the development of public transport and increase the efficiency of public transport, some, on the other hand, reduces the residential floor consumption (Bertaud, 2004). The concept of urban spatial structure is a complex phenomenon that encompasses several dimensions, and different mechanisms. Consequently, this has received some attention in the literature (Carruthers *et al.*, 2010). The quasi-experimental study of 12 neighbourhoods in Puget Sound region of United States by Moudon *et al.* (1997) identified an existence of a connection between pedestrian volume and site design. The research findings captured four factors that affect the pedestrian trip volume. The factors are (i) population density, (ii) income, (iii) typology and land use mixtures. This defines appropriate origin and destination of the pedestrian trip, and (iv) 2,414020 kilometres radius area within a spatial context. The rational for choosing kilometre radius was based on considering combinations of land uses that are generators and attractors of pedestrian

travel. These capture the characteristics of land-use mixes that have the highest potential for substantial volumes of pedestrian trips (Moudon, 2001).

Studies on the residential density have been in the forefront in urban development studies, while transit-oriented development studies are being advocated to enhance a mixed-use urban development (Torshizian and Grimes, 2014). This encourages people to walk from their homes to other destinations such as offices, business centres, recreation areas, and transportation system. In this regard, peoples' dependence on cars would be minimized and neighbourhood open space remains preserved. In most Asian countries, the rapid progress of urbanization, propelled by the migration of people from rural areas and has altered traditional land use components (ISEAS, 2010). Three major factors, such as the form, structure, and functions of the urban centres contributed to Malaysian urban development and urbanization. Consequently, this preforms the Malaysian government to pursue the urbanization policy in the 1970's overtime. The New Economic Policy provided the basis for a more drastic action to change the colonial urban structure manifested between the year 1970 to 1990.

The impact of urban structure on mobility patterns has been given attention in recent years. While a host of literature in transportation planning affirmed that urban structure has an influence on travel behaviour (Van Wee, 2002; Næss, 2006; Ewing and Cervero, 2010). Similarly, some schools of thought also believed that the land-use characteristics could influence travel behaviour (Stead, 2001; Næss, 2006; Van Acker *et al.*, 2007). Travel distance according to Moudon *et al.* (2006) relates to the routes that the pedestrian could navigate between a specific origin and the commercial centre. Travel distance establishes the population of people that can actually walk one-half mile or less between their house and the neighbourhood commercial centre. Therefore, this measure can be used to determine the population of people or housing units that fall within a half mile catchment area known as travel routes.

The residents' level of satisfaction with the quality of their environment remains a cogent factor that affects residents' quality of life and triggers certain behavioural outcomes. On the other perspective, the residential satisfaction gives an indication of the quality of life of residents and a reflection of the degree at which the residents feel that their occupied housing culminated in achieving good livelihood (Appeaning Addo, 2016). Nevertheless, much of the research has been directed toward multi-family housing occupied by low-and moderate- income households. The initial research began by Francescato, Weidemann, Anderson, and Chenoweth in 1979 with a study whose objectives included understanding user needs and the development of research tools to evaluate multi-family housing. Since then a series of diverse studies has followed. Each of these studies has had a concern for theory development and testing as well as for problem solution, although the emphasis has varied from one study to another. For instance, Carson, 1974 and Francescato *et al.*, 1979 suggest that people's satisfaction with where they reside deserves exploration. While the authors unequivocally, acknowledged that to determine the users' satisfaction degree, users' needs must be considered.

Schorr (1966) described past studies on residential satisfaction concept by Schorr (1996) reported that appropriate examination of housing characteristics intertwines with the perception of users' satisfaction. In England, satisfaction was a criterion in a series of studies carried out by the Department of Environment (Griffin and Dickinson, 1971). The study further revealed that interconnectivity exists between the residents' satisfaction and the users' needs which could improve the quality of life of the people. The inclusion of an objective measure of the physical environment in a model of satisfaction is important as advocated by Craik *et al.* (1976). The objective and subjective environmental attributes impacted on the residents' satisfaction.

The previous studies of Van Dyck *et al.* (2011); De Jong *et al.* (2012); Gifford (2014); have focused on residential satisfaction, coupled with social and physical environmental characteristics. Moreover, residential satisfaction could be studied in two folds namely (i) exploration of the quality of the neighbourhood environment. This could be measured through exploration of perceptions and satisfaction assessments, (ii) residential satisfaction as a dependent variable.

Over the past century, much concern has been raised on travellers' satisfaction, rational decisions to maximize their utility, and efforts towards minimizing travel time and costs (Hensher, 2001). Similar studies have investigated travellers' experiences and satisfaction during travel mode. Studies of Friman *et al.* (2001) and Stradling *et al.* (2007) ascertain that travel frequencies influence users' satisfaction in public transportation. Meanwhile, instrumental factors influencing travellers' satisfaction, and factors, such as safety. Similarly, satisfaction along walking trips is hinged on micro-scale factors. While investigating travellers' satisfaction and subjective wellbeing (SWB), Ettema *et al.* (2011) show that SWB could influence travel mode, travel time, and access to the bus terminal. The study of Manaugh and El-Geneidy (2013) similarly explores the relationship between walking distance and satisfaction with walking trips. Succinctly, the outcome of the study affirmed that people responsive to environmental issues happen to result in walking a longer distance, and tend to be more satisfied.

Satisfaction as a criterion variable is not peculiar to housing and built environment alone, rather the concept is of concern to the urban sociologist and geographers (Altman and Werner, 1985). Additionally, landscape architects have studied satisfaction as an outcome of visitor experiences (Cartlidge, 1992). Perhaps the most extensive and dynamic current literature is concerned with consumer satisfaction. Banking industries have as iterated by Kohnke (1990) have accepted the idea of measuring customer satisfaction or dissatisfaction through money policies.

According to Axelson *et al.* (1999), pedestrians are not only those travels on foot but also the device that aids peoples' mobility. Hence, a more comprehensive definition of the pedestrian is road user who moves or walks on the road without using the vehicle as a mode of transportation. The most common description of a pedestrian is a person who travels by foot (Wittink, 2001). The pedestrian might include the skaters (Arango, and Montufar, 2008). Pedestrians have been grouped into three categories namely: (i) those that walk by foot, (ii) those on wheels, and (iii) mobility impaired.

Several studies have averted the importance of pedestrian behaviour modelling in diverse contexts. For instance, in the construction industry, efforts towards improving the quality of construction projects to evolve pleasant and user-friendly pedestrian facilities have been reinstated by the architects and designers alike.

Evidently, approaches to land use and transport appraisal recognizes accessibility's facilities. Globally, issues are raised on the significance of integrated transport. There is increased recognition within some authorities concerning the rigorous analysis of potential transport policies which could help to build consensus amongst the various stakeholders. Host numbers of empirical studies on the theoretical aspect of accessibility have ever been conducted in a planning context. As such researchers and scholars in transportation and urban planning have corroborated a paradigm shift from mobility planning to accessibility planning (Bertolini *et al.*, 2005; Litman, 2013). Accessibility measures could be categorized into five categories as revealed by Baradaran and Ramjerdi (2001) travel-cost approach, gravity or opportunities approach, constraints-based approach, utility-based surplus approach, and composite approach.

Accessibility measures are easy for policymakers and researchers to interpret but have the major disadvantage of excluding the spatial component of accessibility. The transport infrastructure is the degree at which one can carry out any desired activities. The access cost measure represents an estimate of the probable average transport costs incurred in each area. The study focused on satisfaction's perception on urban design. Figure 1.1 present pedestrian satisfactions on urban facilities.



**Figure 1.1** Association between pedestrian satisfaction and available urban facilities (Source: Author)

# **1.3.** The Problems with Assessment Satisfaction on Urban Facilities Accessibility

Current studies in urban studies are advocating on an exploration of interrelationships between pedestrian behaviour and accessibility. Little efforts have so far been initiated on pedestrians' satisfaction and its assessments framework in an urban neighbourhood. In addition, pedestrian's preferences have received little evaluation. In view of this, it becomes obvious that not enough evidence is available to support the decision tool for pedestrian satisfaction in urban facilities accessibility. Succinctly put, a gap exists in studying the assessment and measurement of pedestrian satisfaction in relation to urban accessibility. Therefore, this study would resolve

major methodological challenge and a strike balance between the theoretically and empirically plan-making processes.

The travel cost approach as referenced by Baradaran and Ramjerdi (2001) is a typical indicator typology considering spatial separation measures. Measurement of the geographical distance and other categories of travel cost are preferred to study. At the end, the research findings in form of data could be used as input for the other categories of accessibility indicators. It is a known fact that different neighbourhoods have different environmental, economic, demographic, and cultural characteristics. This invariably created a peculiar commercial zone and certain characteristics in neighbourhood developmental plan. Consequently, urban designers and planners could be effectively informed about neighbourhood development plans. Peoples' attitudes and perception, in both travel and walking behaviour are important to urban designers and planners (Park, 2008; Boarnet *et al.*, 2005; Cao *et al.*, 2009).

## 1.4. Importance of Pedestrian Satisfaction for Future Sustainable Urban Development in Malaysia

According to World Bank Report (2011), the percentage of urban development in Malaysia, in comparison with world and South Central Asia countries, was considerably the highest in the years 2000, 2005 and 2010 as depicted in Figure 1.2. With regards to urban development in Malaysia as a whole, it was observed that the urban population had increased from 20.4 percent in 1950 to 61.8 percent in the 2000 census (Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, 2002). The department observed that 68.2% urban population in 2010 will increase to 77.6% in 2030 as indicated in Table 1.1 and Figure 1.3. Accordingly, the United Nation reports a population of Malaysia comprised of 72% (expected growth rate by 2015; +2.25%) urban and 28% rural (expected growth rate by 2015; -0.42%).



**Figure 1.2** Urban development percentage in Malaysia (Source: World Bank Report, 2011)

**Table 1.1:** Level of Urbanization in Malaysia from the year 1950-2030

Variable	1950	1960	1970	1980	1990	2000	2010	2020	2030
Rural									
population									
(thousands)	4866	5975	7222	7977	8955	8790	8745	8362	7867
Urban									
population						1421	1876	2321	2732
(thousands)	1244	2165	3631	5787	8891	2	8	8	4
Percentage									
urban (%)	20.4	26.6	33.5	42	49.8	61.8	68.2	73.5	77.6
Variable	1950	1960	1970	1980	1990	2000	2010	2020	
	-	-	-	-	-	-	-	-	
	1955	1965	1975	1985	1995	2005	2015	2025	
Rural annual									
growth rate									
(%)	1.94	2.17	1.13	1.22	0.18	0.13	-0.42	-0.57	
Urban annual									
growth rate									
(%)	5.52	5.44	4.8	4.36	4.84	2.96	2.25	1.76	

(Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, 2002)


**Figure 1.3** Malaysia urban-rural population, 2000-2030 (Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, 2002)

The increasing number of vehicle (car or automobile ownership), has become a major issue in many countries in the world. According to O'Sullivan (2007), automobile has caused three transportation problems namely, congestion, air pollution, and accidents. About 77 percent of central-city residents commute by automobile such as car, truck or van (O'Sullivan, 2007). In United Stated urban transportation is dominated by the private automobile and over 80 percent of all trips in American cities (beyond the house and workplace) were made by automobile (Meyer and Gomez-Ibanez, 1981). Evidence shows that in the year 2000, Kula Lumpur has 985.7 cars and motorcycles per 1000 population. This is about 50 percent higher than the national average (Norhaslina Hassan, 2009). According to Zaly (2010), the rapid expansion of the economy and the increase in household income has given rise to a number of car ownership. Malaysian neighbourhood reflects high dependence on cars as a major mode of transportation. Hence, efforts should be geared towards encouraging pedestrian's movements in residential planning. Source of air pollution include motor vehicles, construction and industrial activities that can be hazardous to human health. Department Of Statistics Malaysia (2015) reports that emission of pollutants to the atmosphere from the power plant and motor vehicles increased by 20.0 percent and 14.3 percent respectively as compared to 2010. Beelen *et al.* (2007) and Brunekreef and Holgate (2002) noted that motorcycles are the largest contributors of Malaysia's air pollution.

There is more consistent evidence of urban/rural differences in overweight and obesity, with consistently higher rates found amongst rural children and adults (Bruner et al., 2008; Cleland et al., 2010). Over the past few decades, obesity has become a major public health issue. Its prevalence has increased at a striking rate since the 1960s, when an estimated 45 percent of Americans were overweight or obese (CDC and National Centre for Health Statistics, 2012). In the study, two out of every three American adults twenty years old or older are overweight or obese (Flegal, 2010). In response to the problem, physical activity via walking has proven to reduces the risk of being overweight; of suffering from cardiovascular diseases such as high blood pressure, heart attacks, and stroke; and of developing type 2 diabetes (Dannenberg et al., 2011). In Malaysia, (Ismail et al., 1995; Khor et al., 1999) reinstated that overweight is an increasing problem in both urban and rural dwellers as a result of people not involving in walking. Associated problem also includes, overweight and obesity among people, and particularly the older groups in Malaysia. In this regards, the focus on overweight as a national public health problem that has associated with cardiovascular diseases as the primary cause of mortality since the 1970s (Chee et al., 2004). In the 1990s, this focus was incorporated into the national health agenda with the healthy lifestyle campaigns, which kicked off in 1991 and continued till present.

The concept of human development is important because it relates to the human well-being and the realization of human potential (Morvaj, 2012). Well-being, simply

portray the satisfaction of human preferences (McGillivray, 2007). Human Development Index (HDI) was introduced to measure human development and quality of life residents in various countries across the globe (Gallardo, 2009). Malaysia has always pursued a strategy of balanced regional growth resulting in an increased quality of life for communities across the nation. In this wise, overall quality of life is always measured by the United Nations Human Development Index (HDI). Invariably, it has increased from 0.80 in 2000 to 0.83 in 2007. This affirms that Malaysia has optimized its energy consumption and carbon footprint in sustainable urban development towards improving the quality of life.

Malaysia is located in the medium development section and ranked third in the HDI (Dias *et al.*, 2006). Malaysia is not an exceptional case in a country facing challenges as regards to rapid urbanization. Therefore, to address these challenges calls for a significant shift in policies and practices. These shifts are vitals towards ensuring a higher quality of life of Malaysians. The strategies include the sustainability of urban area via the upliftment of the quality of life and liveable cities. Liveable cities referred to an attractiveness of places to live. The essence of the Malaysia Plan periods hinged on: (i) Making cities compact and efficient; (ii) Mixed-use Developments; and; (iii) Creating attractive and enjoyable cities.

## 1.5. Research Aim

This current research seeks to develop the pedestrian satisfaction assessment framework for urban facilities accessibility evaluation in a commercial zone. This research planned to develop such Pedestrian Satisfaction Assessment Framework (PSAF) to evaluate pedestrian satisfaction, attitude, and preference in access to the facilities at the commercial zone. The PSAF as a decision support tool will aid the urban designers, urban planners and landscape architects to make more accurate decisions on urban development or redevelopment by enhancing pedestrians' active living.

### **1.6.** Objectives of the Study

The aim of this study, targeted the under listed objectives;

**Objective 1:** To identify the urban facilities and its sub-items in a neighbourhood commercial zones.

**Objective 2:** To identify suitable urban accessibility compatible with pedestrian satisfaction, attitude, and preference in access to the facilities.

**Objective 3:** To identify satisfaction assessment framework for measuring pedestrian satisfaction.

**Objective 4:** To develop the Pedestrian Satisfaction Assessment Framework (PSAF) for urban facilities accessibility in neighbourhood commercial zones.

# 1.7. Scope of Study and Unit of Analysis

This study focuses residential areas as parts of the Johor urban form. This is attributed to the fact that the Johor residential usage covers 9,724.85 hectares (4.74%) of the total South Johor Economic Region (SJER) land area. The developed largest land use area within SJER for almost 15.35% of the total area or 31,461.63 hectares of land. Individuals' perceptions and experiences vary within a given neighbourhood. Hence, residents' perception and preferences toward the neighbourhood forms part of the research scope.

The unit of analysis shall comprise of the residents who have lived for more than eight years and have walking access to the commercial zones. Past studies of Kasarda and Janowitz (1974); Hay (1998); Yuksel *et al.* (2010); and Kil *et al.* (2012) have reinstated that age groups and length of stay in a setting plays a major role in perceptional attributes, peoples' satisfaction and attachment to the study's context. The study of Mcgirr and Donegani (2014) expatiates on the differences in the expectations and attributes that long-term residents and new arrivals. The study's report established that long-term residents, mostly homeowners, adjudged the changes and express their strong satisfaction with their neighbourhood and community. The study affirmed that people living in the neighbourhood for nine or more years are considered 'long term' in the descriptive statistics and those eight years are considered as the 'gentrifiers'.

## 1.8. Research Methodology

The research design and the methods used in this study, as detailed explanation of the research methodology will be discussed in chapter 3. The research methodology comprised of 6 phases. Phase 1 contains the preliminary of the research study. This is to investigate the issues and causes of satisfaction and accessibility to urban facilities in compliance with new urbanism, smart growth, quality of life and sustainable urban development. Phase 2 is structured towards literature review. The literatures review includes urban facilities in commercial zone with traveller's perception in urban context. Similarly, literatures on urban development and accessibility were reviewed together with the satisfaction measurement model. Meanwhile, phase 3 relates to conducting an experts' opinion survey to validate literature findings in order to find the hierarchal list of urban facilities and sub-items in commercial neighbourhood zone. This phase detailed the development of the pedestrian satisfaction assessment framework for urban facilities accessibility: questionnaire and interview to evaluate the sustainability of various available facilities with considering pedestrian satisfaction attitude and preference in access to the facilities. Life satisfaction is assessed and the assessment framework for urban facilities has been developed conducting a pilot study and examining the validity and reliability of questionnaire. Phase 4 included the data analysis. The analysis was done through descriptive statistics (SPSS tool) and Kano model. The phase 5 relates to the study's findings in terms of perception of pedestrian about activities and accessibility. It also includes the exploration of the quality of the neighbourhood environment and satisfaction in terms of all possible infrastructure and categories. The phase 6 presented the study's conclusion and recommendations. This progression is shown in Figure 1.4 and Figure 1.5.



Figure 1.4 Flow of systematic review



Figure 1.5 Research methodology flow diagram

#### **1.8.1.** Preliminary Study (Phase 1)

The preliminary study was conducted in form of a systematic review on issues of urban facilities and satisfaction assessment framework. It comprises of various steps conducted in academic experiences, articles, and approaches of study, activities, and projects, in assessment methods. Others include satisfaction, urban development, pedestrians' behaviour and accessibility in urban spaces. This step was undertaken by examining each of the methods, and the best strategy to further the research and selection of tool set like Kano model.

## **1.8.2.** Literature Study (Phase 2)

The review of the literature was conducted based on the systematic review. First, studies on urban facilities in a commercial zone with traveller's perception in urban context were reviewed. This includes codes such as commercial zone principles, mobility principles, facilities design, available urban facility, neighbourhood design, urban facilities standards, urban facilities issues, and urban facilities variable. Secondly, review analysis on urban development and accessibility compatible with capturing pedestrian shaping traveller's perception was initiated. It includes codes: accessibility, accessibility principals, accessibility measurable parameters, accessibility and green urban development, accessibility, and walkable urban design, and accessibility in commercial zones. Thirdly, identification on several satisfaction measurement models to select suitable satisfaction framework to be implemented was achieved.

### **1.8.3.** Expert Input in Collection and Analysis (Phase 3)

This step was conducted to validate the literature reviews' findings on urban facilities, items, principles in an urban context, and commercial zone. The data

collected using field-expert Delphi structured close group discussions was established. Four sessions of close group discussions and 15 experts' review were involved. The participating experts that were selected had experience in urban facilities issues and implementation across different disciplines. Disciplines such as urban design and planning, architecture and public health. Also, development of literature review findings on Assessment Model (Framework) compatible with Urban Development, the analysis in urban context was included. Field expert Delphi structured close group discussion was carried out in two sessions. It included fifteen structured interviews with experts who have experience in using and implementing urban neighbourhood frameworks and models.

# **1.8.4.** Framework Validation, Findings, Conclusion and Recommendations (Phase 4, 5 and 6)

This phase 4 was conducted in a form of the pilot study to establish the pedestrian satisfaction assessment framework in the neighbourhood. The pilot study was conducted through the engagement of three graduate students who are masters' students in architecture. It includes the data analysis through descriptive statistics (SPSS tool) and Kano model. Phase 5, and 6 presented the findings in terms of the perception of pedestrian about activities and accessibility as well as the quality of the neighbourhood environment were incorporated. Conclusion and recommendation were also summarized.

#### **1.9.** Significance of Study

It is becoming increasingly difficult to ignore the significance of pedestrian satisfaction and urban facilities accessibility. Therefore, this study's framework will be useful for the urban designers, landscape architect, and urban planners for predicting future sustainable urban development in commercial neighbourhood zone. This significance is supported by Lorenz and Lutzkendorf (2008) while reinstating the established procedures for sustainable assessment development. According to the International Standardization Organization (ISO) development of assessment procedure involves: (i) substantiate principles of sustainability, (ii) establishment of the variables involved in sustainability, and (iii) harmonization of the measurements targeting the sustainability of the satisfaction.

The current research will be useful in establishing framework on policies that could improve the quality of the pedestrian environment to suit pedestrian movement and safety. The pedestrian environments help explain pedestrian environmental satisfaction in planning and public health (Amerigo, 2002; Aragones *et al.*, 2002; Clifton *et al.*, 2007). However, the physical attributes of the environment are filtered through emotional perceptions that affect satisfaction (Wang *et al.*, 2012). In connection to the methodology adopted in this study, there has not been an empirical study on developing a pedestrian satisfaction assessment framework based on Kano model within the micro-scale urban area. This remains the target significance in this study towards developing a pedestrian satisfaction of urban facilities accessibilities framework.

Succinctly, the significance of this research manifests in pedestrian satisfaction and its potential influence on urban facilities accessibility decisions. This study established the relationships between pedestrian satisfaction, and a variety of built environment factors, in order to gain insight into urban design strategies that can improve pedestrian satisfaction. The various aspects of pedestrian satisfaction, and the diverse urban facility accessibility features are relevant to planners to adopt in diverse design approaches that will produce more satisfactory pedestrian environments.

## 1.10. Thesis Outlines

This research work is basically arranged to address the four objectives. Thus, it comprises the six chapters as illustrated in Figure 1.6. Summary of each of the chapters are discussed below:

**Chapter 1:** This is the introduction chapter that introduces the research keywords such as pedestrian satisfaction, an assessment framework, urban facilities, and commercial neighbourhood. It equally, presents the first phase of research methodology, aim and objectives, scope, and significant of study.

**Chapter 2:** This chapter critically reviews the related literatures in relation to each objective. The literatures cover review of quality and dimensions of life, concept and determinants of life satisfaction, urbanism concept and principle. Other literatures include urban accessibility, walkability, and infrastructures, urban development and sustainability, users' satisfaction assessment model, Kano model and assessment, and concept of commercial neighbourhood zone.

**Chapter 3:** This chapter presents the research methodology and study area. The chapter discusses the grounded theories related to the study. Discussions on method and techniques undertaken to conduct the research data collection are presented. Other presentation includes, research paradigm, measurement of variables, sampling and questionnaires distribution and research analysis.

**Chapter 4:** This chapter succinctly discusses the research data collection methods and the procedural analysis of generated data for all the phases of the research. The statistical justification for the population used for the research analysis vis-a-vis the study area population was discussed.

**Chapter 5:** This chapter presents the research findings and detailed discussions. The strength and weakness of each objective, including the final development framework, were highlights. Meanwhile the study's limitation were equally presented.

**Chapter 6:** Conclusion and Recommendation, as the final chapter records conclusion to each objective. This chapter also highlights the limitations faced in this research, recommendation and possible future studies.

References: It shows the lists of cited literatures in the thesis.

**Appendices:** It includes the relevant supporting documents that widen the understanding of the research study.



Figure 1.6 Thesis structure outline

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