

VISITOR'S SATISFACTION AND IMPROVEMENT ON BUSINESS
ACTIVITIES IN COMMERCIAL STREET OF BP-WALK BANDAR
PENGGARAM, JOHOR

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UNIVERSITI TEKNOLOGI MALAYSIA

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DEDICATION

I dedicate my dissertation work to my family, friends and my supervisor under whose constant guidance I have completed this dissertation. They not only enlightened me with academic knowledge but also gave valuable advice whenever I needed it the most.

Lastly, to my mother, in loving memory.

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ABSTRACT

BP-Walk is a commercial area that is located along the street called Jalan Rahmat. It is one of the attraction mentioned in Special Area Plan Bandar Penggaram 2016-2025. This research is inspired by the main issues stated in Special Area Plan Bandar Penggaram 2016-2025 such as the present economic activities in Bandar Penggaram are out of date and inefficient in today's world and the state of the commercial area must be updated to meet current demands and trends. In addition, there is a lack of new ideas for new activities in Bandar Penggaram mentioned in Special Area Plan Bandar Penggaram 2016-2025. The main aim of this study is to find out the satisfaction and suggestions on factors influencing the business activities in BP-Walk at Batu Pahat, Johor between the users. In order to achieve the aim, the first step is to identify what kind of business activities are in BP-Walk and analyzing respondents satisfactions and suggestions. This research is significant as it can be recommended and can be implemented for future research and development purposes. In order collect data collection the type of sampling method used is probability sampling method which is systematic sampling. There total of respondents for this research is 85 people. There are 52 questions are designed in the questionnaire based from the literature review and research questions. There are four(4) main factors that is being analyse which is location, accessibility, facilities and type of commercial activities as indicators to study their satisfactions and recommendations. Data was analysed using descriptive statistics and thematic analysis. Based on the findings, in 2021 majority of users are satisfied with the accessibility, location, facilities and type of activities though the lowest score was majority of them are not satisfied the parking lot provided, number of hotels provided, accessibility to the bus stop and BP-Walk is not near to their home. Thus, the respondents give suggestion based on their experience on the street to improve. In conclusion, the are importance in taking the public participation give opinions throughout this research as it can be helpful for Majlis Perbandaran Batu Pahat if in the future for Bandar Penggaram to improve the economic performance.

ABSTRAK

BP-Walk adalah kawasan komersial yang terletak di sepanjang jalan yang dipanggil Jalan Rahmat. Ia merupakan salah satu tarikan yang disebut dalam Rancangan Kawasan Khas Bandar Penggaram 2016-2025. Penyelidikan ini diilhamkan daripada isu-isu utama yang dinyatakan dalam Rancangan Kawasan Khas Bandar Penggaram 2016-2025 seperti aktiviti ekonomi di Bandar Penggaram pada perlu dikemas kini untuk memenuhi permintaan semasa. dan trend. Selain itu, terdapat kekurangan idea baharu untuk aktiviti baharu di Bandar Penggaram yang dinyatakan dalam Rancangan Kawasan Khas Bandar Penggaram 2016-2025. Matlamat utama kajian ini adalah untuk mengetahui kepuasan dan cadangan terhadap faktor-faktor yang mempengaruhi aktiviti perniagaan di BP-Walk di Batu Pahat, Johor antara pengguna BP Walk. Bagi mencapai matlamat, langkah pertama ialah mengenal pasti jenis aktiviti perniagaan yang terdapat di BP Walk dan menganalisis kepuasan hati dan cadangan responden. Penyelidikan ini penting kerana ia boleh dilaksanakan untuk tujuan penyelidikan dan pembangunan masa hadapan. Bagi kaedah mengumpul data jenis kaedah persampelan yang digunakan ialah kaedah persampelan kebarangkalian iaitu persampelan sistematik. Jumlah responden bagi kajian ini adalah seramai 85 orang. Terdapat empat (4) faktor utama yang dianalisis iaitu lokasi, kebolehcapaian, kemudahan dan jenis aktiviti komersial sebagai petunjuk untuk mengkaji kepuasan dan cadangan mereka. Data dianalisis menggunakan statistik deskriptif dan analisis tematik. Berdasarkan penemuan, pada tahun 2021 majoriti pengguna berpuas hati dengan kebolehcapaian, lokasi, kemudahan dan jenis aktiviti walaupun markah terendah adalah majoriti mereka tidak berpuas hati dengan tempat letak kereta yang disediakan, bilangan hotel yang disediakan, akses ke perhentian bas dan BP-Walk tidak berdekatan dengan rumah mereka. Justeru, responden memberi cadangan berdasarkan pengalaman mereka di BP-Walk untuk menambah baik. Kesimpulannya, penglibatan orang ramai adalah penting untuk memberi pendapan untuk penyelidikan ini kerana ia dapat membantu Majlis Perbandaran Batu Pahat sekiranya terdapat pembangunan untuk Bandar Penggaram pada masa hadapan.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In Malaysia, participation of the general public is required in the process of developing development plans, both structural and local in scope, at all levels. A sustainable development approach is used in the planning of public places because it considers social, environmental, and economic issues that affect both present and future generations. Through allowing local individuals to analyse their perceptions and shout out their own suggestions, as well as by supporting community projects, it is possible to empower them to be the drivers of their own transformation in the process of developing a sustainable design for communities. In addition, this research is about conducting a study on perceptions and suggestions of pedestrian users on the existing site during the development plan of the area is still in progress.

Researchers began to investigate the meaning of a certain place anywhere by conducting studies on people's perceptions and attitudes about places in an effort to inform the planning process. The act of community engagement has been identified as one of the most effective means of attaining sustainable development in the quest for a more prosperous future for everyone. Perception is very important in identifying people thoughts and measure whether their experience gives a positive feedback or negative feeling to them. Malaysian government understands the need of public engagement in achieving long-term development goals and ensuring effective governance. As a result of the efforts of many government agencies, public participation in government decision-making and planning processes has become an essential component (Mohamed Anuar & Saruwono, 2013).

Meanwhile, commercial is .one of the most important sectors in urban planning that gives an impact towards the economy. To add more, commercial activities are

among the earliest human practises that are linked to production and consumption processes. They have an important role in social and economic life, especially in metropolitan areas, where trade is increasingly important. Due to a variety of elements impacting economic activity in a commercial region, the importance of commercial affairs varies from one city to the next. The combination of these elements crystallises is represented in various commercial settlement patterns inside cities.

In the past, the prominence of commercial activities in settlement led to a spatial design in which the city centre was the main street or commercial street, such as a cluster of public markets. The city centre served as the dynamic centripetal core of many sorts of activity, ensuring that inhabitants get high-quality goods and services in line with quality, availability, and pricing standards. This lowers expenses and facilitates social, economic, and cultural interchange (Zucchelli, 1983). Meanwhile, commercial street is a part of commercial area. A commercial street is a type of key public place in the urban tissue where people frequently congregate for shopping, trade, and social activities. A city's street is its fundamental foundation and most essential external area, as well as a key indicator of the city's personality.

1.2 Research Background

BP-Walk Batu Pahat has been chosen as a case study since the business activity is located along the street called Jalan Rahmat for this research. Other than that, BP-Walk is a part of area in development plans of Special Area Plan Bandar Penggaram 2016-2025. In Bandar Penggaram, the Special Area Plan Bandar Penggaram presents Bandar Penggaram's plan for economic, physical, and social growth from 2016 to 2025. For the planned period from 2016 to 2025, Bandar Penggaram's economic, physical, and social growth are outlined in a detailed document. In compliance with Malaysian legislation, the Bandar Penggaram Special Area Plan consists of development plans created in accordance with the terms of paragraph 16B (1), (2), and (3) of the Town and Country Planning Act 1976. (Act 172).

Some of the statement mentions in Special Area Plan Bandar Penggaram 2016-2025 is Bandar Penggaram activities must be re-created. Bandar Penggaram's Old Town Area has the ability to contribute to the city's economic development. The Batu Pahat river and the green circle need to be upgraded, as per the development plan. Bandar Penggaram's historic buildings and legacy need to be preserved and conserved. Infrastructure and utility systems, as well as communication and transportation networks, must be upgraded to be more efficient.

This research cover a small part of Bandar Penggaram which is BP-Walk street. Therefore, the aim of this research is to identify people perception and suggestions on the existing factors that influence the business activity at BP-walk. There are several factors identified as indicator throught literature review to study the about perception and suggestions on factors influencing the business activities along the commercial street BP-Walk. Commercial areas are crucial in order to produce cash for the economy since they give work opportunities, create places for people to relax, shop for groceries, serve as public meeting places, and host cultural events, among other things. In other words, people have motivations for going to a certain business location. When visiting a business area, there are numerous aspects to consider because everyone has distinct goals and preferences.

Places have an impact on people, and roads are a place that has an impact on people the form of highways, roads and public areas, play an important role in everyone's urban life. People need freedom to walk or be in the streets or public spaces because of their crowded homes and lack of private gardens. Therefore, the urban space presented by squares and streets is seen as a key element of the social life of cities (Suaibah et al, 2015). In general, there are importance for developing strategies to improve the existing urban commercial areas are:

- i. Access to revitalised urban commercial areas. As suburban commercial districts spread further and further afield, the difficulty for those who do not drive rises owing to age, economic status, or personal preference. This has an impact on their capacity to locate products and services, as well as their ability to locate work opportunities. The transportation

system is having trouble keeping up with the ever-growing, auto-dominated growth.

- ii. Revitalized Urban Commercial Regions (RUCAs) decrease suburban sprawl by concentrating companies in developed areas with existing infrastructure. Smaller commercial districts also feature more local/family companies, which support community initiatives and create a strong economic basis since income is more likely to be recycled within the community.
- iii. A walkable neighbourhood includes revitalised urban commercial areas. By allowing people to walk to services, it is to encourage the health advantages of physical activity, social connection, and cleaner air by reducing automobile miles driven.

1.3 **Problem Statement**

These are some of the challenges mentioned in the Special Area Plan Bandar Penggaram, Batu Pahat 2016-2025. To begin with, the present economic activities in Bandar Penggaram are out of date and inefficient in today's world. This is closely tied to the present business activity in Bandar Penggaram, as the dominant landuse in the area is commercial and residential. The present activities are largely commercial services, according to data from the Special Area Plan Bandar Penggaram 2016-2025. The construction standards guideline in Bandar Penggaram vary from one place to the next. To guarantee that the commercial area has a high level of economic revenue, the state of the commercial area must be updated to meet current demands and trends. Furthermore, planning rules and guidelines may have an impact on economic activity by encouraging people to use the commercial area as a safe, convenient, and comfortable environment.

Second, there is a scarcity of new ideas for new activities in Bandar Penggaram. According to the Bandar Penggaram Special Area Plan 2016-2025, there are still some abandoned and ancient structures that need to be addressed. By repurposing these abandoned and historic structures, new commercial concepts and activities may and should be introduced to add to the city's appeal while also contributing to Batu Pahat's economic growth. Even while this is a problem since it portrays the city in a negative light toward Bandar Penggaram, it also has the ability to serve as a recommendation for improved economic activity. Bandar Penggaram's business area may be called an old notion since it has been the same commercial activity for several years. As a result of the area's large number of ancient commercial buildings, it has a negative influence on the area's identity, resulting in a lack of new concepts and activities.

Third, there is a lack of promotion and use of existing urban spaces for commercial purposes. Bandar Penggaram's current urban space is underutilised. The commercial sector has to be filled with new commercial activity that may operate as an attraction and contribute to the town's new image. The state of the commercial sector in Bandar Penggaram may be improved by filling urban spaces with innovative concepts aimed at improving economic activity performance.

Fourth, because urban spaces are the setting for social interaction, it must be able to guarantee security to their users in order to maintain the vibrancy and dynamism of the place like Bandar Penggaram. Indeed, as a key component of urban planning in Batu Penggaram, urban security is one of the necessities of urban existence, and one of the top concerns of any urban planning. The term "security" refers to the ability to live peacefully in society, free of crime, injury, accidents, and other dangers. In addition, the topic of traffic safety has been considered. People's ability to avoid crime, injury, accident, and other risks when it comes to achieving their transportation demands is linked to traffic safety in commercial areas.

1.4 **Research Gap**

Based on previous study, the public street, possibly the most significant sort of public space, provides opportunity for a wide range of utilitarian, social, and recreational activities. The majority of public life takes place on streets across the world. People's abiding pictures of a city, according to social interpreters and researchers, are of its streets (Maryam, 2015).

According to Ebru et al. (2020), external variables have an impact on traffic safety; consequently, appropriate planning of roads, asphalts, crossroads, and similar locations, particularly in built-up areas, can improve traffic safety by reducing congestion. That is to say, it is not incorrect to assert that there is a connection between traffic safety and urban planning. The importance of the traffic safety concept can be better understood by looking at the numerical data provided by the Ministry of Transport, Maritime Affairs, and Communications.

On the other hand, many of the streets in city centres have undergone physical transformation. However, the sense of place is disrupted because of the inappropriate development of street characteristics, which affects people's feelings and perceptions of the roads (Nahedh, 2018). Meanwhile, there are many researchers studying on other commercial aspect such as the role of streetscape elements to improve the experience of commercial street users (Shatha et al, 2021) . A case study at Al- karada inner street in Baghdad studies on toward a liveable commercial streets based on certain indicators (Noor et al, 2019). A review paper on the role of commercial streets characteristics influencing senses of place (Nahedh et al, 2018).

In summary, previous researchers mainly focus on the role, function, characteristics and its impact towards sense of place and commercial users. There are not many papers found of satisfactions and suggestions on factors influencing business activities as commercial street among the visitors which case study is are a part of development plan. Therefore in order to fill the gap, this research is being conducted.

1.5 **Research Questions**

- i. What kind of types of commercial activities is there at BP-Walk?
- ii. How are the level of satisfactions of visitors on the factors influencing business activities in commercial street in BP-Walk?
- iii. Is there any suggestion to improve the performance of economic activity at BP-Walk Bandar Penggaram?

1.6 **Research Aim**

The aim of this study is to investigate the satisfactions and suggestions among the visitors on factors influencing the business activities in BP-Walk at commercial street, Bandar Penggaram, Batu Pahat.

1.7 **Research Objectives**

- i. To describe the type of business activities at BP-Walk, Bandar Penggaram, Batu Pahat.
- ii. To evaluate the satisfactions on factors influencing the business activities in commercial street in BP-Walk, Bandar Penggaram, Batu Pahat.
- iii. To analyse the suggestions to improve the performance of economic activity in BP-Walk Bandar Penggaram, Batu Pahat.

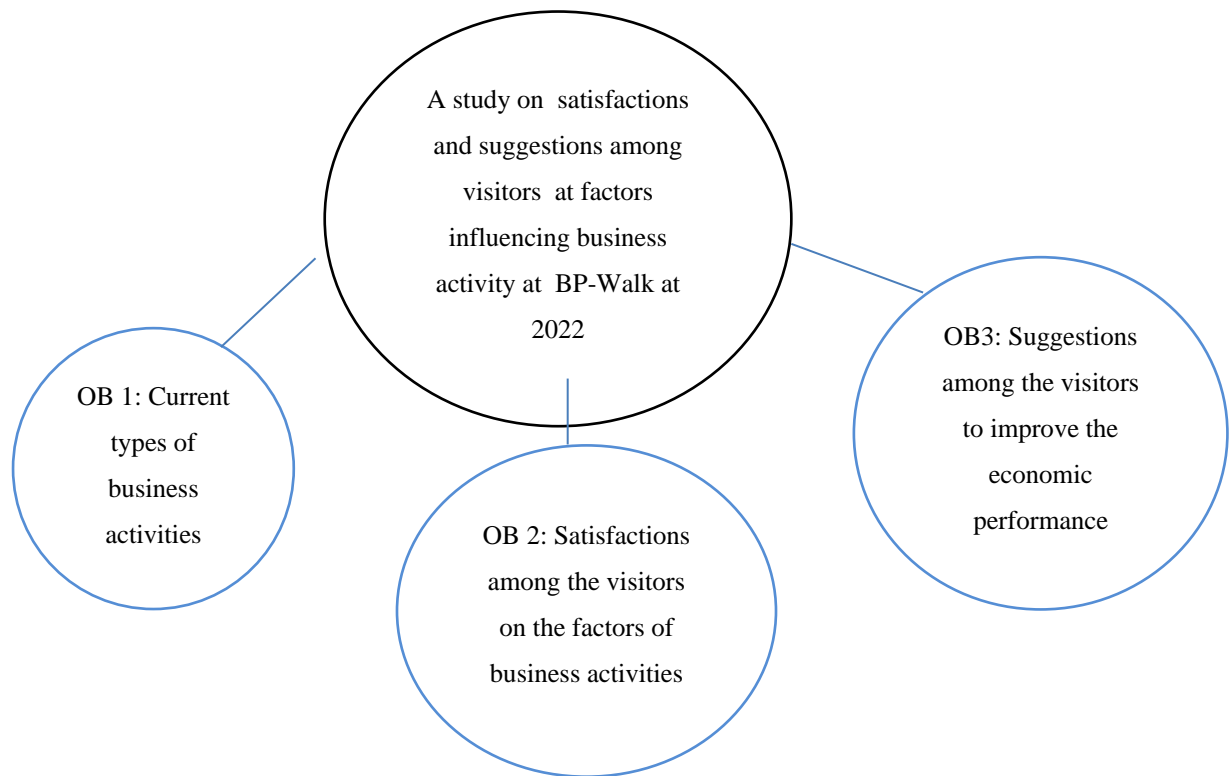


Figure 1:1 Diagram of objectives

1.8 Limitation of Study

This research, however, is subject to several limitations. Firstly is lack of available topics related to factors influencing the business activities from urban planning aspects. There are not many studies that gather perspectives and views from respondents to evaluate the factors from urban planning aspects. Secondly, is method that is being use is through questionnaire which is online survey. Since data gathering are conducted during pandemic covid-19, the people can only answers the survey through online. An interview of face-to-face was hard in order to understand the factors influencing the business activity among the respondents better.

1.9 **Summary**

Overall this research examines the satisfactions among the users on the factors influencing the business activities at BP-Walk and its recommendations to improve from an urban planning viewpoint. This research study includes the study aim & objectives, problem statement, research gap, research question and research limitations. There are three(3) main objectives and three(3) main research questions that has been identified. This chapter also emphasises the importance of this research in terms of what this study entails. The satisfactions among the users of BP-Walk street is important, this research could be used as reference to improve the as BP-Walk is one of the main tourism hotspot at Bandar Penggaram as mentioned is Special Area Plan Bandar Penggaram 2016-2025.. Limitation of this study as stated that the study is conducted during Covid-19 pandemic as people perceptions might be different without the pandemic. Therefore, recommendation for future research to conduct the survey without the pandemic to get a different result.

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