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LEVEL OF SATISFACTION WITH SOCIO ECONOMIC PREFERENCES FOR NEIGHBOURHOOD QUALITY

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INFORMASI ARTIKEL

Abstract: *This paper is continuation from pervious paper on neighbourhood quality. There are two variables used for socio economic background used are which are monthly income and home ownership. The key target of the study is assess the level of satisfaction of neighbourhood facilities and services with different socio economic background. Self-administered questionnaire survey distributed at three neighbourhood area in Manjung District Perak Malaysia with the sample of 421 respondents. Basically the result shows that all neighbourhood facilities and services are moderate to less level of satisfaction by different socio economic background. Even though at moderate level below 4.00 scale, the result shows that the lower income gives better level of satisfaction (3.63) compared to the higher income a bit lower level of satisfaction (3.45). Nevertheless peoples who have different home ownership gives almost similar result with average moderate below 4.00 scale. People who stay at their own house scale at 3.53, who stay at rental house scale at 3.57 and other house scale ate 3.57. Based on the result the local authority the Manjung Municipal Council and related agencies must be take into account to upgrade and improve the neighbourhood facilities and services in their neighbourhood area. The feedbacks from the peoples are the best method to get the actual situation and exact facts.*

Keywords: *Level of Satisfaction, Socio Economic, Neighbourhood Facilities and Services, Neighbourhood Quality*

Abstrak: Makalah ini merupakan kelanjutan dari kertas sebelumnya tentang kualitas lingkungan. Ada dua variabel yang digunakan untuk latar belakang sosial ekonomi yang digunakan yaitu pendapatan bulanan dan kepemilikan rumah. Sasaran utama dari penelitian ini adalah menilai tingkat kepuasan fasilitas dan layanan lingkungan dengan latar belakang sosial ekonomi yang berbeda. Survei kuesioner yang dikelola sendiri didistribusikan di tiga area lingkungan di Manjung Distrik Perak Malaysia dengan sampel 421 responden. Pada dasarnya hasilnya menunjukkan bahwa semua fasilitas dan layanan lingkungan adalah tingkat kepuasan sedang sampai kurang oleh latar belakang sosial ekonomi yang berbeda. Meskipun pada tingkat moderat di bawah skala 4,00, hasilnya menunjukkan bahwa pendapatan yang lebih rendah memberikan tingkat kepuasan yang lebih baik (3,63) dibandingkan dengan pendapatan yang lebih tinggi tingkat kepuasan yang rendah (3,45). Namun demikian orang-orang yang memiliki kepemilikan rumah yang berbeda memberikan hasil yang hampir serupa dengan rata-rata sedang di bawah skala 4,00. Orang-orang yang tinggal di skala rumah mereka sendiri di 3,53, yang tinggal di skala rumah sewa di 3,57 dan skala rumah lainnya makan 3,57. Berdasarkan pada hasil otoritas lokal Dewan Kota Manjung dan lembaga terkait harus diperhitungkan untuk meningkatkan dan meningkatkan fasilitas dan layanan lingkungan di daerah lingkungan mereka. Umpan balik dari masyarakat adalah metode terbaik untuk mendapatkan situasi aktual dan fakta yang sebenarnya.

Kata Kunci: Tingkat Kepuasan, Sosial Ekonomi, Fasilitas dan Layanan Lingkungan, Kualitas Lingkungan

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INTRODUCTION

Various studies have been used the level of satisfaction model in assessing the developments of currents condition. Many previous researchers used Maslow's hierarchy of needs theory as the basis in developing the level of satisfaction model research in the housing environment (Sulaiman & Yahaya, 1987; Yi, 1985), in the residential environment (Galster & Hesser, 1981; Niezabitowski, 1987) and in the neighbourhood environment (Connerly & Marans, 1985; Lee & Marans, 1980). The current studies have used the level satisfaction model to enrich the elements in terms of three main purposes. Firstly is for the evaluation and measurement, secondly is for the development of the index and framework and thirdly is for the clarification and verification of various situations and conditions in the housing and neighbourhood areas.

Evaluating the existing situation will later be used to improve future development (Ogu, 2002). Most studies wanted to identify the importance for their personal life and for their comfort (Chau, et al., 2006; Gbakeji & Magnus, 2007). Some will be used to establish the most important factors affecting the level of satisfaction (Djebarni & Al-Abed, 2000; Westaway, 2006). The development of index is for the residential environment system and the evaluation model, by using Geography Information System (GIS) calculations software for development and improvement of the neighbourhood areas (Ge & Hokao, 2004).

Developing the index are important to promote the residents' perceived neighbourhood areas and may strengthened the spatial for environment and perceived restoration areas (Zhao, 2009). The multi elements neighbourhood need to be clarified and verified by using the level of satisfaction model because researchers can reconfirm the factors most influenced by the residents (Ge & Hokao, 2006). Another advantage of clarifying and verifying in the level of satisfaction model is to test and validate the instruments of measurement and criteria (Yang, et al., 2002). The validation is for confirmatory factor analysis in producing quality fixed indexes of perceived quality indicators. Hence, they are well suited for use in research designs focusing on multiple elements measure of housing and neighbourhood areas (Bonaiuto, et al., 2003; Fornara, et al., 2010).

Many studies have mentioned that the different socio-economic background is very essential information in assessing the development. By using socio economic with many variables will gets more potential variances in the valuation of the same housing and neighbourhood condition by residents with different background (Tan, 2012). Aiello et al. (2010) put more attention on facilities, the satisfaction model still used the physical, social and economic model for the study in a neighbourhood area in Rome, Italy.

The economic attribute refers to the socio economics of the residents' backgrounds. Erkip (2010) concentrated on a high density neighbourhood in Ankara, Turkey. The conceptual framework in the satisfaction model was in the physical, social and economic model. The model included the socio demographics, socio economic and neighbourhood quality factors. The socio economic factors include the middle income, high income, homeownership, owners and tenants. While Sirgy and Cornwell (2002) used the conceptual model combination factor of physical, social and economic factors. The

economic factors used as guidance for formulating the socio demographic and socio economic aspect of residents' background as independent variables.

RESEARCH METHOD

By using the same study area and method as in previous paper. There are 3 settlement centres in neighbourhood area selected in Manjung Perak Malaysia which are Seri Manjung, Sitiawan and Lumut while Seri Manjung is the town centre. Figure 1 and Figure 2 show the location of study area. Table 1 show the total population in the study area.

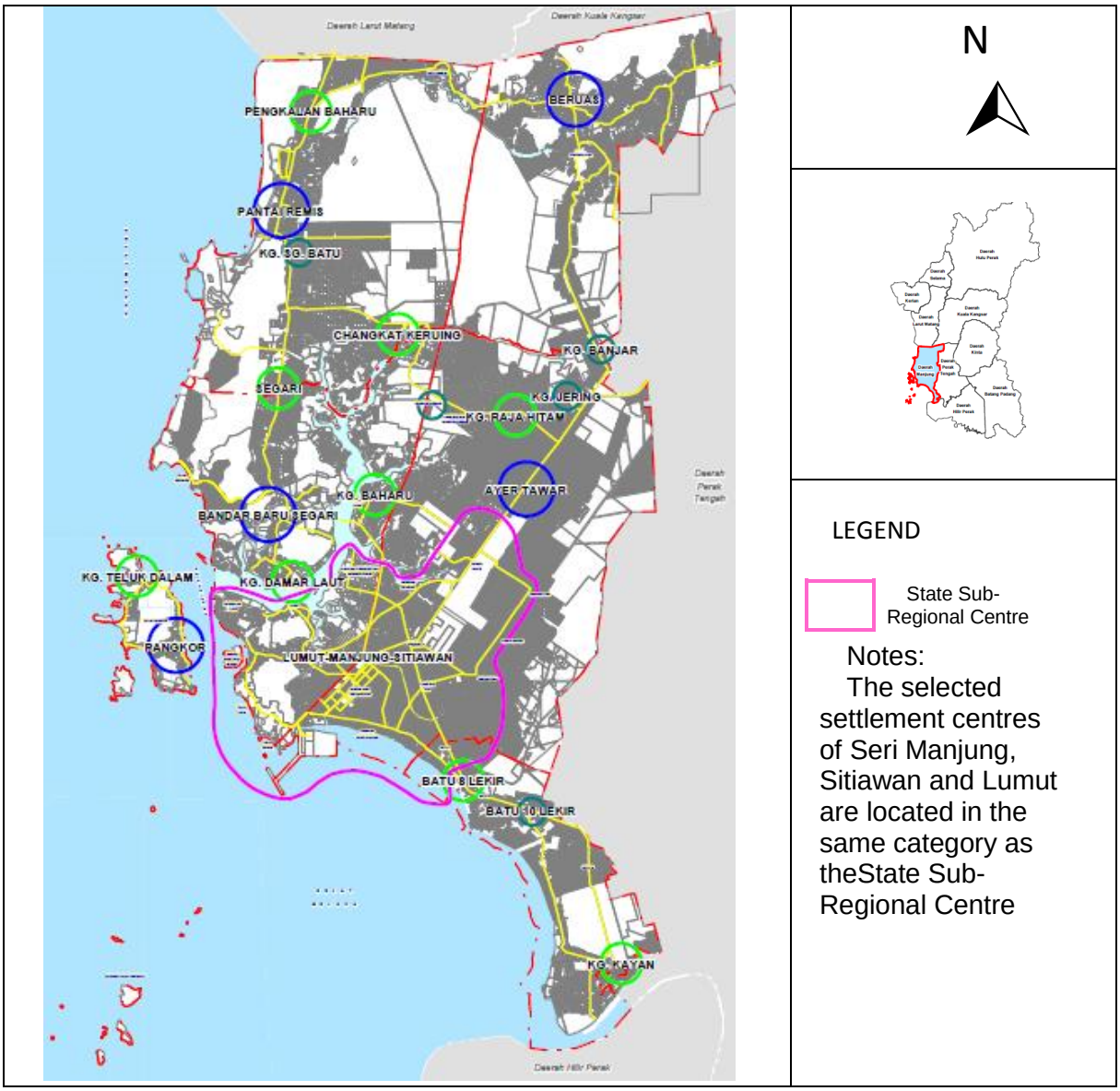

Figure 1: Three Settlement Centres Selected are Located in the Same Category in the State Sub-Regional Centre
Note: Adopted from Manjung Municipal Council (2011)

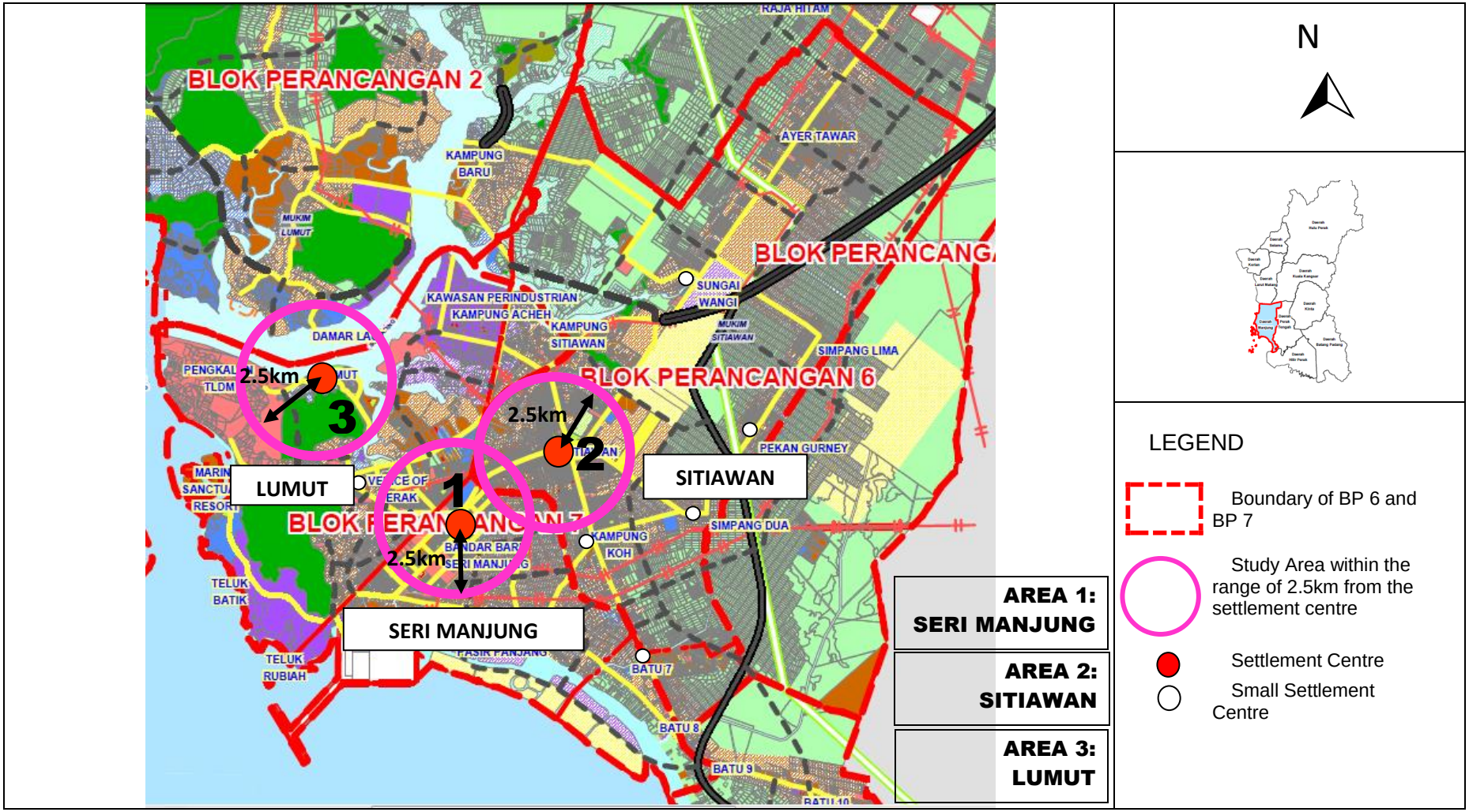

Figure 2: **Selected Three Neighbourhood Area as a Study Area**

Note: Adapted from Manjung Municipal Council (2011)

Table.1 ***Population and Neighbourhood Hierarchy in the Study Area***

BP	Settlement Centre	Population 2010	Neighbourhood Hierarchy
7	Seri Manjung	42,058*	2 Neighbourhood Centres / 6 Neighbourhoods / 18 Housing Schemes
	Lumut	16,648*	2 Neighbourhoods / 6 Housing Schemes
6	Sitiawan	32,176**	2 Neighbourhood Centres / 6 Neighbourhoods / 18 Housing Schemes
	Total	**90,882**	

Source: *Adopted from Manjung Municipal Council(2011) (1997a)
**Adopted from Manjung Municipal Council(2011) (1997b)

The socio economic background is the independent variables for the residents while the dependent variables are the neighbourhood facilities and services. The dependent variables of the neighbourhood facilities and services were facilities for Institution, services for Central Business Districts, services for Infrastructure and Utilities and services for Traffic and Transportation.

The quantitative approach was used to gather the primary data. The questionnaire survey method was used to get the reaction from the residents in the study area. The target respondents were the head of household. In this study, a systematic sampling was used to do the sampling procedure based on 28,649 of total housing in the study area. By using the table for the sample size by Krejcie and Morgan (1970), the suggested sample size of houses for this study area was 379 houses (Chua, 2006). To make easier the number of sampling required are 400. The study was self-administrated questionnaire survey. The questionnaire will be distributed based on the selected housing sample. The questionnaire was placed in each resident's post box with an addressed prepaid reply envelope to researcher's address. Total final numbers of respondents are 421. The result will be analysed by using two types of analysis. The descriptive analysis to analyse the socio-economic residents' background. The ANOVA one-way test distinguished the different for other socio economic of residents' background.

RESULTS AND DISCUSSION

Residents' Socioeconomic Profile

The residents' household profile information was derived from the information in Section A of the questionnaire, which involved the socioeconomic background of the residents. The nominal and ordinal scale data was placed in the formal one-way contingency table for easy reading. In brief, the socioeconomic background of the residents showed the employment, income, housing type, home ownership, and vehicle ownership. The summary of the residents' socioeconomic background is shown in Table 2. The highest percentage of resident employment was

professional and officer at 21.1%, followed by educational at 15.7%, and finally, clerical and support staff at 13.1%. About 10% of the residents' employment is technical assistant or assistant officer and retirees. A minority of below 10% of the residents are managers, armed force, sales and services, production operator, general workers, housewives, and others. Other employment included those who are self-employed, business men or business women, contactors, and others.

The total income of the residents was between RM 1,000 – RM 3,000 at 39.9% and between RM 3,001 – RM 5,000 at 30.9%. The income of more than RM 5,000 was at 18.8% and the income of RM 1,000 and below was at 10.7%. The majority of the residents live in intermediate cost terrace housing at 52.5% and quite a number of the residents live in bungalow housing at 18.5%. The remaining residents' lives in low cost housing at 14.0% and semi-detached housing at 15.0%, respectively. Most of the residents are the owner of their house at 88.6% and the rest are rentals and either company or government rentals at 11.4%. Largely, the residents have their own vehicle at 99.8% and only 0.2% residents do not have any vehicle.

Table.2 *Residents' Socio-Economic Backgrounds Residents' Socioeconomic Backgrounds*

Variables	**Frequency**	**Percentage**
Employment	**Frequency**	**Percentage**
Manager	37	8.8
Professional / Officer	**89**	**21.1**
Education	66	15.7
Technical Assistant / Assistant Officer	41	9.7
Armed Force	27	6.4
Clerical / Support Staff	55	13.1
Sales and Services	19	4.5
Production Operator	1	0.2
General Workers	25	5.9
Retirees	46	10.9
Housewives	2	0.5
Others	13	3.1
Total	**421**	**100.0**
RM 1,000 and below	45	10.7
RM1,001 – RM3,000	**168**	**39.9**
RM3,001 – RM5,000	130	30.9
RM5,001 – RM7,000	53	12.9
RM7,001 and above	25	5.9
Total	**421**	**100.0**
Housing Type	**Frequency**	**Percentage**
Low Cost Terrace Housing	59	14.0
Intermediate Cost Terrace Housing	**221**	**52.5**
Semi-Detached Housing	63	15.0
Bungalow	78	18.5
Total	**421**	**100.0**
Home Ownership	**Frequency**	**Percentage**
Owner	**373**	**88.6**
Rental	41	9.7
Government / Company	7	1.7
Total	**421**	**100.0**

Vehicle Ownership	Frequency	Percentage
Motorcycle	15	3.6
Car / Van	110	26.1
Bicycle and Motorcycle	6	1.4
Bicycle and Car	10	2.4
Motorcycle and Car	59	14.0
Bicycle, Motorcycle and Car	**220**	**52.3**
No Vehicle	1	0.2
Total	**421**	**100.0**

Level of Satisfaction of Neighbourhood Quality in Relation with Neighbourhood Facilities and Services by Different Monthly Incomes

Monthly incomes will interpret the status of the people. The findings from the socioeconomic background indicate that the monthly income in the study area can be divided into three categories, which are RM 3,000 and below, between RM 3,001–RM 7,000, and above RM 7,000. These categories can be classified as low-income group for category below RM3,000, middle income group for category between RM3,001 to RM7,000 and high-income group for category above RM7,000. In this study, the different monthly incomes will be tested with the ANOVA one-way analysis. The residents who have different monthly incomes will evaluate the facilities and services in their neighbourhood area. From the result in Table 3, the average mean core shows that the level of satisfaction is still below 4.00. The facilities and services provided have still not reached the satisfied standards stipulated by the residents with different monthly incomes.

The findings show that although there are various groups of peoples' living standard, their needs and aspiration of the facilities and services are the same and identical. However, the results of monthly income show all are at the moderate level if refer in detail the result can be ranked to get the highest and lowest satisfaction of neighbourhood facilities and services provided for them. Based on the detail result the highest rank is low income group with M=3.63, second rank is middle income group with M=3.55 and lastly the lowest is high income group. These results show that the residents with different monthly income will express the different satisfaction of the residents of neighbourhood facilities and services provided in their neighbourhood area.

The Level of satisfaction of Neighbourhood Quality in Relation with Neighbourhood Facilities and Services by Different Home Ownership Classes

Home ownership classes can also interpret the standard of living and income category of the people. The findings from the socioeconomic background indicate that the different home ownership classes can be classified as owner, tenant, and others. In this study, the different home ownership classes will be tested with the ANOVA one-way analysis. The residents who have different home ownership will evaluate the facilities and services in their neighbourhood area. Referring to the result in Table 4, the average mean score shows that the level of satisfaction is similar with the above findings, which are still below the satisfaction of 4.00. The

facilities and services provided have not yet achieved the satisfied standards specified by the residents with different home ownership.

The findings show that although there are various groups of living standards, their needs and aspiration of the facilities and services are similar. However, the result of total average can be ranked to get the highest and lowest level of satisfaction of neighbourhood facilities and services provided in their neighbourhood area. By comparing the total average, the highest is rental, second is other and lastly owner house. These results show that the owners of house are more particular with the neighbourhood facilities and services in their neighbourhood area. They wanted more improvement facilities and services in the future development.

Table.3 ***Level of Satisfaction with Different Monthly Incomes***

Neighbourhood Facilities and Services Category	Neighbourhood Facilities and Services Item	< RM3000			RM3001-7000			>RM7000		
		N	M	SD	N	M	SD	N	M	SD
Public Institution (Facilities)	Health	211	3.61	0.764	180	3.60	0.697	24	3.63	0.576
	Educational	178	3.79	0.737	158	3.79	0.640	22	3.82	.733
	Police and Security	181	3.74	0.769	165	3.78	0.584	23	3.74	.449
	Fire and Rescue	147	3.90	0.628	140	3.87	0.584	19	3.58	0.692
	Post Office	212	3.56	0.845	182	3.57	0.757	24	3.25	0.676
	Worship Place	212	4.10	0.779	183	4.04	0.708	25	4.08	0.640
	Cemetery	162	3.76	0.864	147	3.65	0.849	20	3.25	0.716
	Average	**213**	**3.80**	**0.669**	**183**	**3.79**	**0.570**	**25**	**3.56**	**0.507**
Public Institution (Services)	Public Library	190	3.37	0.953	158	3.23	0.894	19	3.00	0.816
	Public Hall	79	3.50	0.837	74	3.42	0.768	13	3.31	0.751
	Open Space and Recreational	195	3.40	0.925	158	3.24	0.901	19	3.00	0.816
	Average	**195**	**3.40**	**0.925**	**159**	**3.21**	**0.877**	**19**	**3.05**	**.705**
Infrastructure and Utilities (Facilities and Services)	Water Supply	213	4.04	0.698	183	3.92	0.740	25	3.84	0.850
	Electrical Supply	213	3.91	0.807	183	3.88	0.758	25	3.88	0.666
	Telecommunication	213	3.41	1.143	183	3.58	0.882	25	3.56	0.712
	Sewerage	213	3.63	0.867	183	3.60	0.716	25	3.20	0.816
	Drainage	213	3.37	1.018	53	3.23	1.068	25	3.00	0.866
	Solid Waste	213	3.59	0.920	183	3.33	1.016	25	3.28	0.792
	Average	**213**	**3.71**	**0.710**	**183**	**3.62**	**0.702**	**25**	**3.60**	**0.707**
Central Business District (Facilities and Services)	Commercial Activities	213	3.87	0.698	183	3.94	0.626	25	3.88	0.666
	Services Activities	210	3.89	0.666	182	3.93	0.615	25	3.92	0.759
	Road	213	3.66	0.722	183	3.72	0.738	25	3.76	0.663
	Pedestrian Walkways	157	3.45	0.852	141	3.37	0.807	17	3.35	0.786
	Street Lighting	213	3.58	0.802	183	3.61	0.725	25	3.60	0.707
	Parking Lot	213	3.44	0.841	183	3.32	0.766	25	3.24	0.831
	Average	**213**	**3.85**	**0.681**	**53**	**3.94**	**.718**	**25**	**3.92**	**0.640**
Public Transportation (Services)	Public Bus	147	3.36	0.993	114	3.11	0.853	9	3.00	0.500
	Public Taxi	82	3.29	0.893	74	3.25	0.927	9	3.00	0.500
	Average	**150**	**3.38**	**0.933**	**115**	**3.21**	**0.802**	**14**	**3.14**	**0.663**
	Total Average	**197**	**3.63**	**0.784**	**139**	**3.55**	**0.734**	**22**	**3.45**	**0.644**

Note: 1 = Strongly Not Satisfied, 2 = Not Satisfied, 3 = Moderate, 4 = Satisfied, 5 = Strongly Satisfied
N= Sample, M=Mean, SD= Standard Deviation

Table.4 ***Level of satisfaction with Different Home Ownership***

Neighbourhood Facilities and Services Category	Neighbourhood Facilities and Services Item	Owner			Rental			Others		
		N	M	SD	N	M	SD	N	M	SD
Public Institution (Facilities)	Health	367	3.64	.717	41	3.66	.617	7	3.71	.488
	Educational	322	3.81	.650	29	3.90	.772	7	3.71	.951
	Police and Security	324	3.78	.622	39	3.85	.779	6	3.83	.408
	Fire and Rescue	268	3.90	.592	34	3.79	.729	4	4.00	.000
	Post Office	370	3.51	.794	41	3.76	.799	7	3.57	.535
	Worship Place	372	4.09	.708	41	4.24	.767	7	4.00	.577
	Cemetery	297	3.69	.801	26	3.46	1.272	6	3.67	1.033
	Average	**373**	**3.78**	**.585**	**41**	**3.93**	**.608**	**7**	**3.71**	**.488**
Public Institution (Services)	Public Library	323	3.26	.906	38	3.16	.973	6	3.50	.548
	Public Hall	147	3.46	.752	15	3.20	1.207	4	3.75	.500
	Open Space and Recreational	323	3.27	.907	38	3.16	.973	6	3.50	.548
	Average	**329**	**3.26**	**.883**	**38**	**3.26**	**.978**	**6**	**3.50**	**.548**
Infrastructure and Utilities (Facilities and Services)	Water Supply	373	3.95	.735	41	4.12	.600	7	3.86	1.069
	Electrical Supply	373	3.87	.769	41	3.98	.790	7	4.00	.816
	Telecommunication	373	3.48	.960	41	3.27	1.265	7	4.00	.816
	Sewerage	373	3.54	.834	41	3.66	.728	7	3.71	.488
	Drainage	373	3.21	1.028	41	3.32	.986	7	3.14	.690
	Solid Waste	373	3.42	.971	41	3.56	.838	7	3.00	.577
	Average	**373**	**3.62**	**.687**	**41**	**3.73**	**.633**	**7**	**3.86**	**.378**
Central Business District (Facilities and Services)	Commercial Activities	373	3.92	.610	41	3.90	.664	7	3.86	1.069
	Services Activities	371	3.91	.605	39	3.97	.628	7	3.86	1.069
	Road	373	3.73	.700	41	3.71	.680	7	3.43	.787
	Pedestrian Walkways	276	3.42	.807	35	3.46	.817	4	3.50	1.000
	Street Lighting	373	3.58	.728	41	3.73	.633	7	3.71	.756
	Parking Lot	373	3.38	.793	41	3.51	.597	7	3.14	.690
	Average	**373**	**3.65**	**.642**	**41**	**3.68**	**.650**	**7**	**3.71**	**.488**
Public Transportation (Services)	Public Bus	240	3.30	.898	33	3.18	.917	2	3.00	.000
	Public Taxi	142	3.25	.879	23	3.22	.902	0	0	0
	Average	**244**	**3.32**	**.839**	**33**	**3.27**	**.876**	**2**	**3.00**	**.000**
Total Average		**338**	**3.53**	**0.727**	**39**	**3.57**	**0.749**	**6**	**3.56**	**0.380**

Note: 1 = Strongly Not Satisfied, 2 = Not Satisfied, 3 = Moderate, 4 = Satisfied, 5 = Strongly Satisfied
N= Sample, M=Mean, SD= Standard Deviation

CONCLUSION

The level of satisfaction evaluation has been frequently used for numerous other arenas of study. In any study the socio-economic preferences are very significant variable must be encompassed. This study has been used the different of socio-economic background to assess the neighbourhood facilities and services. The socio economic used were monthly income and home ownership. The findings have shown of two elements of socio economic are below level of satisfaction with Mean below 4.00 level of satisfaction of neighbourhood facilities and services. Even though the overall results are below satisfaction but the detail result can be ranked to get to know the highest and lowest satisfaction of neighbourhood facilities and services. For different monthly income the result shows that the lower income people has less moderate level of satisfaction (3.63) then higher monthly income (3.45). Nevertheless, peoples who have different home ownership gives almost similar result with average moderate below 4.00 scale. People who stay at their own house scale at 3.53, who stay at rental house scale at 3.57 and another house scale ate 3.57. Based on the result the local authority the Manjung Municipal Council and related agencies must be taking into account to upgrade and improve the neighbourhood facilities and services in their neighbourhood area. The feedbacks from the peoples are the best method to get the actual situation and exact facts.

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