

THE FACTORS INFLUENCING THE SATISFACTION LEVEL OF THE COMMUNITIES RESIDING IN GATED HOUSING SCHEMES IN KLANG VALLEY

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ABSTRACT

This study aims to evaluate the factors influencing the satisfaction level of the community residing in gated housing schemes in Klang Valley. The measuring variables are 1) security, 2) privacy, 3) lifestyle, 4) location, 5) investment and 6) demographic background. This study was conducted in thirteen different gated housing schemes through convenience random sampling of 170 heads of households staying in Klang Valley via a questionnaire survey which consists of multiple choice questions and a 5-point likert scale. Two main hypotheses were tested using Pearson Correlation, Independent sample t-test, ANOVA and Chi square tests. The study revealed four important findings: 1) only 'number of household' influences the satisfaction level of living in gated housing schemes; 2) privacy is the leading factor influencing house buyers; 3) the management board has no effect on satisfaction level and; 4) those staying in gated housing schemes socialise moderately. Overall, it shows that the study areas conform to the definition of gated housing schemes formulated by the Federal Town and Country Planning Department (2010). Therefore, in order to enhance social interaction among gated housing schemes, existing developments with neighbourhood unit features need to consistently produce face-to-face social conditions through the provision of multipurpose hall, musolla, playground and the likes. Next, local authorities, developers and residents' association can take advantage of the multi-ethnic and cultural scenario of the gated housing schemes by organising resourceful activities such as 'eyes on the street' and neighbourhood watch programs which would indirectly improve the security of the neighbourhood. Lastly, organising residents' association meeting once a month is very important to the residents since they work long hours thus, explain why they emphasise more on spending their leisure time with their family whenever they are free, rather than building relationship with neighbours.

Keywords: Influencing factors, satisfaction level and gated community

INTRODUCTION

In Malaysia, gated housing schemes have been given the most attention by most house buyers as to fulfil their needs, tastes and preferences. It is proven that other than security reason, more young adults have become the serious buyers choose gated community due to the reputation of the developer, pleasant environment, recreational amenities availability, branding and quality finishes which includes sophisticated kitchen appliances and IT facilities like wireless facilities and fibre optics (Chuan et al., 2011).

With respect to various intentions of people buying a home in a gated community, the satisfaction level may deviate according to different expectations and preferences. As in Maslow, 1943's hierarchy of needs, satisfaction is closely associated with physiological needs which, must be fulfilled as a fundamental necessary for human survival. Owning a house marks the highest satisfaction level living in a housing area. It is an added value if the particular housing area has all the facilities, amenities in proximity with friendly neighbours that encourage the satisfaction level (Varady, D.P. and Corozza, W.F.E., 2000).

Indeed, gated housing schemes no longer offer a complete security to the residents since crime is also being reported in these areas. As reported by Tan (2013) where a few house break-ins happened in gated community in Damansara Lagenda in Petaling Jaya, Kota Damansara, Damansara Heights and Miri, Sarawak. This is supported by a study which found no significant differences between perceived safety and actual crime rates between gated and non-gated areas, in both high income neighbourhoods and public housing projects in California (Wilson Doenges, 2000) and North America between gated and non-gated neighbourhoods in the same area (Blakely and Snyder, 1998).

The emergences of gated community also restrict and hinder people moving in and out the housing area thus making it difficult for police, ambulance, and fire brigade and other in the event of emergencies such as fire, break-ins and accidents which can be dangerous to the people inside. Meanwhile, the guards are foreign nationals and their legal status is in doubt hence the possibility of

insider jobs greatly increases besides, the guards can monitor the inhabitants and know the times when their homes are vacant.

Gated communities have been argued to cause less interaction among the residence. Malaysia, for instance, the most common idea about gated community is that the restriction of access creates segregation among people (Nour Arabi, 2009). Furthermore, it is believed that gated community defines a huge gap in income and status whether the within or the adjacent neighbourhoods. The desire to have a prestige lifestyle by living in gated housing schemes has directed the developments towards the exclusion of the society (Aalbers, 2001). Therefore, this research addresses some of the fundamental questions which are as follows:

1. What is the type of demographic background of those living in gated housing schemes?
2. Are there differences in satisfaction level of living in gated housing schemes between people that belong to different ethnic groups, gender, marital statuses, occupation, age, education level, household monthly income and number of household (demographic background)?
3. Which influencing factor marks the highest satisfaction level of living in gated housing schemes?

LITERATURE REVIEW

Gated community (Gated housing schemes)

Gated community are defined as groups of residents or people who live in a landed property such as bungalow, semi detached and terrace with strata title and consistent with the provisions of section 6 (1A) of the Strata Titles Act 1985 (Act 318) (Town and Country Planning Department, 2010). Blakely and Snyder (1998) gave a more precise description on gated communities as developments on private roads closed to public traffic by a gate across the primary access. The developments may be surrounded by fences, walls or other natural barriers that further limit public access. In lay men terms, it is referred to a closed housing scheme with perimeter fencing or wall surrounding it with limited and controlled access provided with common property. In contrast to the United States, most gated housing schemes in Southeast Asia

are a mixture of the three types although security is always important such as in Indonesia (Leisch, 2002) and Thailand (La Grange and Pretorius, 2009).

Social Interaction in Gated Housing Schemes

Social interaction is the basic building blocks of groups (Joel M. Charon, 1998). When the actions of one person affect another person, social interaction will create quality human beings and forms the society’s identity. A research done by Wilson Doenges (2000) has proved that high income gated housing schemes residents have a significantly lower sense of community (cited in Abdulla, A. and A Mohit, M, 2011). While Blakely and Snyder (1998) has summarised level of community spirit as shown in table 1 below.

Table 1
Level of community spirit in various types of gated housing schemes

Type	Level of community spirit
Lifestyle	Interaction centres on recreation and the sense of community that exists is based on common interests and income levels rather than strong linkages between neighbours.
Security	Many of the neighbours have known real community involvement and are fighting to retain or regain it. These residents’ claims that there are more neighbourliness than on a real street, but there are conflicts regarding, for example, parking and pet ownership.
Prestige/social status	There is lack of community involvement was cited as a problem and residents tended to have little time or inclination to be neighbourly.

Source: Blakely and Snyder, 1998

In another study by Sarah Blandy, Diane Lister, Rowland Atkinson and John Flint (2007) about the community spirit within the gated housing schemes, summarised their findings as in table 2 on the next page.

Table 2
Summary of findings on social interaction by various authors

Author	Summary of findings
Alexander (1991)	One-third believed that the Residents' Association should foster a sense of community.
Carvalho et al. (1994)	Community life and interaction with neighbours were low.
Blakely and Snyder (1995)	Generally low levels of interaction and community involvement across all three gated housing schemes types although there is some evidence to suggest that each type has a different mode of interaction/community involvement.
Castell (1997)	Little value attached to the community spirit. One third of dwelling rented out. 38% of respondents planning to leave within next two years.
Burke and Sebaly (2001)	Street vitality was lower in the gated housing schemes than in the neighbouring non gated housing schemes.

Source: Blandy, S. Lister, D. Flint, J. and Atkinson, R., 2007.

Prestige as an Influencing Factor Living in Gated Housing Schemes

In relation to gated housing schemes, prestige can be understood as the admiration to exclusive, elite and modern houses enclaved in greeneries with sophisticated security then eventually become more established as a new form of housing (Hegedűs, 2007). Gated housing schemes have emerged as a popular style of living in the quest of prestige apart from security, not in Malaysia alone but also in Budapest, Hungary (Cséfalvay, Z., 2010).

Gated housing schemes have also been examined in Saudi Arabia as manifesting prestige as the most important feature (Glasze & Alkhayyal 2002). Coy & Pohler (2002) stated that gated housing schemes in Latin America are showing a rising trend to prestige communities as well (cited in La Grange and Pretorius, 2009). Prestige gated housing schemes gives thousands of benefits to the marketing field and developers of gated housing schemes due to increment in the house and land prices (Hegedűs, 2007).

Influencing/Motivating Factors Living in Gated Housing Schemes

Motives or reason to purchase a house are affected by a variety of reasons. There are many factors for buyers to consider as it is the most vital financial decision and expensive purchase most buyers ever make. Chuan et. al., (2011) has discovered seven factors or motives affecting house buyers' decision in purchasing a normal house which is product (exterior and interior features of the house, neighbourhood living quality and environment of the community), price, place, promotion, process and physical evidence and people.

In relation to the study, Carolyn (2011) had identified three influencing factors for house buyers to live in gated areas according to priorities which are security, social status and lifestyle. In due respect, Atkinson and Flint (2004) had added tenure, location, size and government policy as significant factors affecting the decision to buy a house in gated housing schemes.

In a summary of empirical findings on residents' influencing for moving into gated housing schemes, Carvalho et al. (1994) had discovered safety and security as the main reasons for moving in followed by urban crime, crime and fear of others. Meanwhile, Blakely and Snyder (1998) found that the leading reasons were security and fears of crime followed by prestige, location and traffic calming depending on the type of gated housing schemes development while Castell (1997) and Lister and Blandy (2002) stated that facilities and security were the main reasons, community was insignificant factors (cited in Blandy, S. Lister, D. Flint, J. and Atkinson, R., 2007)

According to Ismar et al. (2006), there are twelve factors that motivate the communities to reside in gated areas which are lifestyle, prestige, security, privacy, location, purchasing power, environment, developers' power, management's experience, policy control, society and investment. In addition, the authors have defined gated housing schemes as 'a cluster of community where their residential is controlled and clearly bordered and has safety features'.

Housing Satisfaction Determinants

A research done by Mastura Jaafar (2002) revealed that housing satisfaction level is influenced by project type, price of the house and length of residency but there were no difference found in housing satisfaction between those of owner occupiers and renters. Table 3 describes further on the satisfaction level determinants for choosing a particular type of house studied by many scholars around the world.

Table 3
 Housing satisfaction determinants

No	Author	Housing satisfaction determinants
1	Sadalla, and D. Oxley (1984), Yeh (1972) and Ogu (2002), Elsinga and Hoekstra (2005)	<u>Type of house</u> : A larger house with larger rooms' sizes represented higher status. Dwelling size has the largest influence on housing satisfaction.
2	Andrews and Whitney (1976), J. Meikle (2001), Tan Teck Hong, Fama and Schewart (1977), Rubens et al., (1989), Bond and Seiler (1998) and Mastura Jaafar (2003)	<u>Price of housing unit</u> : Residents are more satisfied with higher cost projects. Housing satisfaction might rise with higher property value and appreciation
3	Ogu (2002), Varady and Preiser (1998), Tan Teck Hong (2011), Rohe and Steward (1996),	<u>Length of residency</u> : Long term residents who lived at their locations for six years or more will have stronger social ties to their area and increase the satisfaction.
4	J. Duvoli (2005) & Lu (1999)	<u>House location</u> : Good location was the prime factor that contributed to the high appreciation of the house.
5	Lu (1999), Amole (2009), Brown (1993), Freeman (1998), VeraToscana and Ateca-Amestoy (2008)	<u>Education background</u> : The higher the education level of the head of the household, the more satisfied they are with their housing and vice versa. However, education has insignificant effects on housing satisfaction (Lu, 1999).
8	Brown (1993), Freeman (1998), US census Bureau (1998) Varady and Preiser (1998), Morris and Winter (1975), Rogers and Nikkel (1979), Galster and Hesser (1981), Lu (1999) & Mohit et al., (2009), Galster (1987)	<u>Demographic background</u> : i. Household income: Higher income households are generally satisfied with their housing conditions and neighbourhood. ii. Age: The elderly are more satisfied with their homes than younger households. This was due to lower

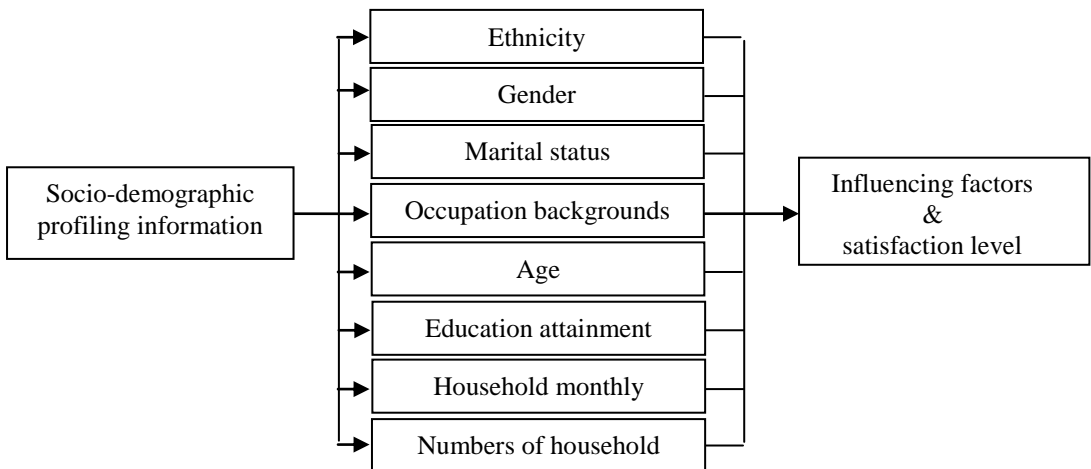
	Tan and Hamzah (1979), Varady & Carrozza (2000) & Preiser (1998), Halimah and Lau (1998); Amole (2009), Tan and Hamzah (1979), Francescato et al., (1987), Morshidi et al., (1999), L. Deborah, M. Laurence, Christina K. C., Lee (2008), Haurin, Donald R., Herbert, Christopher E. and Rosenthal & Stuart S. (2007) and Tan (2011).	<p>aspirations by the elderly. However, Mohit et al., (2009) finds that older age of households is negatively related to housing satisfaction.</p> <p>iii. Gender: Gender did not influence housing satisfaction level (Tan and Hamzah, 1979 and Varady and Carozza, 2000)</p> <p>iv. Ethnicity: Some types of the house are more likely to be preferred by some ethnics. Salfarina et al., 2010 found that ethnicity is insignificant to housing satisfaction level.</p> <p>v. Marital status: Is insignificant determinants to housing satisfaction level.</p> <p>vi. Number of household: Has no effect on housing satisfaction level (Salfarina et al., 2010)</p>
13	Salleh (2008), Savasdosara et al., (1989) and Lu (1999).	<u>Dwelling unit factor</u> : Well designed and well planned layout of the housing area affect housing satisfaction level (Salleh, 2008). Friendly neighbours, public facilities, environmental conditions such as cleanliness, housing and location characteristics affect housing satisfaction.

Source: Sadalla et al., 1988

From the table above, items of household income, age and ethnicity are found to be significant towards housing satisfaction while gender, marital status and number of household are found to be insignificant factors. In relation to the study, these six determinants assess the demographic background of the respondents at the study area. They are analysed, and only those significant towards achieving satisfaction level of living in gated housing schemes are presented in chapter five.

Based on the research objectives, the research model of this study is as follows:

Independent variables (IV)
Dependent variables (DV)



In order to understand the satisfaction level and influencing factors of gated home buyers that had been drawn from the literature review, two main hypotheses are postulated as follows:

H₀: There is no significant difference in the mean satisfaction level living in gated housing schemes between different demographic backgrounds.

H₁: There is a significant difference in the mean satisfaction level living in gated housing schemes between different demographic backgrounds.

H₀: There is a statistically significant correlation between influencing factors in buying a house in a gated housing schemes and satisfaction level.

H₂: There is a statistically significant correlation between influencing factors in buying a house in a gated housing schemes and satisfaction level.

For research hypothesis *H₁*, eight sub-hypotheses consisting both null and alternative hypotheses are proposed accordingly to each demographic background of the surveyed respondents.

METHODOLOGY

The Unit of Analysis, Population and Sampling

The unit of analysis in this study is the residents of gated community housing projects. They include gated communities' head of households. The population being studied involves the

residents in various locations in Klang Valley. Non-probability sampling has been chosen as a sampling method due to its nature that it does not require a complete survey frame, fast, easy and is an inexpensive way of obtaining data. In order to make generalisation about the population, the study assumes that the sample is a representative of the population. This usually requires further assumption that the characteristics of the population are evenly or randomly distributed over the population.

Sampling type

Convenience random sampling has been selected as the type of sampling where it assumes that all units in the population are alike. This type of sampling is chosen based on the definition of gated housing schemes. However, before the actual on-the-ground survey being carried out, the unit of the sample has been chosen in a stratified manner; only the head of the household would answer the questionnaire. A number of 170 samples are obtained during the five months (February 2012 – June 2012) survey after being affected by a lot of study limitations. There are 13 study areas selected for this study which are Ascot Hill, Sunway Rahman Putra, Sunway Alam Suria, Matahari Clubhouse, Sierramas, Cahaya SPK, Jalan Plumbum 101, Mutiara Gombak, Prima Villa, Kemensah Mewah, Laman Oakleaf, Puncak Bukit Utama and Kemensah Heights.

Data analysis

Bivariate statistical analyses were selected to best answer the research questions. Before in-depth analyses being presented, descriptive analysis was used to present findings on the demographic characteristics in terms of frequency and percentage. In order to examine the differences in and among respondents of different demographic backgrounds and satisfaction level, some tests of differences such as independent sample t-test and one-way ANOVA F-test have been used based on the items forming the variables.

This is continued with the step of determining the feature reflecting group differences in satisfaction level where one-way ANOVA F-test was conducted and Tukey's honestly statistically significant difference (HSD) tests were used to find which groups

were different from one another. Meanwhile inferential analysis of Pearson's Product Moment Correlation (Pearson's r) was used to demonstrate the statistically significant correlation between influencing factors buying a house in gated communities and satisfaction level of living in gated communities.

These analyses then have been further analysed using non parametric test of chi square test of independence in order to find any statistically significant relationship between IV (independent variable) and DV (dependent variable) and also to strengthen the findings from the former analyses.

Hypotheses testing

Hypotheses testing have been conducted in order to examine the relationships between independent variables and dependent variables. The significance of the relationship will be analysed and elaborated. Table 4 below shows the analysis used in the study to determine the significance of relationship between variables. The first part of the hypothesis testing would present findings from One-way ANOVA F-test then would be followed by chi square test of independence (X^2) in order to strengthen the findings. However, the One-way ANOVA F-test would be further examined with Post Hoc test if there are any statistically significant mean differences between two groups of independent variables.

Table 4
 Analysis used to test the hypotheses

Research hypothesis	Analysis used
H1.1	One-way Anova F-test & chi square test of independence (X^2)
H1.2	Independent Sample T-test & chi square test of independence (X^2)
H1.3 – H1.8	One-way Anova F-test & chi square test of independence (X^2)
H2	Pearson's Product Moment Correlation (Pearson's r)

Source: Field survey, 2012

Self-Administered Questionnaire Survey

The questionnaire form consists of three sections. Questions in section A have been scaled as nominal polychotomus, ordinal polychotomus and nominal dichotomous. For sections B and C, 5-point Likert Scale, ranging from 1 “Strongly disagree/dissatisfied” to 5 “Strongly agree/satisfied” has been used with positive scaling where the biggest number shows the highest perception. The positive scaling of these measurements allows the respondents to choose exactly on how they feel towards a particular subject of research. It will be useful in order to run correlation analyses between two variables. It is one of the most reliable techniques developed for measuring attitudes (Likert, 1932). Indeed, the formulation of the questionnaire consists of different variables namely independent (IV) and dependent variables (DV).

All the questions were designed based on the literature review and most of the questions require personal point of view where sometimes it might also seem to be sensitive. They are so due to different preference and judgement possessed by different people. In addition, reliability analyses of Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted for the scaled answers in section B and C. According to Foubert et al. (1998) and Khozaei et al. (2010), the analyses intend to achieve the internal consistencies followed by Cronbach's alpha coefficient to be more than 0.70 and factor analysis.

DATA ANALYSIS AND RESEARCH FINDINGS

Reliability Analysis

Principal Component Analysis (PCA)

The result from (PCA) has revealed the presence of six components with eigenvalues exceeding one; explaining 14.6%, 4.8%, 3.4%, 2.6%, 2.2% and 5.7% of the variance respectively. The six-component solution explained a total of 93.9% of variance. The Cronbach's α for all the components exceeded the value of 0.70 in average, which indicated that the items from the scales had reasonable internal consistencies reliability.

Profile of the Respondents

Response Rate

Of the 1000 questionnaires administered 170 were collected back, representing a return rate of 17 percent excluding incomplete questionnaires.

Demographic Characteristics of Respondents

The respondents are composed of 56.5% Malay followed by 32.4% Chinese, 7.6% Indian and other (e.g. Sikh etc.) with 3.5%. Two third of the respondents composed of males with 66.5% and the rest of one third was female with 33.5%. More than three quarter of the respondents are married (90.6%) and the rest of 9.4% are singles, divorcee and other statuses.

Majority of the respondents have 5 family members in the family with 27.1% followed by 4 and 6 members with 19.4% and 15.9% respectively while the rest of them have 2, 3, 7 and 8 and more family members with 45.6%. Furthermore, the results indicate that most of the respondents earn RM5000-RM6999 and RM21000 and more monthly with the same percentage of 17.6% followed by those who earn RM7000-RM8999 monthly with 14.7%. Meanwhile, those who earn RM3000-RM4999 and RM13000-RM14999 monthly shared the same percentage of 10.6% and the rest of 39.5% earn RM11000-RM12999, RM15000-RM16999, RM17000-RM18999 and RM19000-RM20999 monthly with 7.6%, 3.5%, 4.1% and 2.4% respectively.

Meanwhile, most of the respondents are between 40-59 years old (59.4%) followed by young age respondents of 20-39 years old (34.1%) and the least of them are those of senior citizen of 60 years old and above with 6.5%. Meanwhile, about half of the respondents work in the private sector (48.8%) followed by self employed (22.9%), government servants (14.1) and both retiree and other such as housewife and student share the same percentage of 7.1% each. On the other hand, 40.0% of the respondents have well education background with degree and masters, 24.1% have diploma followed by PhD and SPM with 20.0% and 11.8% while 7 respondents have professional skills such as army, pilot, accountancy, police, engineering etc.

Summary of Findings

Summary of findings on demographic background

A profiling on the study areas based on the mean score originated from the demographic backgrounds as the influencing factors towards satisfaction level residing in gated housing schemes has been generated as shown in table 5 below.

Table 5
Profiling on the study areas
(Demographic background of respondents living in gated housing schemes)

Demographic background	Profiling	Mean score (\bar{x})
1. Ethnicity	Malay	3.97
2. Gender	Female	4.01
3. Marital status	Married	3.91
4. Occupation group	Retiree	4.05
5. Age	60 years old and above	3.98
6. Education attainment	SPM	4.11
7. Household monthly income	RM13000 to RM14999	4.19
8. Numbers of household	3 family members	4.26

1: Strongly disagree/ strongly dissatisfied 2: Disagree/ dissatisfied 3: Sometimes agree/ sometimes satisfied
4: Agree/ satisfied 5: Strongly agree/ strongly satisfied

Source: Field survey, 2012

Summary of Findings on Satisfaction Level

From table 6 below, it can be summarised that the respondents have an average responses between the mean score of 3 to 4 to items measuring satisfaction level of living in gated housing schemes. A much simplified key findings are as shown in table 6 below.

Table 6
 A summary of research questions, study objectives, research hypotheses and key findings

Study objectives	Research hypotheses	Key findings
1. To identify the differences in satisfaction level of living in gated housing schemes between people belongs to different demographic background.	Hr1: There is a significant difference in the mean satisfaction level living in a gated community between different demographic backgrounds.	1. Out of 8 items measuring demographic backgrounds of the respondents, only 'number of household' was found as influencing satisfaction level of living in gated housing schemes.
2. To evaluate the relationship between motivational factors in buying a house in a gated housing schemes and satisfaction level.	Hr2: There is a statistically significant correlation between motivation factors in buying a house in a gated community and satisfaction level.	2. Respondents who bought a house in gated housing schemes for the reason of privacy and security accomplished highest satisfaction level. 3. The management office has no effect towards satisfaction level. Respondents are merely satisfied with half of the items measuring neighbourliness which proves that gated communities have moderate social cohesion among them.

Source: Field survey, 2012

POLICY IMPLICATIONS

The findings from this study indicate that satisfaction level attained by gated housing schemes do not differ from that of normal housing area as has been studied by E.K. Sadalla et al (1988). The only aspect that varies gated housing schemes and normal housing area is the level of social interaction where the study found that most of the gated housing schemes socialise less amongst themselves. With the growth of the 'not in my backyard' attitude, they are exhibiting a belief in individualism, at the expense of public needs and values (Beatley and Manning 1997).

The role of housing as a tool of social interaction and integration is not something new. Wirth (1947) in his discussion on how housing influences human lives sociologically explained housing as a social value. Many writers support the idea that housing can foster better social relationships between residents (Mann 1958; Gans 1972, Bassett and Short 1980). According to Mann (1958), he emphasised that social cohesion increases by the use of common recreational facilities, where they come to know one another better thus friendly reactions ensue. Therefore, existing developments with neighbourhood unit features need to consistently produce face-to-face social conditions through the provision of multipurpose hall, musolla, playground and alike.

Moreover, it is a fact that events such as wedding ceremony, birthday parties and alike build up social interaction but not on continuous basis. Even for religious events such as Christmas, Deepavali, Chinese New Year and other religious parties which will be held once a year might hinder any constant interaction to be prolonged in the future. Therefore local authorities, developers and residents' association can take advantage of this scenario of multi-ethnic and culture staying in gated housing schemes in order to enhance social interactions through organising resourceful activities such as 'eyes on the street' and neighbourhood watch programs which would indirectly enhance extra security. Besides that, provision of green area for small housing scheme is necessary since this is rated to be the highest satisfying element staying in gated housing schemes. This is further supported by the fact that gated housing schemes enjoy putting up with neighbours of different race, ethnicity, beliefs, religious practice, ideology and lifestyle as has been proved in the findings.

Next, by organising meetings through residents' associations is very important so that any issues within the residential areas can be highlighted. It is the ideal place to strengthen social interaction within the community as agreed by the residents as to be the extremely-high satisfying element in staying in gated housing schemes. When residents share the same common areas, roads, parks and recreational facilities, it is necessary for them to share the same interest and responsibility of taking care of them.

By coming together and forming a resident association, their interests and rights are protected. Common issues such as malfunction of street light, irregular grass cutting and maintenance of drains as well other related issues can be voiced out during the meeting. The meeting which usually held once a month is very important to the residents since they work long hours thus explain why they place higher emphasise on spending their leisure time with their family whenever they are free rather than building relationship with neighbours.

Furthermore, it is worth mentioning that majority of the citizens of Klang Valley leave their houses before 7 am to reach their office by 8.30 or 9.00 am and return home by 7 pm. This suggests that residents' association's meeting with residents to solve any issues whereas enhancing social interaction indirectly is perceived to be suitable to be implemented. Likewise, meetings are also considered as the most practical practise by residents association to obtain feedbacks from residents.

The existence of gated housing schemes can bring negative implication towards segregation of society into groups and affect the nurturing of social interaction among residents, especially between residents who stay within the gated area and residents who stay in the normal housing area. Therefore, all the existing and recommended policies must be enforced thoroughly with proper observation and surveillance so that developers and residents' association would not abuse the word 'gated housing schemes' in order to promote and market their housing development.

Meanwhile, examination on social segregation of gated housing schemes development suggest that almost two third of the respondents are fully aware that gated housing schemes will contribute the social segregation. However, they strongly stated that they intend to live in gated housing schemes to benefit the increment in their property value apart from safety reason (Noor Rosly Hanif, 2010).

CONCLUSIONS

The study has identified the key factor for house buyers to live in gated housing schemes and the satisfaction level attained in thirteen different gated housing schemes. The study also has succeeded to be the contributor in assisting policy makers in formulating policies and strategies for a better housing development that provide both security and prestige without the need of gates and walls. Finally, based on the findings, as summarized above, the following conclusions can be made:

Privacy plays the ultimate role in convincing and attracting the house buyers to buy a house in gated housing schemes. It shows that people nowadays are searching for privacy more than other aspects; security, lifestyle, location and investment in considering buying a house in a gated housing schemes. They prefer to live in isolated areas since most of the urbanites are fully occupied with busy and hectic life with long working hours.

The house buyers reported greater satisfaction in the physical settings of the housing areas amidst an amiably green and appealingly modern gated-and-guarded enclave. This is enhanced with positive environments such as conducive and proper recreational facilities as to be good elements and conditions that encourage house buyers to choose gated housing schemes as a place to live. In addition, all 13 study areas that have been selected for the survey has similar characteristics to privacy community zone as discovered in previous study done by Blakely and Snyder (1998).

As a whole, the study has successfully answered the research questions and has accomplished the objectives of the study as formulated. The identification of independent and dependent variables have contributed to a smooth yet challenging data collection process; influencing the whole results, should there be more sample included, the result would be more realistic and interesting. Also, the study has faced lots of limitations and obstacles yet had produced a brilliant and fascinating outcome that would grab the attention from many. Therefore, the study expects to be an excellent source of reference for all as a guide

towards thriving gated housing schemes development in Malaysia.

As a final note, it is important to declare that the evolution of gated housing schemes in Malaysia is highly influenced by experiences of other countries. The idea of safety, prestige and privacy of living has become the main idea to develop the new housing schemes. This trend however is accepted within certain groups of peoples with different background of income. Managing the demand for gated developments indeed require careful planning to ensure that crime-free neighbourhood can be created where people feel secure and fulfilled without barriers.

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