PUBLIC PERCEPTION TOWARDS CONSERVATION OF HERITAGE BUILDINGS IN BERLIN AND KUALA LUMPUR

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KUALA LUMPUR

2020

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THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

ASIA EUROPE INSTITUTE
UNIVERSITY OF MALAYA
KUALA LUMPUR

2020

UNIVERSITY OF MALAYA

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PUBLIC PERCEPTION TOWARDS CONSERVATION OF HERITAGE BUILDINGS IN BERLIN AND KUALA LUMPUR

ABSTRACT

This study examines the local public perception towards the intention to conserve the heritage buildings and sites in the city area. The need for an effective public interest and integrated heritage conservation in the city is vital which resolve the issues on the demolition of historic buildings. The objective of this study is to investigate the perception of attitudes, subject norms and perceived behavior control of the local public that influence the behavior towards the intention to conserve the heritage building in the city area. This study also investigates the behavior of local public from the opinion of stakeholders towards conserving the heritage building sites in the city area in Berlin and Kuala Lumpur. The study has adopted the Theory of Reasoned Action and Theory Perceived Behavior Control to identify the interest of individuals to perform a specific behavior intention. The research design is an explanatory sequential mixed method which involves the quantitative and qualitative method by using questionnaire survey and interview. The findings from the quantitative method using PLS-SEM Path Model analysis revealed that the relationship on attitude of local public in Kuala Lumpur was supported the intention, however, in Berlin, the relationship was not supported the intention to conserve the heritage buildings in the city area. Perhaps, every area or whether in Asia and Europe has a distinctive cultural style for each urban and city area. Also, the elimination of data during validity and reliability cause the means of the results were imbalance for data in Kuala Lumpur. Meanwhile, the findings for subjective norms and perceived behavior control have supported the intention to conserve the heritage buildings for both countries in KL and Berlin. The qualitative results indicated that public perception of behavior from stakeholders' opinion that the local public aware the importance to conserve the heritage building because it represents brand and product as

city identity, the sense of place to individual, community and society, the education and knowledge is important to increase awareness and due to lack of motivation and support has made the public involvement less interest. The heritage buildings and sites are essential to city development because heritage is the reflection of community and society history; it will able to understand and respect people who lived before for the benefits to generation.

Keywords: Public Perception, Heritage Building, Conservation, Theory of Reasoned Action and Theory of Planned Behavior

PERSEPSI MASYARAKAT TERHADAP PEMULIHARAAN BANGUNAN WARISAN DI BERLIN DAN KUALA LUMPUR

ABSTRAK

Kajian ini mengkaji tentang persepsi masyarakat awam terhadap hasrat untuk memulihara bangunan dan tapak warisan di kawasan bandar. Keperluan terhadap keberkesanan penglibatan masyarakat awam dan pemuliharaan warisan yang bersepadu di bandar adalah penting bagi menyelesaikan isu pemusnahan bangunan bersejarah. Objektif kajian ini adalah untuk mengkaji persepsi sikap, norma subjek dan kawalan tingkah laku masyarakat awam yang mempengaruhi tingkah laku ke arah niat untuk memulihara bangunan warisan di kawasan bandar. Kajian ini juga menyiasat kelakuan masyarakat setempat dari pendapat pihak berkepentingan untuk memulihara kawasan bangunan warisan di kawasan bandar di Berlin dan Kuala Lumpur. Kajian ini telah mengadaptasi Teori Tindakan Bertindak dan Teori Kawalan Perilaku untuk mengenal pasti kepentingan individu untuk melaksanakan niat tingkah laku tertentu. Reka bentuk penyelidikan adalah kaedah bercampur urutan penjelasan yang melibatkan kaedah kuantitatif dan kualitatif dengan menggunakan tinjauan soal selidik dan wawancara. Penemuan dari kaedah kuantitatif menggunakan analisis Model Laluan PLS-SEM menunjukkan bahawa hubungan terhadap sikap orang awam di Kuala Lumpur disokong niat, walau bagaimanapun, di Berlin, hubungan itu tidak disokong niat untuk memulihara bangunan warisan di kawasan bandar. Ini kerana setiap kawasan atau sama ada di Asia dan Eropah mempunyai gaya kebudayaan yang tersendiri untuk setiap kawasan bandar dan bandar. Selain daripada itu, penghapusan data semasa uji kesahan dan kebolehkepercayaan menyebabkan cara keputusan adalah ketidakseimbangan bagi data di Kuala Lumpur. Manakala, penemuan untuk norma subjektif dan kawalan kelakuan telah menyokong niat untuk memulihara bangunan warisan bagi kedua-dua negara di KL dan Berlin. Bagi hasil kualitatif, persepsi orang ramai tentang tingkah laku dari pihak berkepentingan berpendapat bahawa orang awam mengetahui pentingnya memulihara

bangunan warisan kerana ia mewakili jenama dan produk sebagai identiti bandar, kepentingan tempat kepada individu dan masyarakat, serta pendidikan dan pengetahuan adalah penting untuk meningkatkan kesedaran dan kerana kurangnya motivasi dan sokongan telah menjadikan penglibatan awam kurang minat. Bangunan-bangunan warisan dan tapak adalah penting untuk pembangunan kota kerana warisan adalah pantulan masyarakat dan sejarah masyarakat, ia dapat memahami dan menghormati orang-orang yang hidup sebelum ini untuk manfaat generasi.

Kata Kekunci: Persepsi Masyarakat, Bangunan Warisan, Konservasi, Teori Tingkah Laku dan Teori Tingkah Laku Terancang.

ACKNOWLEDGEMENTS

Bismilahirahmanirrahim, Alhamdullilah and appreciation for Almighty Allah SWT by blessing with the knowledge, gave the strength to face every difficulty during the journey and overcome the problems. And all the respect for prophet Muhammad (PBUH), who enlighten humankind and guiding the right path of life.

Firstly, thank you to Assoc. Prof. Dr. Anuar Alias for guidance and support. Thank you to Prof. Fumitaka Furuoka for academic advice and supports till the thesis successful completed. Thank you to Dr. Lech Suwala for his knowledge in Humbolt University Berlin; the University of Malaya (UM) that giving opportunity to learn and for the Fellowship award that has help me a lot through this thesis journey. I would also sincerely thank to Prof. Dr. Azirah Hashim (Director), Assoc. Prof. Dr. Jatswan Singh-Deputy Director (Academic), Ms. Noraein, Ms Syuhada, Ms Diana in Asia-Europe Institute for the help of administration for the thesis. I also want to thank the staff of some institutions. They are the Tourism Malaysia, the Embassy of Malaysia and International office of Humbolt University Berlin, Germany, thank you for the humble cooperation, information, and technical help during the research. Also, all those involved directly and indirectly in preparing this thesis which are my good friends for the kind help through this Phd journey. Finally, all my love and most massive debt goes to my loving mother who has been waiting for me to complete the research journey, with her prayers days and night for successful completion. My loving dad, Bapak, Thank you very much. To my children, Tengku Adam and Tengku Arsyad thank you very much for both of your patient and a lot of sacrifices with countless days for me to focus on my studies to be completed completely. Thank you very much to my husband, Tengku Aidil and also my dear siblings without fail giving full support and everlasting encouragement. Without their understanding, this work would not complete. Also, to who has help directly or indirectly, thank you very much. Alhamdulillah. Syukur.

"Patience is bitter, but its fruit is sweet." Aristotle

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LIST OF SYMBOLS AND ABBREVIATIONS

AEI	:	Asia-Europe Institute
AVE	:	Average Variance Extracted
BWM	:	Badan Warisan Malaysia
CDAs	:	Comprehensive Development Areas
CR	:	Composite Reliability
DBKL	:	Dewan Bandaraya Kuala Lumpur
df	:	Degree of Freedom
DMM	:	Department od Museum Malaysia
ETP	:	Economic Transformation Program
f^2	:	Effect Sizes
FMSR	:	Federated Malay States Railway
GTWHI	:	George Town World Heritage Incorporated
GoF	:	Goodness-of-Fit
HTMT	:	Hetoriotrait-Monotrait Ratio of Correlation
ICOM	:	International Council of Museum (ICOM)
ICOMOS	:	International Council for Monuments and Sites
JMA	:	Jabatan Muzium dan Antikuiti Malaysia
JMM	:	Jabatan Muzium Malaysia
KL	:	Kuala Lumpur
KLCH	:	Kuala Lumpur City Hall
KTMB	:	Keretapi Tanah Melayu Berhad
MHT	:	Malaysia Heritage Trust
MMAD	:	Malaysian Museum and Antiquities

MRAs	:	Malay Reservation Areas
NFI	:	Normed Fit Index
NGOs	:	Non-government officer
OWHC	:	Organization of World Heritage Cities
PBC	:	Perceived Behavior Control
PLS-SEM	:	Partial Least Square Structural Equation Modeling
Q^2	:	Predictive Relevance
R^2	:	Coefficient of Determination
Rho_A	:	Cronbach's Alpha
RI	:	Relative Index
SD	:	Standard Deviation
SDGs	:	Sustainable Development Goals
SRMR	:	Standardized Root Mean Square Residual
TRA	:	Theory of Reasoned Action
TPB	:	Theory of Planned Behavior
WUF 9	:	World Urban Forum
VIF	:	Variance Inflator Factor

LIST OF APPENDICES

LIST OF PUBLICATIONS AND PAPERS PRESENTED

1. Shahariah N. Shaharuddin & Md. Nasir Daud (2012), *Heritage Property: A Strategy to Boost Tourism Industry in City Area,* Melaka International Heritage Conference 2012 & 5th Tourism Outlook Conference 2012, *'Linking Tourism, Heritage and Culture'.* 74-81.
2. Shaharuddin, S., Furuoka, F. & Alias, A. (2019), The Review of Heritage Buildings and Sites in the Cities: Challenges and Issues, *International Journal of Heritage Studies- ISI Journal* (Submitted on 23rd June 2019).
3. Shaharuddin, S & Furuoka, F. (2019). Thematic Analysis: The Perception of Local Public towards the Heritage Buildings in the City Area, *International Journal of Environment and Urbanization – ISI Journal* (Submitted on 23rd June 2019).

LIST OF AWARD

1. AWARD OF SCHOLARSHIP SCHEME UNIVERSITY MALAYA, PROGRAM DOCTOR OF PHILOSOPHY (PHD), INSTITUTE ASIA-EUROPE (AEI), UNIVERSITY OF MALAYA ref: IPS405/2012.

CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter provides a general introduction to the research on property or building conservation and preservation in the city area. The chapter begins with provides a brief background to the research and the problem within the heritage buildings context. Next, the discussion identifies the research gap and specifies the research questions. After explaining the research questions of the study, the objectives of this study were discussed. This chapter also provides a brief summary of research methodologies, scope and significance of this study. Finally, this chapter briefly presents the motivation of the study and thesis outline.

1.2 Research Background

The term 'heritage' indicates the identification of identity to a region, local geography or community and society which has various values that inheritance from generation to generation either in the form of cultural or natural heritage. In general, the natural heritage consists of forests, the environment, flora and fauna. Conversely, cultural heritage is a monument, building, site, lifestyle, aesthetic and tradition.

Heritage buildings or property, also known as cultural buildings, are one of the legacies that need to be sustained for future generations that can be beneficial to all. They can also provide evidence for us to understand better the authenticity and originality of the places and the history that in turn creates a sense of belonging. Moreover, heritage buildings and sites nowadays have become essential for city development planning and sustainability.

It is of great importance to preserve and conserve buildings because they represent memorable roots for the community, language, belief, ritual and identity. They are also the inheritance of a nation, ethnic groups and more broadly, human beings (Kim, Wong & Cho, 2007). The United Nations Educational, Scientific and Cultural Organization (UNESCO)[1] , since 1972, have established a list of World Heritage Sites to encourage the protection and preservation of cultural and natural heritage (UNESCO, 2015). As of 2015, 1007 sites have been listed, of which 779 sites are cultural sites, 197 are natural and the remaining are mixed properties. Cultural heritage, which comprises monuments or buildings and sites, is an important part of society and community well-being (Choi, Papandrea, Ritchie, & Bennett, 2010).

Heritage buildings may be defined as a monument, structure or site that has a unique interest on its own such as a heritage that represents historical significance, religious or spiritual places, cultural and other significant values. It should be given priority in terms of its existence, especially within the urban vicinity because most business activities and new developments are actively occurring in the area. With the hectic and congested area or site, the heritage within that area must be investigated seriously in terms of its existence. Besides this, city or urban areas are well-known as being economic and development driven due to several factors. These include lifestyle or trends, increase of population, the demand of quality of life, the increasing role of technologies, environmental awareness and other socioeconomic development. A sustainable city is

[1] UNESCO is a specialized agency of the United Nations system that has brought benefits to people, society, and the community, and also to the country in assisting education and security towards the natural and cultural heritage retrieved from http://www.unesco.org dated 13th December 2015. Meanwhile, another important organization, namely the International Council on Monuments and Sites or ICOMOS a non-governmental international organization is dedicated to the conservation of the world's monuments and sites retrieved from http://www.icomos.org dated 13th December 2015

thus one that conserves, enhances and promotes its assets in terms of the natural, built and cultural environments (Rodwell, 2007).

Nowadays, the uniqueness of heritage has been practiced in many European cities as a strategy to improve their prospects especially in the tourism industry, since enhancing their cities' identity which eventually able to increase a country income. Hence, heritage sites offer an opportunity for cultural tourism, which is one of the fastest growing segments in the international tourism market beside, its ability to drive economic development (Yuen, 2006). It can also be seen in a country where the historic buildings are used as museums for the public interest as well as for local tourists to their visit to the heritage buildings.

There are various ways, methods and concepts to sustain heritage. One of the most significant plans was under UNESCO, which set up a program called the 'WH+ST=Action Plan 2013-2015, UNESCO World Heritage and Sustainable Tourism Program'. The program aimed to generate an international framework for participation and to coordinate achievement across numerous sectors to safeguard heritage and achieve sustainable tourism and economic development. Nowadays, organizations including government agencies and non-government have taken crucial steps and actions to increase awareness of sustainable heritage buildings for the best interest of the nation, public, community and other related industries.

Heritage buildings is an icon which is a unique product of attraction that comprises various elements. It has great value that benefits the economy, and importantly to the city planning and development. As an example, in the study conducted by Harish (2010), it was mentioned that the Egypt Tourist Authority promotes Egypt as a monolithic tourism brand with the tagline – "The Gift of the Sun" and "Nothing Compares" to shows the most precious identity of Egypt.

The pyramids, camel safaris, souk (traditional markets) and mosques have huge potential to be tourist attractions that can increase their tourism inflow. Harish (2010) adds that in India, the 'Golden Triangle' comprising Delhi, Agra and Jaipur is often regarded as the most popular among most foreign tourists visiting India. Due to being tourist attractions or part of city branding, it will be one of the factors to preserve and conserve the heritage buildings and site. Another example is from Michel Bonnette (2001) in his research about the heritage buildings in the city area;

> *These cities have been listed to be preserved for eternity and have been the spotlight and beneficial tourism industry. That's good, says one mayor; it creates jobs and brings in new money. With this money we can rehabilitate our heritage. If this scenario works well and brings in a lot of money, then perhaps we can do little more and make our heritage look even better than it has ever been, by beautifying it.*
>
> (Bonnette, 2001)

The key factors that attract visitors are the historical, artistic and cultural values of these destinations that offer the originality and uniqueness of a historic buildings. Previous studies have shown evidence that the conservation of heritage has greatly benefited the local and public. However, how the local public feels the need for conservation of heritage to them is still under study. The Department of Museum Malaysia (2016)[2], has defined conservation as an act of directly or indirectly extending the life span of heritage property or buildings. Heritage buildings are closely linked with

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[2] Department of Museum Malaysia (DMM) or known as Jabatan Muzium Malaysia (JMM) is a department that is responsible for the disciplines of collection, conservation and preservation, production, research, recording, retention and management of resources related to heritage. The Department of Museum Malaysia (JMM) was previously known as the Malaysian Museum and Antiquities Department (MMAD) or Jabatan Muzium dan Antikuiti Malaysia (JMA) sources from www.jmm.gov.my retrieved on 12th February 2018.

public, community and society, and most contemporary communities and societies are very keen on the conservation and preservation of their heritage (Greffe, 2004).

Without evidence of history, the heritage buildings will be demolished and will no longer be useful to the next generation. However, conservation on the part of the public as a means of appreciating or valuing the heritage is an important decision (Throsby, 2003). This is because the public is one of the important stakeholders involved in the conservation decision (Manson, 2002). Nevertheless, younger generations can learn and appreciate the inheritance of heritage. Numbers of studies have shown that conservation of heritage has given benefits significantly to the public. However, this still begs the question of how the public feels regarding the need for conservation of heritage especially in the city area. Hence, this research is important to examine the local people perception of the behavior of conserving the heritage buildings and sites in the city area.

Heritage satisfies a variety of needs, including artistic, earning profits through tourism, aesthetics, recreation, creating a positive image of the area and improving the living environment, among others. The government or local authority either in Berlin and Kuala Lumpur has planned a variety of appropriate approaches in order to preserve the heritage building and sites that have been mention in the report 'The Urban Development Concept 2030' for Berlin, Germany. Meanwhile, in the Kuala Lumpur, the guidelines and new policies on heritage strategies planning have been discussed at the Kuala Lumpur Declaration on Cities 2030 during the Ninth Session of the World Urban Forum 2018. The reports and policies are to safeguard our heritage building and sites in the city area.

1.3 Problem Statement

The following are the problems which need to be addressed throughout this research regarding the research topic about the local public perception of behavior. According to Yung & Chan (2011) stated that there is lack of an effective public participation mechanism and integrated heritage approach in decision-making process. Therefore, research on local public towards heritage building conservation is important. Herewith the important issues that occurred to heritage buildings that need to be address in the city area.

1.3.1 Demolishment of Heritage Building and Sites

Many researchers have stated that heritage or cultural buildings provides many advantages to society. However, as far as the heritage buildings or sites are concerned, they are currently being neglected. Properties are at risk of being demolished, especially in the urban areas, to facilitate new and modern buildings. According to Badan Warisan Malaysia (BWM)[3], the new development has demolished the 115-year-old Pudu Jail Building in December 2012 to pave the way for the new development of a public road and a shopping mall.

Another heritage building, which is a mansion built in 1929, known as Bok House was demolished for a new development project in Kuala Lumpur city center in the same year. These demolitions have made people unhappy and many have felt that these buildings that have given meaning and having historical value should be preserved. The very least is to move to other places so that the structures can be used as evidence, memorials and

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[3] Badan Warisan Malaysia (Malaysia Heritage Trust) is a non-government organization formed in 1983 that has served nearly 30 years, and is concerned with the conservation and preservation of Malaysia's built heritage. It is also as an independent registered charity whose role is to raise awareness of heritage issues and advocate for a conversation-friendly environment in Malaysia retrieved from http://www.badanwarisan.org.my dated 14th December 2015.

for educational purposes in the future. With pressure for the demand on development in city areas, several heritage properties have been destroyed, re-built and degraded. Heritage buildings are now seen as old buildings without any values.

According to Ruijgrok (2006), in the inner-cities of the Netherlands, historical houses have also been demolished, and; in China, meanwhile, thousands of years old courtyards were destroyed to make space for high rise building. Gezici and Kerimoglu (2010) emphasized that economic regeneration is more concerned about the growth of property development, and they find expression in such prestigious projects in the city. This indicates that some opinions lead to the idea that demolishing historical or heritage buildings and property is necessary to cater to public needs and to revise the city development for better purposes.

1.3.2 Lack of Interest from Local Visitor or Public

Since the heritage or cultural building considered as old buildings, it is preferable for modern buildings to developed in the city area. For example, Collison and Spear (2010) believe that foreign visitors perceived authentic cultural heritage experiences more than local visitors. Due to that, heritage building and sites are less attended to visited, valued or experienced by local visitors and the public. Nevertheless, it is not just being willing to pay for visitation to heritage sites but the decision-making and promoting of the heritage that will sustaining and conserving the heritage.

1.3.3 Lack of Commercialization Value

Many cultural, historical and heritage properties have no market, in which they may be exchanged and have depreciating value. This following statement regards the accessing the access to heritage property value which was written in Research Report 2 by The Allen Consulting Group[4] (2005) on Valuing the Priceless: The Value of Historic Heritage in Australia stated that:

> *'There is no single approach accessing value when discussing heritage places (and cultural issues more generally)'.*
>
> (The Allen Consulting Group, 2005)

This also shows that the heritage building and sites had a different approach in valuing the buildings and sites, as compared to other building and sites. However, the public may have different perspectives in valuing the heritage as the building or property and sites may be evaluated as priceless and valued higher than the market price. In contrast, a building can be valued lower, or other developments may make better profit and improve the lifestyle in the city. For example, in urban or city areas that are more likely viable for exclusive property rather than retaining the heritage building or property.

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[4] The Allen Consulting group is a private consultant company that has experience working in specific policy and industry sectors, and applies leading-edge expertise in specialist disciplines and knowledge areas across business, government and the not-for-profit sector. Among the research that has been conducted in relation to heritage are:

(a) The Allen Consulting Group 2005a, Thoughts on the 'When' and 'How' of Government Heritage Protection, Research Report 1, Heritage Chairs and Officials of Australia and New Zealand, Sydney; and

(b) The Allen Consulting Group 2005b, Valuing the Priceless: The Value of Historic Heritage in Australia, Research Report 2, Heritage Chairs and Officials of Australia and New Zealand, Sydney.

1.3.4 Theory to Identify the Local Perception towards Heritage Buildings Conservation

Cross-cultural studies of heritage buildings within the city area and local public are not yet very extensive. According to Hua (2010) scholars from different disciplines such as architecture, urban planning, landscape, archaeology, museology, geology, geography and environmental studies utilize their knowledge and expertise to re-modify their research to appreciate the importance of urbanization in tandem with heritage building on sustainability in the city area. The cross-cultural studies resolve a new problems and new challenges pertaining to the heritage buildings and sites. By using the theory of Reason Actioned and theory of Planned Behavior that effectively used to examine the human behavior this allows the researcher to identify the perception towards the conservation of heritage building in the city area.

1.4 Research Gap

The main purpose of this research is to analyze the public intention towards the conservation of heritage buildings in the city area, by investigating public perception in Berlin, Germany and Kuala Lumpur, Malaysia. Even though research on public perception of behavior has carried out extensively, there is still a need for research concerning heritage building and sites in the city area (Chan, 2017; Hua, 2010). Therefore, this research will add to the knowledge of the local public perception that integrated with the heritage building conservation in the city area.

This concerns also began to be signed as urban development, and heritage protection was becoming more acute (Hua, 2010). From the research done by Amar (2017), one of the reasons that the public participation and involvement in decision-making for conservation are low due to the lack of awareness from the public about the heritage building.

Thus, this study is significant and able to resolve some problems related to local public perception that involves conservation of heritage building in the city area. Similarly, the theory used will add research knowledge to city development, heritage building conservation and also public perception. Apart from that, this study examines different countries and individuals in the city area. This is to determine the perspective of the individual as a local public which is the norm of their lives on the environment. As well as the city's ecosystem, its cultural heritage and its own unique history, tourism and the economic situation for each city area. By using the same research design in both countries, this research will address the gap in appreciating on local public perception with regards to behavior towards the conservation and sustainability of heritage building or sites in the city area.

1.5 Research Questions

The research questions are as follow:

i. Is there any relationship between the attitude of the local public and the intention to conserve the heritage buildings in the city area?

Attitude is a human factor that refers to the degree to which a person has a positive or negative evaluation that reflects the behavior. Each local public attitude is different, and it may also be different from the two countries which are Berlin, Germany and Kuala Lumpur, Malaysia. Attitude to be measured based on cultural perspectives in terms of knowledge and experience of the local public perception towards conserving the heritage building or property.

ii. Do the subjective norms influence or motivate the local public to conserve the heritage building and sites in the city area?

Subjective norms refer to the motivation of the local public perception on social pressure from any groups, community that influences on the intention to conserve the heritage building and sites.

iii. Is there any relationship of perceived behavior control that interest the local public to conserve the heritage building and sites in the city area?

Perceived behavior control is the interest that influences the behavior intention of the local public. This is also determining the extent to which a person believes that performing the behavior is under his or her control and also to predict an individual's intention to participate in certain behavior.

iv. What is the behavior of local public from the opinion of stakeholders towards the conservation of heritage building and sites in the city area?

The local public behavior will be investigating from stakeholders' views and opinion from their experience on the local public behavior towards the conservation of heritage buildings in the city area.

1.6 Research Aims and Objectives

The primary aim of this research is to investigate the local public perception of the intention to conserve the heritage building in the city area based on the countries of Berlin, Germany and Kuala Lumpur, Malaysia. To strengthen the outcome, this research also explores the opinions and experiences from the stakeholders' point of view that can sustain the heritage building in the city area.

To achieve these aims, several research objectives have formulated:

i. To examine the perception of attitudes from the local public in Berlin and Kuala Lumpur that influence the behavior towards the intention to conserve the heritage building in the city area.

ii. To analyze the subjective norms that influence or motivate the local public on behavior intention to conserve the heritage building in the city area in Berlin and Kuala Lumpur.

iii. To determine the perceived behavior control as the interest of the local public in Berlin and Kuala Lumpur that influences the intention to conserve the heritage building in the city area.

iv. To explore the behavior of local public from the opinion of stakeholders towards the conserving the heritage buildings in the city area in Berlin and Kuala Lumpur.

The above objectives pursued through studies in Berlin, Germany and Kuala Lumpur, Malaysia to investigate the perceptions of behavior towards the intention to conserve the heritage building in the city area from the local public's perspective.

1.7 Brief Research Methodology

In this study, the researcher has adopted a mixed methods design which involves quantitative and qualitative methods or known as an explanatory sequential mixed method (further explanation in chapter 3). An explanatory sequential mixed method occurs when the study conducts quantitative research, analyses the results and builds on the results to explain in more detail through qualitative research (Creswell, 2014; Tashakkori & Teddlie, 2010). However, this research is carried out in three (3) phases.

The first phase is the review of the literature and overview of the public perception of behavior towards conservation. The literature studies were conducted through periodical studies from previous research, journals, publications and research book concerning to the perception of behavior on the local public towards the conserving the heritage building and sites in the city area. It also begins the research as a preliminary consideration in the process of reviewing the principles and a summary of major studies on the research problem. It further includes the review of the significant process of cultural concepts, the theory of Reason Actioned and the theory of Planned Behavior reviewed to develop a framework relevant to the case studies in Berlin, Germany and Kuala Lumpur, Malaysia.

The second phase is where the research uses quantitative methods from a structured questionnaire as the instrument for the survey. The questionnaires were distributed through fieldwork conducted around the vicinity of the heritage building and sites in Berlin, Germany and Kuala Lumpur, Malaysia. Both questionnaires were distributed mainly in the city area. Next, the third phase uses qualitative methods to interview the stakeholders that relate to the heritage conservation industry. This strengthens the behavior of local public perception on the conservation of heritage buildings and sites, and provides a better understanding of the current situation from stakeholder experiences and views based on their knowledge of the subject area. Both countries are evaluated based on the city’s attribution of heritage buildings and sites. However, this research mainly examining two (2) different countries of local public perspective.

1.8 Scope of Study

This research will focus on the local public who have visited the heritage site in the city areas of Berlin, Germany and Kuala Lumpur, Malaysia. This is to determine the accuracy and understanding of local public perception of behavior towards the intention to conserve the heritage buildings which focuses in urban and city areas. Meanwhile, the heritage site chosen for the research is concentrated in the central city. This is because the city is mostly an administrative area and central to business activities. In general, local people will not visit the city area unless it is worth the price and depending on the heritage site purposes of the city area.

Hence, the rationale for selecting Kuala Lumpur as the site in this research is due to the capital city of Malaysia beginning to value heritage conservation as essential to establish the identity of a country. Among the government projects for the development of heritage, sustainability is 'The Heritage Trail 5 (HT5)', which the federal government project valued at RM 26 million already started in 2018 for renovation and refurbishment in the Kuala Lumpur city area (Bavani, 2018). According to Tourism Bureau Malaysia (2019), there are about twelve heritage buildings or monuments built around 18th and 19th century that has been recognize as tourism heritage area in Kuala Lumpur City which are Kuala Lumpur City Gallery, Music Museum, Medeka Square, The Former Union Jackpole, Victorian Fountain, National Textile Museum, Sultan Abdul Samad Building, City Theather (Panggung Bandaraya), Former High Court Building, the Cathedral of St. Mary, Royal Selangor Club, Kuala Lumpur City Library.

Meanwhile, the selection of the case study in Berlin, Germany due to it is the capital city of Germany as well as the uniqueness of heritage buildings that represent the background of the history in Berlin, Germany. The prime history was during the reign of King Frederick II at onetime Berlin known as 'The Great Kingdom of Prussia' (Abenstein

& Fielder, 2009). Other than that, Berlin also has seven heritage buildings that have been recognized as a UNESCO World Heritage Site which are Museum Island (History Museum, Art Museum), Modernism Housing Estates Berlin, Pfaueninses (Idyllic Island housing a fairytale castle), Sanssouci Palace and Park, Schloss Cecilienhof Building, Chorin Monastery and Schloss Glienicke (History Museum). As compared to other Europe countries, Berlin is one of the successful conserved and managed to preserve its heritage building by reconstructing buildings from time to time and one of the top list that has numbers of World Heritage Properties recognized by International organization UNESCO (refer table 1.1).

Number of World Heritage Properties inscribed by each State Party[5] – UNESCO World Heritage Listing 2019.

No	State Parties	Properties Inscribed
1.	Italy	55
2.	China	55
3.	Spain	48
4.	Germany	46
5	France	45

Source: UNESCO (2019)

Table 1.1: Number of World Heritage Properties inscribed by each State Party

[5] States Parties are countries which have adhered to the World Heritage Convention and agree to identify and nominate properties on their national territory to be considered for inscription on the World Heritage List. States Parties are also expected to protect the World Heritage values of the properties inscribed and are encouraged to report periodically on their condition (source from UNESCO World Heritage List retrieved from https://whc.unesco.org/en/statesparties/ dated 29th January 2020.

In order to obtain significant information, the stakeholders are interviewed on, and opinions, taken regarding their experiences in the conservation or preservation of heritage sites in the city area. Therefore, stakeholders that will be focused on are from the public sector which includes the Ministry of Culture, Arts and Heritage as the main public body that is responsible for heritage property sites, and the local authority implementing the policies on heritage site conservation. Furthermore, views will be interview from the private sector, as well, academics and the local communities working within the vicinity of the heritage site in the city area.

1.9 Significance of the Study

It is believed that the results of the research could improve the cultural experience, enhance the conservation activities and sustainable heritage sites, attract the more local public to visit the heritage sites in the city area, enhance the awareness and valued by domestic or local public. This research will also reveal significant contributions to the heritage property or building that can benefit the city development and appreciate the value of its existence. This is closely link with upgrading the quality of city development, appreciation for future generation and liveable environmental human-well-being. This research will further also contribute to the enhancement and enrichment of the current knowledge about heritage building in the city area from public preferences among academics, surveyors, economist, local authority and related industries. The result of this research may be useful as a guideline, empirical guidance and framework.

1.10 Motivation of Study

The researcher has been inspired to undertake this research through observation and references from Europe countries such as in Denmark and Sweden where most heritage buildings and sites have been regarded as being successful in conserved. Conservation is one of the results of community and society awareness in decision-making in preserving the heritage in Europe countries. This increases the researcher's interest in conducting research on local public perception of behavior. The motivation of this study also arises on account of the interest of the researcher being involved directly in conservation building and monument programs as an associate in Kuala Lumpur, Malaysia.

Apart from that, as this study fall under the aegis of the Asia-Europe Institute (AEI), University Malaya, the researcher found it appropriate to identify the perspective of other European countries such as Berlin, Germany because of its unique building and having a special element after the building was damaged but the state of Berlin has successfully conserved the historic buildings. Thus, this study is significant, since it examines the local public perception of behavior towards the intention to conserve heritage building mainly in the city area.

1.11 Thesis Outline

This study is organized into six chapters that comprises of:

Chapter 1 represents the introduction of the research on the local public perception of behavior towards the conservation in the city area. The chapter identifies the background of the research, the problem statement which needs to addressed throughout this research, as well as gaps in knowledge. It also explains the research questions, aims and objectives, provides a brief research methodology, and sets out the scope of the study and its significance.

Chapter 2 then discusses the previous studies which support the objective of the study, and the theoretical framework that will used in this research. It also reviews the past literature from the thesis, journals, books and academic references regarding the conservation of local public on the heritage property in the city area.

Chapter 3 describes in further detail the research methodology, data collection, sampling, instruments and data analysis. The data processing and the procedures used in this research also described in this chapter in answering the research questions, as well as the data screening using the normality and reliability test. This chapter also includes testing the hypothesis of the study. It also represents the case studies that have selected for this research, whereby, both case studies were conducted in capital cities.

Chapter 4 describes the analysis of the data that has been collected during the fieldwork, namely which are the questionnaires, surveys and interviews. Data processing by Descriptive Analysis and Inferential Analysis, using Partial Least Square on Sequential Equation Modeling (PLS-SEM). For the qualitative analysis, the Thematic Analysis has been applied, using the software NVIVO 12 from the data collection via an in-depth interview of stakeholders that related to the heritage industry, as also explained in this chapter.

Chapter 5 addresses the results and findings from the data analysis in the previous chapter. Meanwhile, chapter 6 explains the overall research interpretation, conclusion and recommendation for future research for this study within this study context. In this chapter, the limitation of the research that has been conducted will also discussed. The research ends with bibliography and appendices.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this chapter, the literates will review within twelve main topics. Firstly, the topics will begin with the explanation on the classification of the heritage property or building and the conservation of heritage building. Next, the topic will be discussing the conservation of heritage building and sites in the city area, and also the authenticity of heritage conservation. In this chapter also explains the conservation process which are preservation, prevention, consolidation, restoration, recovery, reproduction, reconstruction and remodeling or modification. Furthermore, this chapter also explains about the benefits and importance of heritage building and sites in the city area. Lastly, the chapter discusses the theoretical framework that will be used in this research. Theoretical studies and appropriate methods are also reviewed in this chapter to help researchers and research in the process aiming aims to expose the importance of conservation of heritage property in the city area from the public perspective.

The main idea of this research is to focus on the local public perception of behavior towards the conservation of heritage building and sites in the city area. Heritage buildings is significant in conserving and preserving especially in urban or city areas. It focused more on activities that benefit the capitalist in term of monetary. The conservation and preservation of buildings and sites are having cultural, historical, heritage or architectural value should be encouraged so that urban center will have their own identity and character. Hence, it will create a sense of place in the city (Shamsuddin & Sulaiman, 2000). Without a strong commitment to conserve and protect, the sense of place of these areas we might end up in a situation where these precious resources will be lost forever (Shamsuddin & Sulaiman, 2000).

2.2 The Definition of Heritage

Every country has a different definition and use of terms used for heritage building. However, it has the term of the same purpose, functions and characteristics. The term used for 'heritage'[6] is generally broad and not just referring to old buildings or historical buildings. According to Harvey (2001) in his articles about the heritage studies, he did agree that there are many definitions of 'heritage' whereby they are heritage practitioners deliberating the term based on the heritage concept, however many commentators leave the definition as broad and malleable as possible. The terms explanation also supported by Hua (2010) that the classification standards[7] in cultural heritage are ambiguous and as well as the description of the characteristics of the subtypes is vague too.

The simplest definition for 'heritage' is referring to whatever people want to conserve, preserve, protect or collect that usually with comes with the intention to pass it on to others (Ashworth & Howard, 1999). However, from the literature, numerous authors have their explanations on the meaning of heritage. It is rather difficult to explain and too vague to be meaningful (Graham, Ashworth, & Tunbridge, 2000). Interestingly, the 'heritage' definition has the link to the commercial lines, as well as economic commodification and the relationship with leisure form (Harvey, 2001). According to Ariffin (2017), the

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[6] The direct meaning in Cambridge Advanced Learner's Dictionary, 4th Edition, (2013), for 'heritage' is as a features belonging to the culture of a particular society, such as traditions, languages, or buildings that were created in the past and still having historical importance.

Meanwhile, in The Oxford English Dictionary (2012), it defines heritage as:

1. Property that is or may be inherited, an inheritance.

2. Valued things such as historic buildings that have been passed down from previous generation (as modifier) of special value and worthy preservation.

[7] The views and comments by Professor Sun Hua (2007) on the World Heritage Classification and Related Issues of "Convention Concerning the Protection of the World Cultural and Natural Heritage" that there is confusion in the classification unless there is agreement on the criteria.

‘heritage’ provides significant contribution to economic, social and environmental benefits.

In archaeological terms, ‘heritage’ is often understood to be the material culture of the past. It can also refer to or all those artefacts and structures produced by humans that make-up the archaeological record and are used to explain, or help explain the past (Smith & Waterton, 2009). Similarly, Throsby (2010) stated that ‘heritage’ might comprise anything inherited from the past but such as all-inclusive delineation is scarcely helpful, since almost anything more than a year or two (or a day or two) old would qualify. He also argues that in the practical terms, decisions about what comprises the heritage have to be made by those engaged in its management and administration. Therefore, laws, regulations, treaties and conventions designed to protect heritage have to be enforced accordingly.

Each heritage has a purpose (or use value) with the sense of projection into the future (Harvey, 2008). On the other hand, according to the one of the essential international organization, The International Council for Monuments and Sites (ICOMOS), ‘heritage’ has been categorized into two classifications which are the natural heritage and cultural heritage. This supported by an article from Yahaya (2006) that in 1965 during the Constitutive Assembly of ICOMOS[8], the scope of ‘heritage’ was defined in the:

[8] The International Council for Monuments and Sites (ICOMOS) is an international global non-governmental organization to promote the conservation, protection, use and enhancement of monuments, building complexes and sites retrieved from dated 13th January 2014

Article 3:1 *The term monument shall include all real property, ... whether they contain buildings or not, having archaeological, architectural, historic or ethnographical interest and may include besides the furnishing preserved within them.*

The term site shall be defined as a group of elements, either natural or man-made, or combinations of the two, which it is in the public interest to conserve.

(ICOMOS, 1965)

Another important organization, UNESCO has also defined the 'heritage' into two (2) categories, which is also the natural heritage and cultural heritage. The definition of cultural and natural heritage has been adopted at thein the convention of The General Conference of UNESCO in 1972 (UNESCO, 1972). In the article I[9] , the definition of the **'cultural heritage'** are:

1. **Monuments**: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding value from the point of view of history, art or science;

2. **Groups of buildings**: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;

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[9] Legal Instrument – The foregoing is the authentic text of the Recommendation duly adopted by the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) during its seventh session, which was held in Paris and declared, closed the twenty-first day of November 1972.

3. **Sites**: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

It is also defined as tangible or intangible form of cultural property, structure or artefact and may include a heritage matter, object, item, artefact, formation structure, performance, dance, song, music that is pertinent to the historical that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations (The World Heritage Convention, 1972).

Meanwhile, the meaning of **'natural heritage'** in article 2 from the convention of The General Conference of UNESCO in 1972 or known as the World Heritage Convention 1972, are the natural features, geological and physical formations and natural site. Also, delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes nature parks and reserves, zoos, aquaria and botanical gardens.

Meanwhile, **'cultural heritage site'** according to the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Site (2008) refers to a place, locality, natural landscape, settlement area, architectural complex, archeological site, or standing structure that is recognized and often legally protected as a place of historical and cultural significance.

Following from Hua (2010) comments regarding the terms of 'heritage' from the World Heritage Convention that the classification standard described in the convention for differential cultural heritage are ambiguous. Although Hua (2010) acknowledge the description of 'sites' in the convention is set at the same level works of human engineering, works of combined human and natural activity and archaeological areas, but giving the impression that the nature of the site cannot come the first two types of cultural heritage.

Additionally, the UNESCO, Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972 mentioned that there are two (2) types of cultural heritage which are the 'tangible cultural heritage' and 'intangible cultural heritage' and the explanations are as below:

1. The **'Tangible Cultural Heritage'** includes buildings and historic places, monuments, artefacts which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.

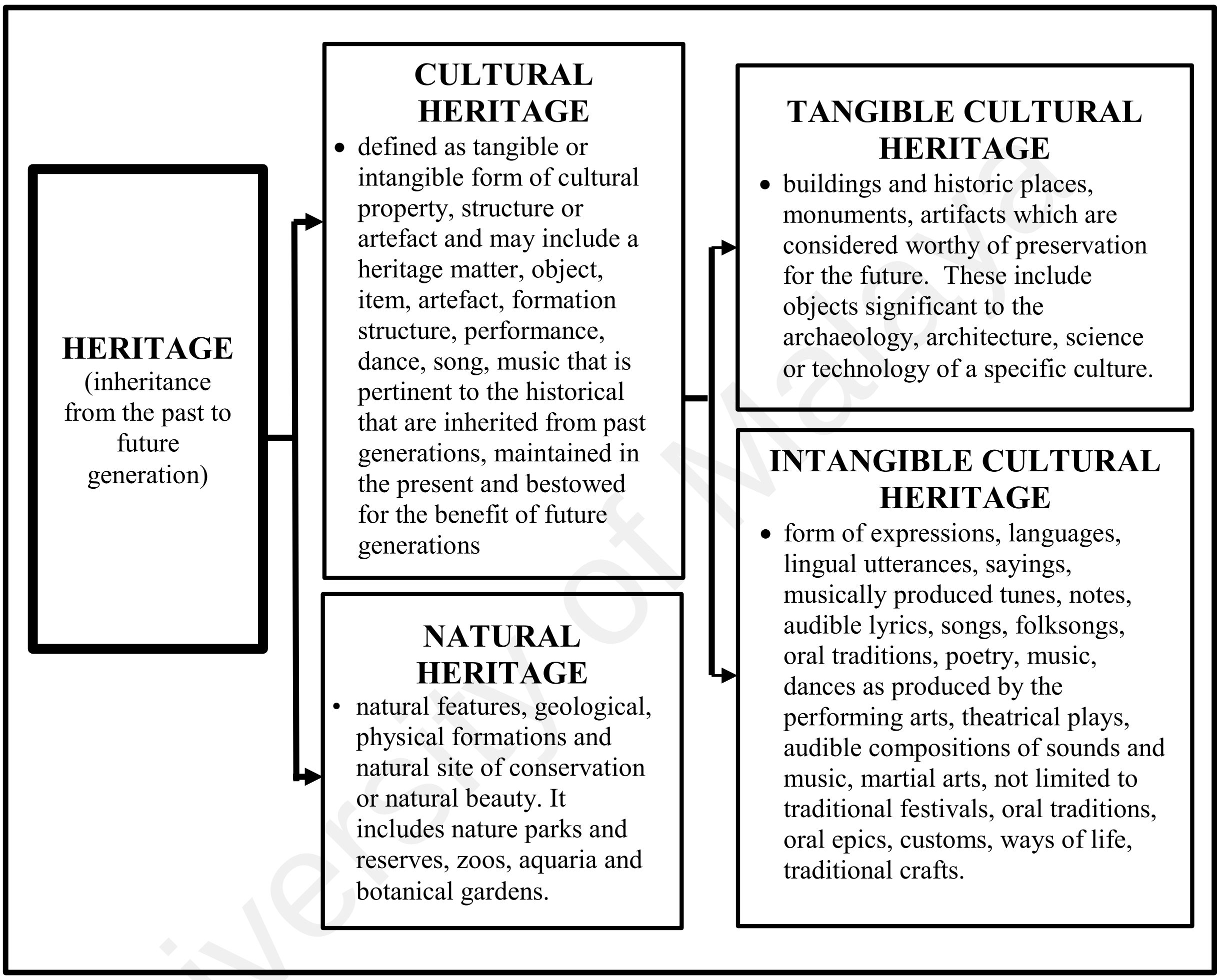
2. The **'Intangible Cultural Heritage'** includes any form of expressions, languages, lingual utterances, sayings, musically produced tunes, notes, audible lyrics, songs, folksongs, oral traditions, poetry, music, dances as produced by the performing arts, theatrical plays, audible compositions of sounds and music, martial arts, not limited to traditional festivals, oral traditions, oral epics, customs, ways of life, traditional crafts.

In this research of 'Local Public Perception of Behavior towards the Conservation' are focusing on heritage property[10] or the heritage building and sites mainly in the city area. The terminology of 'property' is not only for the building but include the heritage

[10] The definition of 'property' according to Cambridge dictionary online www.dictionary.cambridge .org retrieved dated 21st July 2017 are; 1) an object or objects that belongs to someone; 2) a building or area of land, or both together.

building and the heritage sites as well. Thus, the heritage building and heritage sites are in the category of tangible heritage.

The Terms of Heritage



Source: Shahariah, Shaharuddin (2016) adapted from UNESCO, Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972

Figure 2.1 The Terms of Heritage

2.3 Definition of Heritage Conservation

The definitions of ‘conservation’ are also broad in its meaning. It needs to be seen from the point of specialization by the category of heritage which is either tangible heritage, intangible heritage or natural heritage in obtaining the clearer and focused explanation. However, the general definition from Australia Burra Charter (1999) on conservation means is defined as all the processes of looking after a place so as to retain its cultural significance.

The General Conference of the UNESCO meeting in Paris from 17 October to 21 November 1972, has outlined guidelines for the protection of the world cultural heritage. The guideline is to defend the cultural heritage and the natural heritage are increasingly threatened with destruction not only by the traditional causes of decay, but also by changing social and economic conditions which aggravate the situation with even more formidable phenomena of damage or destruction (The General Conference UNESCO, 1972).

In ICOMOS official website at the publication section updated (2017) has different explanation and terminology on 'conservation' either the guidelines or policies. Basically, the meaning of 'conservation' are comprehensive includes all the efforts design to understand cultural heritage, knowing its history and meaning, ensure its material presentation, restoration and enhancement that are aiming in safeguarding the character defining its physical life (The World Heritage Convention, 1972; The Venice Charter, 1964; The Burra Charter, 1999 & The Resolutions of the 5th General Assembly Moscow, 1978). The definition of heritage conservation involve preservation, rehabilitation, restoration or a combination of these actions or processes. However, this is all due to the objectives of heritage conservation that for generations of people remain to the present day as living witnesses (Burra Charter, 1999).

The literature identifies that the conservation process has also includes the profession devoted to the preservation of cultural property for the future and activity to preserve such as the examination, documentation, treatment and preventive care, protection, development, administration, maintenance; interpretation of heritage resources, whether they are objects, buildings or structures, or environments and supported by research and education (Teo & Huang, 1995; Spennemann, 1999). It is the responsibility to increase awareness and critical study to solve problems which have continually become more complex and varied from time to time.

In the Venice Charter (1964) stated that the principles guiding the conservation, preservation and restoration of ancient buildings should be agreed and laid down according to international basis. Also, each country being should be responsible for in applying the plan within the framework of its own culture and traditions. For example, in practice, this can be seen that each country has its own guideline and policy in accordance with the appropriate framework. To respond to the research problem, this research need to highlight the definition, terms and principle of fundamental in relation to conservation to heritage building and sites must be firstly being discussed.

Most importantly, according to Burra Charter 1999 the purpose of conservation the heritage buildings and sites are; (a) as a place of cultural significance that enrich people's lives; (b) the historical report as tangible expressions of place of identity and experience; (c) its reflect the diversity of communities, telling about who we are and the past; (d) must conserve for present and future generations.

2.4 The Guidelines for Heritage Conservation

The philosophy and practice of both architectural and urban conservation are informed by an ever-increasing number of national and international charters and declarations (Rodwell, 2007). According to the ICOMOS and UNESCO, 'The Charter' is a vital sets of standard of practice that provide advice, the guideline for making the decision, or undertake works to places of cultural significance that involves conservation of heritage. The articles written in the charter refers to the conservation processes and conservation practice. Furthermore, it can apply to the relevant types of cultural significance including the natural, indigenous and historic place with cultural values (The Burra Charter, 1999).

Among the important charters are The Venice Charter 1994 and The World Heritage Convention UNESCO 1972 which are the guidelines for safeguarding the heritage of either cultural heritage or natural heritage for the whole world or international guidance. There are also various international charters and declaration that has been updated from time to time to safeguarding the heritage property and buildings so that the value and essential elements at the heritage building will be preserved.

2.4.1 The Venice Charter 1964 on Conservation (ICOMOS)

The International Charter for the Conservation and Restoration of Monuments and Sites or known as The Venice Charter 1964 that usually referred to as the international guideline in conservation. It is explaining by defining the fundamental principles which also have contributed to the development of an extensive global movement. Thus, has assumed concrete form in national documents, the work of ICOM[11] and UNESCO that in the establishment by the latter of the International Centre for the Study of the Preservation and the Restoration of Cultural Property.

[11] International Council of Museum (ICOM) is an international organization created in 1946 by and for museum professionals which also as a public interest organization. ICOM has a network of more than 35,000 members and museum professionals who represent the global museum community. ICOM normally provide a diplomatic forum made up of experts from 136 countries and territories to respond to the challenges museums face worldwide and a consultative status with the United Nations Economic and Social Council. ICOM was a leading force for ethical matters, data was retrieve from www.icom-museum.com dated 23th August 2016.

The explanation on terms and fundamental of conservation also the description and the primary in the essential activities on conservation from The Venice Charter 1964 are conservation, restoration, historical sites, excavation and publication, the descriptions are as follows:

The International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter, 1964)

No.	Article	Description
(a)	***The Definitions***	***'The Venice Charter 1964'***
1.	***Article 1***	The concept of a historic monument embraces not only the single architectural work but also the urban or rural setting in which is found the evidence of a particular civilization, a significant development or a historic event. This applies not only to great works of art but also to more modest works of the past which have acquired cultural significance with the passing of time.
2.	***Article 2***	The conservation and restoration of monuments must have recourse to all the sciences and techniques which can contribute to the study and safeguarding of the architectural heritage.
3.	***Article 3***	The intention in conserving and restoring monuments is to safeguard that no less as works of art than as historical evidence.
(b)	***Conservation***	
4.	***Article 4***	It is essential to conserve of the monuments and sites that will be maintained on a permanent basis.
5.	***Article 5***	The conservation of monuments is always facilitated by making use for some socially useful purpose. Such use is therefore desirable but it must not change the layout or decoration of the building. It is within these limits

		only that modifications demanded by a change of function should be envisaged and maybe permitted.
6.	***Article 6***	The conservation of a monument implies preserving a setting which is not out of scale. Where the traditional setting exists, it must be kept. No new construction, demolition or modification which would alter the relations of mass and color must be allowed.
7.	***Article 7***	A monument is inseparable from the history to which it bears witness and from the setting in which it occurs. The moving of all or part of a monument cannot be allowed except where the safeguarding of that monument demands it or where it is justified by national or international interest or paramount importance.
8.	***Article 8***	Items of sculpture, painting or decoration which form an integral part of a monument may only be removed from it if this is the sole means of ensuring their preservation.
(c)	***Restoration***	
1.	***Article 9***	The process of restoration is a highly specialized operation. Its aim is to preserve and reveal the aesthetic and historical value of the monument and is based on respect for original material and authentic documents. It must stop at the point where conjecture begins, and in this case moreover any extra work which is indispensable must be distinct from the architectural composition and must bear a contemporary stamp. The restoration in any case must be preceded and followed by an archaeological and historical study of the monument.
2.	***Article 10***	Where traditional techniques prove inadequate, the consolidation of a monument can be achieved by the use of any modern technique for conservation and construction, the efficacy of which has been shown by scientific data and proved by experience.
3.	***Article 11***	The valid contributions of all periods to the building of a monument must be respected, since unity of style is not the aim of a restoration. When a building includes the superimposed work of different periods, the revealing of the underlying state can only be justified in exceptional circumstances and when what is removed is

		of little interest and the material which is brought to light is of great historical, archaeological or aesthetic value, and its state of preservation good enough to justify the action. Evaluation of the importance of the elements involved and the decision as to what may be destroyed cannot rest solely on the individual in charge of the work.
4.	***Article 12***	Replacements of missing parts must integrate harmoniously with the whole, but at the same time must be distinguishable from the original so that restoration does not falsify the artistic or historic evidence.
5.	***Article 13***	Additions cannot be allowed except in so far as they do not detract from the interesting parts of the building, its traditional setting, the balance of its composition and its relation with its surroundings.
(d)	***Historical Sites***	
1.	***Article 14***	The sites of monuments must be the object of special care in order to safeguard their integrity and ensure that they are cleared and presented in a seemly manner. The work of conservation and restoration carried out in such places should be inspired by the principles set forth in the foregoing articles.
(e)	***Excavation***	
1.	***Article 15***	Excavations should be carried out in accordance with specific standards and the recommendation defining international principles to be applied in the case of archeological excavation adopted by UNESCO in 1996. Ruins must be maintained and measures necessary for the permanent conservation and protection of architectural features and objects discovered must be taken. Furthermore, every means must be taken to facilitate the understanding of the monument and to reveal it without ever distorting its meaning. All reconstruction work should however be ruled out *"a priori"*. Only anastylosis, that is to say, the reassembling of existing but dismembered parts can be permitted. The material used for integration should always be recognizable and its use should be the least

		that will ensure the conservation of a monument and the reinstatement of its form.
(f)	***Publication***	
1.	***Article 16***	In all works of preservation, restoration or excavation, there should always be precise documentation in the form of analytical and critical reports, illustrated with drawings and photographs. Every stage of the work of clearing, consolidation, rearrangement and integration, as well as technical and formal features identified during the course of the work, should be included. This record should be placed in the archives of a public institution and made available to research workers. It is recommended that the report should be published.

Source: The Venice Charter (1964)

Table 2.2: International Charter for the Conservation and Restoration of Monuments and Sites (The Venice Charter 1964)

2.4.2 The World Heritage Convention 1972 (UNESCO)

The World Heritage Convention is a convention concerning the protection of world cultural heritage that adopted during the General Conference at the seventeenth session of Paris on 16th November 1972. According to the official sites of UNESCO (2015), it describes the general content of this convention that is a type of natural and cultural site that can be classified as a World Heritage List. In addition, this convention has listed duties of States Parties in identifying the potential sites and responsibility or roles in protecting the heritage and preserve the cultural and natural heritage.

By signing the agreement for each country is intended and responsibility for safeguarding the World Heritage Site that available in its territory and pledge to protect the national heritage as well. Each of the States Parties is encouraged to integrate the protection of cultural and natural heritage into regional planning programs, establishing staff and services, conducting scientific and technical pursue research, practicing measures to preserve the heritage and function in daily life on the use of society.

Moreover, the initial idea for the World Heritage Convention 1972 is creating an international movement for protecting heritage after the World War which and developed from the merging of two (2) separate movements which are the focusing on the preservation of cultural sites and the other dealing with the conservation of nature. Consequently, the convention initiated with the cooperation of the ICOMOS and UNESCO, in preparing the draft of this convention to protect the cultural and natural heritage. As in part II under the National Protection and International Protection of the Cultural and Natural Heritage stated that:

The Information on Conservation from the World Convention 1972

No	***Article***	***Description***
1.	***Article 4***	Each State Party to this Conservation recognizes that duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage referred to in Articles 1 and 2 and situated on its territory, belongs primarily to that State. It will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and co-operation in particular financial artistic scientific and technical, which it may be able to obtain.
2.	***Article 5***	To ensure that effective and active measures are taken for the protection, conservation and presentation of the cultural and

		natural heritage situated on its territory, each State to this Convention shall endeavor, in so far as possible, and as appropriate for each country. a) To adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning program. b) To set up within its territories, where such services do not exist, one or more services for the protection, conservation and presentation of the cultural and natural heritage with an appropriate staff and possessing the means to discharge their function. c) To develop scientific, technical studies, research and to work out such operating methods as will make the State capable of counteracting the dangers that threaten its cultural or natural heritage. To take the appropriate legal, scientific, technical, administrative and financial measures necessary for the identification, protection, conservation, presentation and rehabilitation of this heritage.

Source: The World Convention (1972)

Table 2.3: The Explanation on Conservation from UNESCO World Convention 1972

Finally, the impact of the site on the World Heritage List leads to increased public awareness towards heritage and sites also increase the awareness of *outstanding values*, as well as enhancing the heritage and tourism activities at the site. When this is well planned and organized in order to honor sustainable tourism heritage and principles is able to obtain the important funds for the expenditure will be continuing and sustain the heritage site and improve the local economy.

2.4.3 Others Important International Charters for Conservation

Various charters are used as references based on the geography of some areas and some of which have been improved by the condition of a particular area and of the condition of a manifold, building and heritage property. Among them the most important and frequently used charters as references are:

2.4.3.1 The Athens Charter 1931

According to Dennis Rodwell (2007) in his book title 'Conservation and sustainability in historic cities' mentioned that this charter was documented at international level for conservation that focused on scientific principles for preservation and restoration of historic monuments. It is focuses on heritage sites which are subject to strict custodial protection, it supported the use of modern materials and techniques in restoration work, favored continuity of appropriate use, recommended respect for the surroundings of monuments including in the design of new buildings, and urged increasing international cooperation (Rodwell, 2007).

2.4.3.2 The European Charter of the Architectural Heritage 1975

Initially, the charter was implemented from the Council of Europe at the conclusion of European Architectural Heritage Year, and was complemented by the Declaration of Amsterdam. The European Charter of the Architecture Heritage 1975 has extended the concept of historic monuments to include urban and rural areas (as opposed simply to their settings), and emphasized the importance of passing the architectural heritage on to future generations in its authentic state. This is also able to recognized social and economic value in addition to cultural ones; also, that the future of this heritage depends largely upon its integration into the context of people's lives and the weight attached to it within the framework of general planning policy (Rodwell, 2007).

The European Charter promoted the concept of integrated conservation, in which priority is attached to retaining functional and social diversity in historic areas and to resisting the demands of motor traffic and the pressures of land and property speculation. This is closely relating to the city development for the benefits of historical building as well as acknowledges modern architecture in historic areas however the existing context, proportions, forms and scale are respected and traditional materials are used.

2.4.3.3 The Burra Charter 1999

The stated aim of the Burra Charter is to provide 'guidance for the conservation and management of places of cultural significance'. As such, it is not exclusive to historic buildings or urban areas, and encompasses, for example, landscape modified by human activities. The principle in the Burra Charter is the importance of understanding and safeguarding significance, including through the informed unravelling of historic layers, in ways that encapsulate a place's aesthetic, historic, scientific and spiritual values from the past, in the present, and for the future. The Burra Charter adopts a curatorial and scientific approach – one that distinguishes between the old and new fabric and permits alterations on condition that they are considered both temporary and reversible (Rodwell, 2007).

2.5 The Principle of Conservation Building in the City Area

Conservation principles by the guidelines of ICOMOS, UNESCO and the Burra Charter 1999, include several aspects relating to the values comprising ethical characteristics. It is also reflecting on the esthetic qualities in carrying out the restoration and preservation of a heritage building. However, it needs to be emphasized on the public right because the heritage building is categorizing as the public good (Throsby, 2010).

Ethics in conservation principles involving local public such as compilation literature from the guidelines and international charters are as follows:

2.5.1 Minimal Disruption

Recovery processes must be carried out with caution and need to examine the rights of the local public such as cultural heritage for the community or community as well as improved materials will not be damaged or destroyed (Aygen, 2013). The minimum principle is to ensure the least damage and to maintain existing esthetic value (Throsby, 2010).

2.5.2 Recording and Documenting Building Conditions

According to Burra Charter (1999), before commencing restoration and preservation works, research on building history needs to be done first. This is to ensure that all information relating to the building can collect as a reference to the process of implementing work practices on the preserved buildings. Also, any evidence found may not be destroyed, replaced or removed (Burra Charter, 1999 & The Valletta Principles, 2011). This is because all resources related to conserved buildings need to be kept as a current reference to stakeholders regarding the conservation industry in implementing the restoration works of the building (Amar, 2007 & Hua, 2010).

2.5.3 The Trustworthy and Careful in Handling the Conservation Building

In implementing the conservation process, the approach is honest and careful in making changes, but it should strive to limit the least possible of these changes (Burra Charter, 1999). If there is a physical change or change that affects the evidence contained in the building it is necessary to go through the process of negotiation with a detailed discussion (Burra Charter, 1999).

2.5.4 Equivalent and Similarity

According to Burra Charter (1999) and ICOMOS (1972) that the conservation of a building or property must comply with the principle of correspondence with the original material. This is important in ensuring that the quality and quality of the building are in harmony with the original materials so that the value of the original will be preserved (Burra Charter, 1999). Also, to ensure the value of balance and compatibility in terms of building material, texture, shape, color and characteristics of building structures are maintained (Burra Charter, 1999 & Nara Conference, 1994).

2.5.5 Utilize Knowledge, Skills and Techniques

Through research and survey of building structures will reveal the knowledge of building construction technology in terms of skills and building techniques. The process of preservation should utilize the entire knowledge and discipline of construction that contributes to conservation and preservation proposals (Alho, Morais, Mendes, & Galvao, 2017). In this respect, the aspect of building materials and traditional techniques is preferred, but in certain circumstances modern construction methods can also be applied according to the suitability of the building.

2.5.6 Collaboration with Knowledge Discipline

Conservation initiatives such as research and investigation on building materials and building structures should be supported or involved in expertise from related disciplines such as archaeology, biology, chemistry, history, architecture and engineering (Burra Charter, 1999). This is supported by the research from Hua (2010) that all stakeholders play essential role and the collaboration with knowledge with relevant expertise regarding to the conservation will be able to sustain the heritage building and sites for the generation.

2.6 The Authenticity of Heritage Building Conservation

The 'Authenticity' can be defined as something that retains, sustain and the evidences for evidence that has the credit and authority on the heritage (Alho, Morais, Mendes, & Galvao, 2017). The ‘authenticity’ is important in the conservation of the heritage because it will represent the originality of the heritage which holds the significance values that can be appreciated to the society, community and public. When people experience a sense of the geniuses, truthfulness, or authenticity of objects it is something akin to aura or voicefulness that they articulate (Jones, 2009).

According to Alho et. al (2017) also explains in their study that the ‘authenticity’ also refer to something creative, an authorship, something having a deep identity in form and substance which means something specific and unique, and is different from “identical” which refers to universal, representing a class, reproduction, replica, copy, or reconstruction.

Indeed, there are various of definitions justify the authenticity of heritage however, based on the Venice Charter 1964, indicates as historicity and how to slow down the heritage property erosion process; especially in buildings with more durable materials (stone and brick) which have been discussed in many international charters and recommendation (Nezhad, Eshrati, & Eshrati, 2015). The process to prevent decay and the action to prolong the life of the building was also mentioned in the World Heritage Convention 1972.

The description on conservation towards the historical buildings is a technical activity that involved physical action to in preserving the fabric and material of the heritage buildings (Alho et al, 2017) and as the capability of the property to transmit the cultural significance of a place (Nezhad, Eshrati, & Eshrati, 2015). This is also in line with the ‘Heritage Building Conservation' guideline by the National Heritage Department of

Malaysia (2014) that the concept of conservation of heritage must maintain the originality in heritage conservation.

The concept of the authenticity recorded in Convention on the Protection of the World Cultural and Natural Heritage by UNESCO (The World Heritage Convention, 1972) that consists of four (4) fundamental parameters; (a) material, (b) design, (c) workmanship, (d) setting. However, continuously from convention according to Tikhonova and Alho (2015) explained in Nara Conference 1994 in Japan a special international declaration of 'Nara Document on Authenticity' whereby the purpose is to fix the primary position of scientific restoration within the strict limits of authenticity that the extended system of protection of the monument, consisting of a series of branched position which are:

(a) form and design

(b) materials and substance

(c) use and function

(d) traditions and techniques

(e) location and settings and

(f) spirit and feeling

Moreover, originality and authenticity is considered as an aesthetic aspect while the process of returning is ethical (Burra Charter, 1999). This guideline also asserts the consecration of conservation buildings and the most critical aspect of which is adherence to the importance of heritage values (Throsby, 2010) The explanation on authenticity that was compiled from The World Heritage Convention, UNESCO (1972) and National Heritage Department of Malaysia (2014) are as below:

The Authenticity of Heritage Conservation

No	***Type of Authenticity***	***Description***
1.	**Authenticity of Building Materials**	Material origin is the most important aspect. Building materials are considered important in building because they have brought together historical value of the past. In this building material contains evidence of the absence of knowledge, composition of ideas and building excellence. The building materials of heritage buildings are mostly sourced from natural materials such as wood, stone and lime. The purpose of preserving the originality of building materials is not only the historical purpose and the cultural values, but the reuse of the same material or the same as the original is more compatible in terms of material reactions as well as in appearance.
2.	**Authenticity of Design**	Every old building has a history of construction progress. Buildings that remain in existence today have undergone various changes to the builds according to the age and occupation of the occupants. In this case, the concept of originality will become increasingly difficult as it is to determine the exact design as well as to ensure that the era in which the burden should be conserved be carefully studied. For design conservation, it is necessary to study the structure of buildings, architectural styles and building relationships with the environment.
3.	**Authenticity of Buildings / Craftsmanship**	The heritage building is unique in terms of construction work or craftsmanship in ancient times. Artwork should be maintained and any conservation and repairs on damaged carved material or missing parts of the connection must be conserved with the original material as well as in the original carpentry work technique. Repairs must produce harmony between the original and the new.

4.	**Authenticity of the Layout**	The shape of the building and building position including the layout of the area and the building must be maintained as the original. The originality of the building and associates it with the historical events experienced. Usually the origin of this form and layout is obtained after archaeological investigation is performed.

Source: Compilation Literature Review by Shahariah, Shaharuddin from The World Heritage Convention, UNESCO (1972) and National Heritage Department of Malaysia (2014)

Table 2.4: The Authenticity of Heritage Conservation

2.7 The Conservation Process

The conservation of heritage property or buildings may, according to circumstance, include the process of retention or reintroduction of a use, preservation, restoration, reconstruction, adaptation, maintenance and interpretation and will commonly include a combination of more than one of these (Burra Charter, 1999). The conservation process also requires planning and discussion among stakeholders that involved with conservation activities which includes the local public. Among the processes are preservation, prevention, prevention, consolidation, restoration, recovery, reproduction, reconstruction, remodeling adjustment or modification and maintenance (National National Heritage Department of Malaysia, 2014).

The Definition of Conservation Process

(a) ***Preservation***
Preservation defined as repair work to maintain something in its original state and should be conducted if necessary in order to prevent decay in the future. Preservation is an attempt to ensure the fabric of a place is in its original state and prevent from obsolescence.
(b) Prevention
Prevention is an effort to protect historic buildings by controlling the environment that indirectly prevents decayers and damage from becoming active. This prevention includes control over internal moisture, temperature and light including measures to prevent fire, treason, theft and vandalism by providing good building management. Prevention can be done through periodic inspections, maintenance and cleaning schedules to prevent deterioration of building damage from occurring.
(b) ***Consolidation***
Consolidation is defined as an additive in physical form or application using additional material or supporting material on the original structure of a historic building intended to continue its durability and integrity in an effort to maintain the authenticity of its material and appearance. In other words, no material that has historical value can be removed and disposed of just like that.
(d) Restoration
Restoration is appropriate only if there is sufficient evidence of an earlier state of the fabric. It should reveal culturally significant aspect of the place, buildings and property. Restoration is an effort to restore or revive the concept of originality in a heritage building.
(e) Recovery
The process of returning a property to a usable state through improvements or alterations that allow for efficient current use of chalets preserving the property and its properties are important to architecture and history.
(f) Reproduction
Reproduction is defined as the copying of an artefact which is usually intended to replace the lost or decaying parts so that aesthetic value as a whole is preserved. Reproduction also involves duplicate artefacts and ornamental materials that are threatened with damage in order to maintain the harmony of their aesthetic value.

(g) Reconstruction
Reconstruction is appropriate only where a building or place is incomplete through damage or alteration, and only where there is sufficient evidence to reproduce an earlier state of the material and fabric. The process of rebuilding or reconstruction the structure accurately through a new construction, appearance and detail of a structure that has been lost, or part of the structure, as it may be found in a period of time and includes the construction of the original design of the building and can be regarded as a replica of a destroyed building.
(h) Remodeling Adjustment/ Modification
Works to modify the functionality and use of old buildings to new ones, but still retain the shapes and features of the original building. Before the work of modifying the function is performed, the details of the building such as the use of the original space and the elemental characteristics must be recorded. New drawing drawings and new drawings must be provided for the purpose of recording changes to the building.
(i) Maintenance
Maintenance is fundamental to conserve and should be undertaken where fabric is of cultural significance and its maintenance is necessary to retain that cultural significant. Maintenance is defined as carrying out work, repair, and maintenance of the historic building structure continuously and is done after construction or after the reinstatement is completed at a satisfactory level in order to prevent the deterioration.

Source: Compilation Literature Review on Conservation Process by Shahariah, Shaharuddin from The World Heritage Convention, UNESCO (1972), The Burra Charter (1999) and National Heritage Department of Malaysia (2014)

Table 2.5: The Conservation Process and Activities

However, all the above conservation process and activities are constituting evidence of cultural significance, that it should not altered and where insufficient investigation need to carried out to permit policy decision (Burra Charter, 1999). In addition, all the process and reinstatement which involves repairing and refurbish works must have deemed appropriate or as good as possible to the details and appearance taking into account the authenticity of the material, archaeological evidence, original designs and reference documentation from pure sources (UNESCO, 1972; The Burra Charter, 1999 & National Heritage Department of Malaysia, 2014).

However, in the Burra Charter (1999) stated that in rare cases, reconstruction might also be appropriate as part of use or practice that retains the cultural significance and it should be identifiable on close inspection through additional interpretation. This shows that the conservation process through various detailing before conducting the actual works, not just that during the work but before approval of work all process must be investigative and all decision made must foresee the significance value of the heritage. And, this involves all the stakeholders that relate to the heritage industries which was been highlighted in Hua (2010) research.

2.8 The Benefits and Importance of Heritage Building and Sites in the City Area

Cities have always been the engines of growth and development (Carvalho & Berg, 2016). As we know, cities are one of the important factors for attracting investment and business to meet the aspiration of their citizens. Meanwhile, successful urban conservation is acknowledging to require the involvement of many different professionals, including city planners, architects, sociologists and administrators (Rodwell, 2007). This is to be able to strategize the city planning and sustainability development of the city. There are numbers of studies that significantly proved that there are many benefits and importance on heritage property conservation and preservation in the city area.

The essential benefits of conservation and preservation of heritage property are mainly due to the elements or factors on heritage property itself. Elements in heritage property or buildings will allow us to understand better, appreciate, comprehend and explore the history of the cultural heritage of a place (Antony, 2011). The important elements of attraction in heritage property are explained as follows.

2.8.1 Architecture and Design

The design, art or architecture of the heritage property represents the society, culture, ethnic or civilization treasures that are distinctive of other heritage property in the world. It reflects the cultural identity, creativity and aesthetics value where two exactly identical heritage properties (Shaharuddin & Daud, 2012). The features and the age creativity in the design of a heritage property provided sentimental value, details, meanings and good feelings to its visitors.

This recognition and acknowledgement of design and architecture can promote in increasing the interest of visitors to learn and gain information about it. For examples, the cities of Italy and Venice have known for their historical architectural uniqueness. The designs have inspired other buildings around the world such as the Colosseum, the Duomo of Milan (UNESCO World Heritage List, 2015). We can also see a few examples of buildings in Putrajaya, Malaysia that inspired by the design of heritage property. This shows that magnificence design can influence interested parties to implement something similar in their own country. *'Building affects people, and people respond to buildings'* (Wood, 2006).

2.8.2 Historical Background

Heritage property has many narratives or the legendary history behind it that can be forgotten by some people. The memories of legendary historical event took people back in reminding them on the memorable occasion and experience (Graham & Howard, 2008). The sensation and perception of the historical heritage property can influence tourists to view and eyewitness it for themselves on the heritage property.

For example, according to Badan Warisan Malaysia (BWM) that the historical Rumah Abu Seman which was initially from Kedah has shifted to Kuala Lumpur, for remembering the Malay ethnic cultures. The three main sections of the house, 'balai' hall, main house *'rumah ibu'*, kitchen and dining were constructed at different times, through different origins. The beautiful decoration throughout the house with intricate carvings has been furnished to reflect a house in the early thirties with some wedding accoutrements. The decorations convey original features and bring back memories on Malay traditional activities.

Although they have lost their original historical functions in the course of history, eventually there are still standing to dedicated to other function or continue as historical of interest (Hua, 2010). This heritage will also be a reminder to the future generation on their roots and reminding them where and how their ancestors live. It will be a good source of the historical piece for the future generation in reminiscing their past.

2.8.3 Function of Heritage Property and Building

Heritage property in the Kyoto city, Japan where the Castle of Tenno` and Jinja are the regional resources that create public benefits. This is for those who want to learn about the history of Shogunate and 'The Tale of Genji' (Chen, Chen, Ho & Lee, 2008). This shows that the function of the heritage building is where the visitors or tourist learn and obtain information about the historical event. In the same time, it will influence the tourist in appreciating the value of heritage property. Meanwhile, the National Mosque in Kuala Lumpur is one of the largest mosques in Asia and the most important religious building that was built in the year 1963. It is a unique monument that at first glance appears to be partially unfolded umbrella and the shape of an eighteen pointed star to represent the thirteen (13) states of Malaysia and the five (5) central pillar of Islam.

Tourists all over the world regardless of their religious belief can visit the monument by following the rules of dressing and decorum. If the tourists are not wearing proper attire, the management will have lent temporary apparel during their visit to respecting the holy place. This shows that the function of the heritage property is mainly for spiritual or religious purposes but other tourist with different religions can visit as well (Shaharuddin & Daud, 2012). The function of the heritage property itself can increase the numbers of tourist to visit the place by emphasizing on the purpose and specialty of the unique heritage property. The tourists or visitors can bring back the information and spread them as innovation back to their home country.

2.8.4 Cultural Identity

Cultural heritage portrays a strong identity for a city and reflects urban characters that cultivate a sense of place to the city area (Shaharuddin & Daud, 2012). This could create positive image for the city at the global level whereby it can increase the opportunity to the tourist attraction, internationally. According to Alvarez and Yarcan (2010), culture is instrumental in creating a distinctive image for the destination. While tourism generates income that is necessary for the support and maintenance of the cultural product and heritage assets.

Cultural and heritage authenticity refers to something that is real, original, pristine or veritable (Collins and Spear, 2010). They also urge that the authentic cultural heritage experiences a decisive factor in visitor satisfaction and loyalty which resulted in valuing and motivates tourist in traveling to distant places and times. Cultural identity from the heritage property is actually one of the main attractions of cities, whereby it conserves the values of a place and connect people to their collective memories (Gezici and Kerimoglu, 2010). Thus, cultural identity encourages international cultural exchanges, linking the city to the global artistic network and providing cultural capital (Alvarez and Yarcan, 2010). Yet, once lost it is almost impossible to reproduce or recreate cultural heritage (Tonta, 2009). Thus, heritage property provides the means of satisfying a wide variety of aspirations to the visitors from the cultural background which appeared as intrinsic identity of the heritage property.

2.9 The Public Involvement as Community, Society and Stakeholders; Heritage Buildings on Conservation Process and Activities

The city administration can benefit from the local community or who are involved in increasing respect, understanding and appreciation of the heritage city (Göttler & Ripp, 2017). The heritage buildings and sites in the city or urban area are resourceful for the local development of the communities whereby the meaningful to society will gain the support of the communities for its proper safeguarding and use (Scheffler, 2017). In Community Involvement in Heritage Management Guidebook 2017 in regional of Northwest Europe and North America by Göttler and Ripp (2017) has cited that there is a description of the effectiveness of local public in their engagement as well as decision-making to conserve the heritage building.

It mentioned that the local public engagement and support of the safeguarding of the urban heritage would increase the recognition of the meaningful contribution that the urban heritage can play for them. Besides that, the local public or communities can benefit by achieving economic, social and cultural opportunities (i.e increased employment and business opportunities, space for leisure) and an increased emotional attachment to their urban heritage through a greater sense of ownership and socio-cultural affiliation, a stronger local identity and sense of home in a globalized world (Göttler & Ripp, 2017).

The public participation or involvement in heritage, referring to the Burra Charter 1999 should provide for the participation of people for whom the place has special associations and meanings, or who have social, spiritual or other cultural responsibilities for the place. Every local public has had a relationship with its past even those that have chosen to ignore it (Harvey, 2001) which they have experience with the event or memorialize the heritage building and sites (Aygen, 2013) that have the potential to preserve the heritage (Tweed & Sutherland, 2017).

Research on public participation and involvement has attracted the attention of researchers from a wide range of academic disciplines as well as interest among policy makers, planners, private sectors and others in the environmental design fields (Amar, 2017; Göttler & Ripp, 2017; Hua, 2010). The results of various scholars on the main role of local public found that the public or individual which is categorize as one of the stakeholders closely with the decision process on conservation of heritage buildings and site (Amar, 2017; Burra Charter, 1999; Hua, 2007, Thornley & Waa, 2009; ICCROM, 2015; The Allen Consulting Group, 2005).

Active public participation will provide the possibility for achieving long-term sustainability. It also helps to build up the community's commitment and continuing involvement in the program and thus promote the concept of sharing responsibility on conservation and preservation of heritage buildings (Bakri, Ibrahim, Ahmad, & Zaman, 2014). The decision-making successfully achieved the common goal in the management of an organization which regards to the conservation process, that it involves all it stakeholders (Amar, 2017). Engaging communities in the decision-making, can also be a fundamental component of human rights of democratic societies' development, a driver for change, transformation and innovation (Scheffler Annual Report, 2017).

It is not only in the management and governance, but also, the urban heritage and their institutions are geared towards a more participatory culture, introducing innovative approaches to the governance of heritage (Scheffler Annual Report, 2017). This is also including the co-creation that purposely to increase the ownership of heritage co-creation and to increase the ownership of heritage and led development processes among citizens (Scheffler Annual Report, 2017). Perceptibly, involving the local community as stakeholders will save money and time (Baral, Stern & Bhattarai, 2008).

Thus, the conflicts between communities and the conservation agencies which includes the private sector have found less problematic and costlier when relying solely on the law enforcement rather than involving the interest groups from the outset (Baral et al., 2008). Besides that, in the entire process which is initially from the identification of organizational values and development of effective strategies are through to the implementation and monitoring of decision-making outcomes (Amar, 2017).

Before the decision making or the decision on conservation from public or community, is to determine whether it is by assessing the perception of value or significance of heritage place or buildings. Significant associations between people and a place should be respected, retained and should be investigated and implemented (The Burra Charter, 1999). In Amar (2017) thesis research has clarified about the stakeholders (which have been formulated in figure 2.6 of the members that known as stakeholders) in the engagement either directly or indirectly with the heritage industry. He also has literally compiled the key definition on 'stakeholders' which:

Definition of Stakeholders

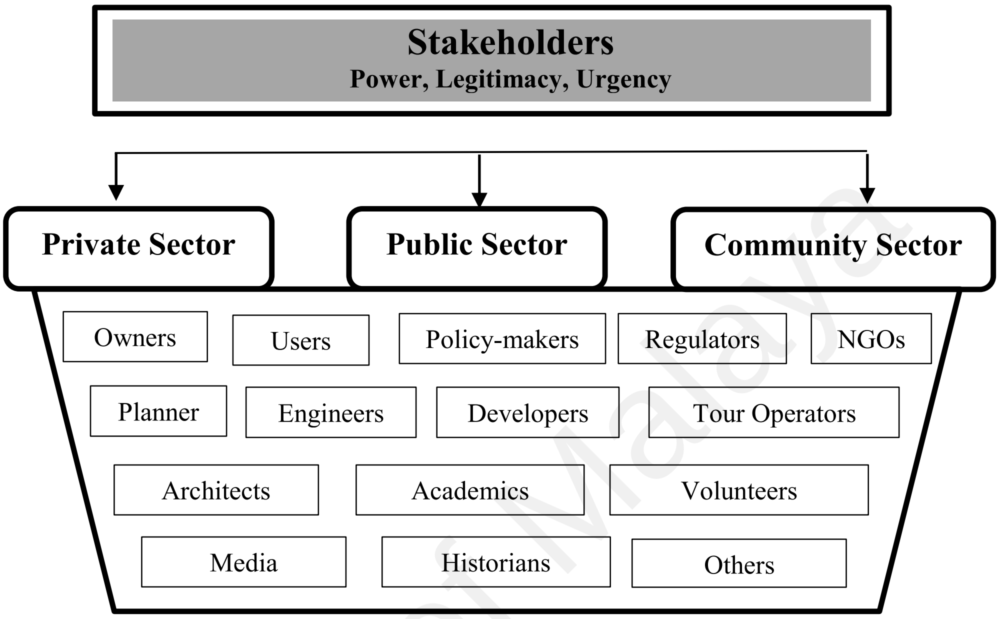
- *Group to whom a corporation is responsible* (Alkhafaji, 1989)
- *Those individuals or groups who depend on the organization to fulfill their own goals and on whom, in turn, the organization depends* (Johnson & Scholed, 2002)
- *Individual people who depend on a firm in order to achieve their personal goals and on whom the firm depends for its existence* (Steadman & Green, 1997)

Source: Amar (2017)

Figure 2.6: Definition of Stakeholders

However, to identify, recognize and value the local community as key actor in the process of a sustainable heritage management, to enforce constructive dialog methods between all stakeholders, and to encourage a mutual understanding and collaboration has become the challenge of a successful heritage management which include the conservation process (Göttler & Ripp, 2017). The collaborative procedure in which people affected significantly in the decision-making in conservation is precisely important in involving the community as individual or public that represent as a member of a heritage community (Chan, 2017).

Stakeholders in the Heritage Sector



Source: Amar (2017)

Figure 2.7: Stakeholders in the Heritage Sector

According to Chan (2017) community is one of the decision-makers that is vital for the conservation process whereby they are one of the members as stakeholders which can be define as people with common interest living in a particular area; a body of persons having a common history or common social, economic and political interest. Whereas for Scheffler Annual Report (2017) research stated that a community is a group of people that have something in common that can be categorized as:

(a) geographical communities which are people who live in the same area

(b) cultural communities in which people who have similar cultural, religious, ethnic backgrounds and characteristics

(c) social communities which are the people that have similar interest, believes, attitudes and objectives.

Meanwhile, community involvement inclusive with the cultural among them that collaborating and engaging the people, the institutions and organizations, private sector, object, environment that are interested, affected or live within or vicinity area, in regards to preservation and conservation that benefit to the local people or community (Lawson & Kearns, 2010; Mamat, 2012; Scheffler Annual Report, 2017). Other than that, the people who are involved and interested with the urban heritage called heritage community (Scheffler, 2017) that able to create the associates with a sense of identity formation which in turn should create a sense of belonging to the heritage (Chan, 2017).

According to Lawson and Kearns (2010) that the community also can established a good governance which able to empower, sustain and effective implementation that represent a group and individual in the community which resolve certain issue or solution as the building owner, developer, private sector, professional body and society. The rights and responsibilities relating to the cultural heritage have been mentioned in article 4 from the Council of Europe Framework Convention (2005) on the value of cultural heritage for society whereby the Parties recognize that:

a) *Everyone, alone or collectively, has the right to benefits from the cultural heritage and contribute towards its enrichment; (b)Everyone, alone or collectively, has the responsibility to respect the cultural heritage of others as much as their own heritage, and consequently the common heritage of Europe; (c)Exercise of the right to cultural heritage may be subject only to those restrictions which are necessary in a democratic society for the protection of the public interest and the rights and freedoms of others.*

While in article 5 stated that the '*parties undertake to recognize the public interest associated with elements of the cultural heritage in accordance with their importance to society'*. This can be proving that most policies and international conventions or guideline are seriously taken the interest of public participation and involvement in the conservation process.

In additional, from the Burra Charter (1999), under the article 12 that *'the participation for conservation, interpretation and management of a place should provide for the participation of people'*. Also, in article 29 under the responsibility for a decision where both either '*the organization or individuals are responsible for the management decisions that should be names and specific responsibilities'*. This shows that there is a specific responsibility for the importance of individual relates to the conservation of heritage.

Synchronously, under the Code on the Ethics and Co-existence in Conserving Significant Place (1999) in Burra Charter (1999) mentioned the privilege on requirement in article 9 that *'identify and acknowledge each associated cultural group and its values, while accepting the cultural right of groups withhold certain information'* and in article 12 that apply a decision-making process which is appropriate to principles of the Code that include:

(a) Co-responsibility among cultural group for the assessment and management of the significance of the place;

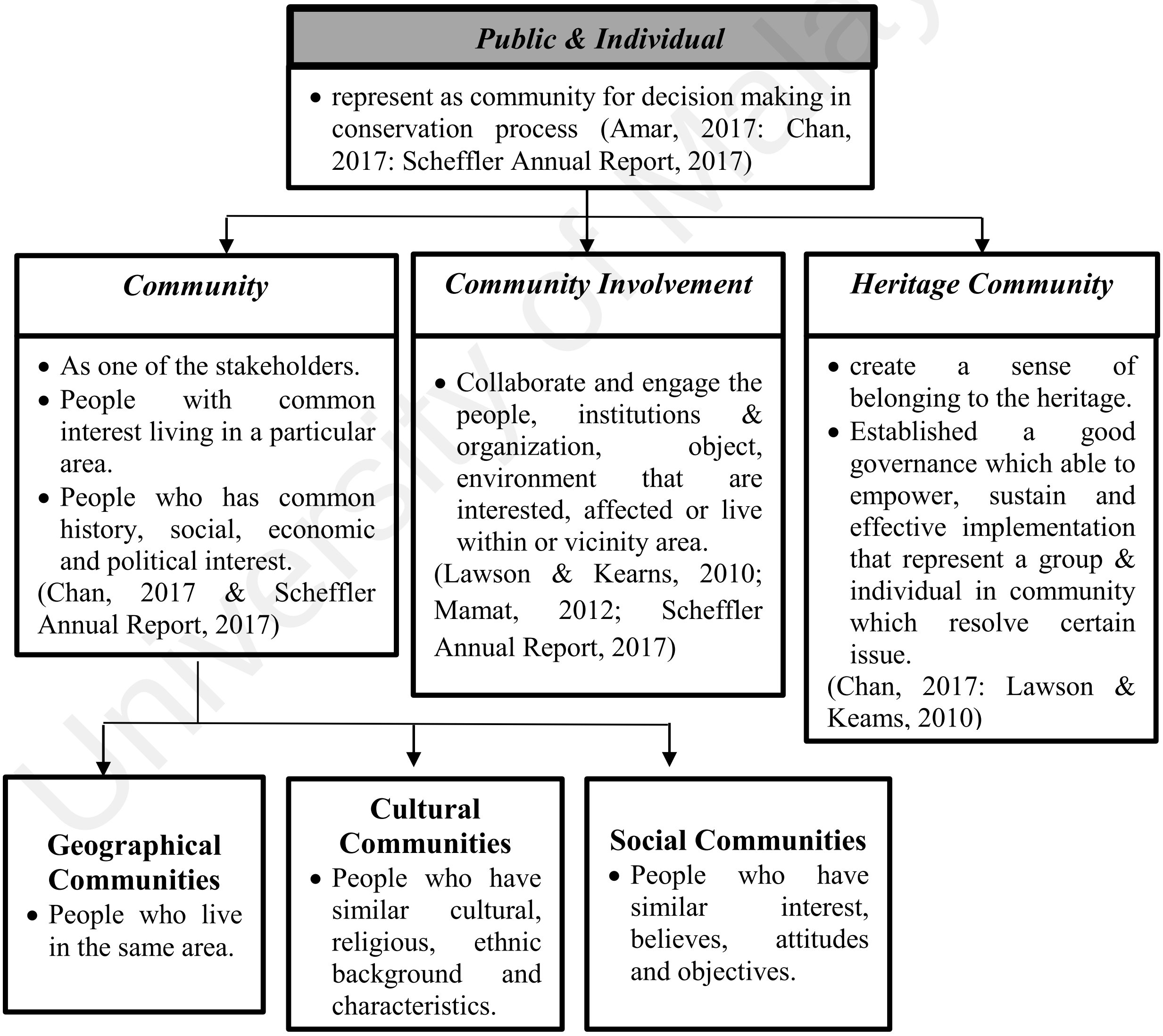
(b) Accepted dispute settlement practices at each stage at which they are requires; and

(c) Adequate time to confer with all parties, including the least outspoken, and may require the amendment of existing procedures in conservation practice.

Source: The Burra Charter (1999)

The involvement of communities has become an important approach in preservation, management and promotion of urban heritage (Scheffler Annual Report, 2017; Chan, 2017). Thus, they call to provide opportunities of engagement and cooperation with and for local communities; having the understanding that urban heritage can act as enabler of sustainable development, providing direct and indirect benefits to the daily lives of the cities' inhabitants (Scheffler Annual Report, 2017).

The Community as Public Representative in Conservation Heritage



Source: Compilation of Literature by Shahariah, Shaharuddin (2017)

Figure 2.8: The Community as Public Representative in Conservation Heritage

To be able to obtain the participation and involvement of the public, it is important to catch the attention of the public or to increase the awareness on conservation and preservation of the heritage buildings and sites especially in the city area or urban areas. Responsiveness and educational on the sustainability of heritage towards the local public is vital too (Aygen, 2013; Chan, 2017; The Getty Conservation Institute, 2009). According to Nasrolahi, Roux, Jahromi & Khalili (2019), the government and local authority or State Parties need to involve local communities in heritage management by implementing different activities, such as holding training workshops for local people and modifying national rules and regulations related to effective participation in order to engage local people in decision-making.

Nowadays, various efforts have been undertaken for the development of sustainability on heritage of interests. Besides that, there were significantly from the literature of scholars illustrates that there are many benefits to it which have been discussed in the above subtopic. According to Hua (2010) in China, whereby there has an intensification of national financial investment in heritage protection and the promotion for public awareness on heritage protection that have become a major concern for people of all walks of life.

This is also documented in a journal by Aygen (2013) that there were activities conducted by the non-government organization (NGO) in Turkey which one of the project called "ÇEKÜL". This project were the conservation activities that has successfully helped to raise the awareness of their citizens in historic preservation and has inspired a number of municipal authorities. This is not only to restore the important historic buildings in their towns and cities but to educate the awareness so that more restoration and conservation can be done. The heritage building in the cities

According to Aygen (2013) mentioned that although the role of the community in heritage preservation and support given by the public in some countries, has shaped the development of conservation legislation however this bottom-up aspect of the conservation realm has not been acknowledged for a long time. The author, Aygen (2013) also added that looking at a brief of the history on the community participation in historic preservation reveals that in some countries the inclusion of buildings of special historic or artistic has influence into legislative systems developed in response to public pressure.

Hence, this is also supported by the Getty Conservation Institute (2009) that the heritage practice needs to be linked more closely with the public interest in the long-term environmental, social, and economic sustainability of cities. Accordingly, the role of local public is significantly important in the conservation process especially during the decision making (Amar, 2017), however, if there is repudiation on awareness of public which are vital, willingness, attitude and behavior to protect the heritage building and sites, then this memorable heritage will be effected (Bakri et al., 2014; Ariffin, 2017).

2.10 The City Development and Heritage Building Conservation in Berlin, Germany

Berlin, Germany is a cultural that is expressed in terms of the entire ensemble, in combination with the harmony of the museum buildings and the independent characters of the objects exhibited therein (visitberlin, 2016). In addition to the architectural and conservational values of the island in Berlin, it is a reminder of the educational and scientific aspirations of the 19th century (Albert & Ringbeck, 2015). Berlin also has the UNESCO World Heritage Site which is located in the city area.

Literally, in the 13th century the city of Berlin was originally were two (2) settlements side by side in the middle of the river Spree, Colln and Berlin. According to Abenstein & Fielder, (2009), Berlin began to develop into a city after the Thirty Years' war which had absolutely devastated Brandenburg, the landmark of Berlin. Continuously, Abenstein & Fielder, (2009) also added that during the rule of Frederick II or known as ‘the Great’, the Kingdom of Prussia developed into the fifth major power in Europe, following Austria, France, Russia, Great Britain and Berlin grew to be city encouraging the trades, sciences and arts.

This is also resulting from the Frederick II childhood friend, Knobelsdorff in the creation of Forum Fridericianum on Unter den Linden Boulevard with Opera House, St Hedwig’s Cathedral, the Old Library as well as Prince Henry’s Palace that today as Humboldt University. To the present day, this royal complex represents the spirit of the city that developed into a veritable fount of creativity in all cultural disciplines.

However, during the early 19th century, Berlin became the most densely populated city in the world. The little architecture of historical building had survived from the Middle Age or the Renaissance which a new construction and industrialization has been constructed in the city area (Abenstein & Fielder, 2009). During the World War I, has demolished most buildings in Berlin. Politically and economically unstable, it was granted only a short period of prosperity.

Nevertheless, in the mid of 1920s new residential settlements, sports facilities, movie theater picture palaces, expansion of the local transit network, public utility and airport was built as well as became the largest industrial metropolis in Europe. But, during the 1933 the National Socialist dictatorship mobilized against everything it conceived of as ‘metropolitan decadence’. The persecution of the Jews hit especially in cultural life.

Again, during the Third Reich in 1933, Adolf Hitler and the Nazi Party diminished Berlin's Jewish community. Some of the historical building was demolished and Berlin has suffered bombing raids. The Allies dropped 67,607.3 tons of bombs on the city during World War II, destroyed a large part of Berlin about 6,427 acres of the built up area of the city. In 1945, after the end of the war Berlin received large numbers of refugees from the Eastern provinces (visitberlin, 2016).

The victorious powers divided the city into four sectors, analogous to the occupation zones into which Germany was divided. The sectors of the Western Allies (the United States, the United Kingdom and France) formed West Berlin, while the Soviet sector formed East Berlin (Overy, 2010). The Berlin Wall (painted on the western side) was a barrier that divided the city from 1961 to 1989. When the Wall fell in 1989, the German reunification and once again Berlin became the capital city of Germany in 1990 (Abenstein & Fielder, 2009).

After the year of 1990, planning and redevelopment and conservation of cultural and heritage building began to build from scratch. Berlin experienced a great deal of warfare as mentioned above which caused history's bare renaissance during the 17th, 18th, 19th and 20th centuries to destroyed but Berlin managed to conserve their heritage building and sites. However, there are still historic buildings that have not been conserving but some have been modernized. Below is a brief timeline of brief history in Berlin taken from the official website of tourism, visit Berlin (2014).

Brief History of Berlin

Year	Description
1417-1701	Berlin became the capital of the Margraviate of Brandenburg
1701-1918	The Kingdom of Prussia (Berlin is part of the section)
1871–1918	The German Empire
1919–1933	The Weimar Republic
During 1920	The third largest municipality in the world
1933–1945	The Third Reich

1961–1989	After World War II and its subsequent occupation by the victorious countries, the city was divided; West Berlin became a de facto West German exclave, surrounded by the Berlin Wall and East German territory. East Berlin was declared capital of East Germany, while Bonn became the West German capital.
1990	German reunification, Berlin once again became the capital of all of Germany.

Source: visitberlin (2014); Wikipedia (2016) and Abenstein (2009)

Table 2.9: Brief History of Berlin

In general, the conservation activation of heritage buildings in the city of Berlin taken into account after the collapse of the Berlin Wall in 1989-1990 and on the reunification of Germany in 1990. According to ICOMOS World Report on Monuments and Sites in Danger (2001) states that the majority of government authorities were housed in historical monuments after the incident and there are restored buildings for embassy homes, libraries with galleries for the Ministry of Education and Research Federation and also as museums.

Apart from that, the report also mentioned that due to the very political character of many historic buildings, as well as of many conservation debates, other highly important works of architecture and art sometimes do not receive the necessary public attention in cases of danger. For example, the ruins of the baroque Parochialkirche (1700) and K.F. Schinkel's St. Elizabeth Church (circa 1830) are some of the most problematic cases of religious architecture in Berlin (ICOMOS World Report on Monuments and Sites in Danger, 2001). Continuously, there were also limited fund at that particular time to carry on the conservation and however, the works start after 1990. But from time to time conservation began to be carried out for sustainability of the heritage buildings.

At the moment, there a strategy for urban and city development mainly for the city of Berlin and has been documented in a report called the Berlin Strategy: Urban Development Concept Berlin 2030. This report has been published in 2013 to provide an analysis of the direction of urban and city development. The status report provided an in-depth analysis informed by a number of ideas, strategic plans and future policies designed to build a foundation for the strategic development of Berlin (Berlin Strategy, 2013).

Berlin has a particular important role as the leading smart city in Europe, taking a sustainability-based approach that brings economic advantages for the regional economy and improves quality of life for its citizens. One of the directions of Berlin city is promoting the quality of life for the community and the public as well as strengthen the city position to be the competitive and attractive urban destination in the world.

Urban and City Development in Berlin

Source: Report of Berlin Strategy: Urban Development Concept 2030 (2013)

Figure 2.10: The Urban Area in Berlin, Germany

The Berlin Strategy: Urban Development Concept 2030 has mentioned that they will focus on public interest and transparency and to develop a systematic urban development consultation process. There are about eight (8) vision and goals for the urban or city development concept that has proposed which are;

1) strengthening the economy with smart knowledge;

2) Unleashing strengths through creativity;

3) Safeguarding employment through education and skills;

4) Reinforcing neighborhood diversity;

5) City and green growing together;

7) Laying the ground climate-friendly metropolis;

8) Improving accessibility and city-friendly mobility; and

9) Shaping the future together

Berlin Strategy: Urban Development Concept 2030

Source: Report of Berlin Strategy: Urban Development Concept 2030 (2013)

Figure 2.11: The Vision of Urban Development in Berlin, Germany

The strategy for cultural in the city development are:

- *Maintaining and developing venues and premises for creative and cultural artists and businesses - A property policy safeguards and develops venues, assessing a range of occupancy claims with the help of a construction and planning law toolkit.*
- *Facilitating the interim use of spaces – There are plans to set up a public-private space exchange to facilitate the interim use of open spaces and premises.*
- *Improving the business skills of creative and cultural artists – Training and coaching help entrepreneurs from a range of backgrounds to establish themselves in growing market.*
- *Broadening participation in publicly funded cultural activities – Because culture is a form of education, local provision is safeguarded, inhibition levels are broken down, low-threshold venues are made available and networking and collaboration between organizations and the independent theatre scene are encouraged.*
- *Supporting the spatial diversification of tourism demand – Increased tourism demand also benefits the outer city by transforming cultural venues into crystallization points and catalysts for sensitive neighborhood development.*
- *Organizing major events – In future more major national and international cultural and supporting events will be organized and used to develop infrastructure that will subsequently be available for both top-flight and grass-roots use.*

Source: The Report of Berlin Strategy Urban Development Concept 2030 (2013)

The various strategies described above for Berlin by way of the important role as a significant city for artistic and cultural production. This city led to an increase in its appeal as a cultural and tourist destination which provide benefits to the public for a better environment with safety liveable in the city area.

2.11 The City Development and Heritage Building Conservation in Kuala Lumpur, Malaysia

Meanwhile, Kuala Lumpur or known as Federal Territory of Kuala Lumpur is a capital city and the most significant urban area in Malaysia. It is among the fastest growing metropolitan regions in South-East Asia either in population and economic development. It covers an area of 244 kilometers and has an estimated population of 1.73 million in 2016 (Malaysia Statistic Department, 2016). In the year 1857, about approximately eighty-seven (78) Chinese prospectors in search of tin landed at the meeting point of the Klang and Gombak rivers in the center of the capital and set up camp, naming the spot Kuala Lumpur, meaning *'muddy confluence'* (Department of Information Malaysia, 2016).

Its location on the west coast of Peninsular Malaysia is more extensive than its east coast, contributing to more rapid development compared to other cities in Malaysia. As a large cosmopolitan city with a multiracial community of Malays, Chinese, Indians and the international community, Kuala Lumpur has different features with most places across the country in Malaysia (Department of Information Malaysia, 2016). The formation of Kuala Lumpur is more recent than the states in Malaysia as an example of George Town Penang and Malacca which began to lay the foundation around the 14th century and 15th century which has now been inaugurated as UNESCO's World Heritage Site in 2008 of heritage buildings (Kuala Lumpur City Hall, 2016 & George Town World Heritage Site, 2016). Heritage conservation process and activities in Kuala Lumpur mostly started after the Second World War in 1945 and after Malaysia experienced independence in the year 1957 (Department of Tourism and Culture, 2010).

Source: Collection Photos from Expat.Go (2017)

Photo 2.12: Kuala Lumpur during Year 1884

Source: Collection Photos from Expat.Go (2017)

Photo 2.13: The Government Printing Office, Kuala Lumpur in Year 1909

The City of Kuala Lumpur was built on its multi-racial, multi-religious and multi-cultural society to create a distinctive identity and image of Kuala Lumpur, Malaysia. According to Kuala Lumpur City Hall official site (2016) about the Kuala Lumpur tourist arrival has increased tremendously from 6,210,900 in 1997 to 10,221,600 in 2000 even though there was economic crisis in 1998. Furthermore, the number of domestic tourists visiting the City Kuala Lumpur from various parts of the country has also increased from 2,493,100 in 1997 to 2,803,300 in 2000. Meanwhile, the foreign tourist arrivals also increased from 3,536,300 in 1997 to 3,946,900 in 2000.

The Kuala Lumpur City Hall (2017) also mentioned that there are strategies was introduced that knows as Kuala Lumpur Structure Plan 2020 which directed towards improving the living environment of the City Kuala Lumpur. As such, it is also to upgrade to a level commensurate that available with world-class cities. These shall include the enhancement of the natural and built environment and the quality of housing and working environment. Better sports, recreational, entertainment, cultural and community facilities shall be provided and complemented by an integrated transportation system and high quality infrastructure.

In addition, the strategies shall also be implemented to initiate projects that will stimulate the economic life of the Kuala Lumpur city and promote its image as an international commercial and financial center. In the Kuala Lumpur Structural Plan 2020 has mentioned that there is lack of sizeable greenfield sites available for development, however, those projects will build on the strengths of existing developed areas or make use of dilapidated areas requiring revitalization. The ten development strategies that will guide development policies for in Kuala Lumpur Structure Plan 2020 are summarized below:

i) Enhance the working, living and business environment of the City Centre

ii) Designate and develop International Zones

iii) Designate and implement Comprehensive Development Areas (CDAs)

iv) Encourage and facilitate the development of Malay Reservation Areas, traditional kampungs and new villages;

v) Initiate and implement the redevelopment of blighted areas;

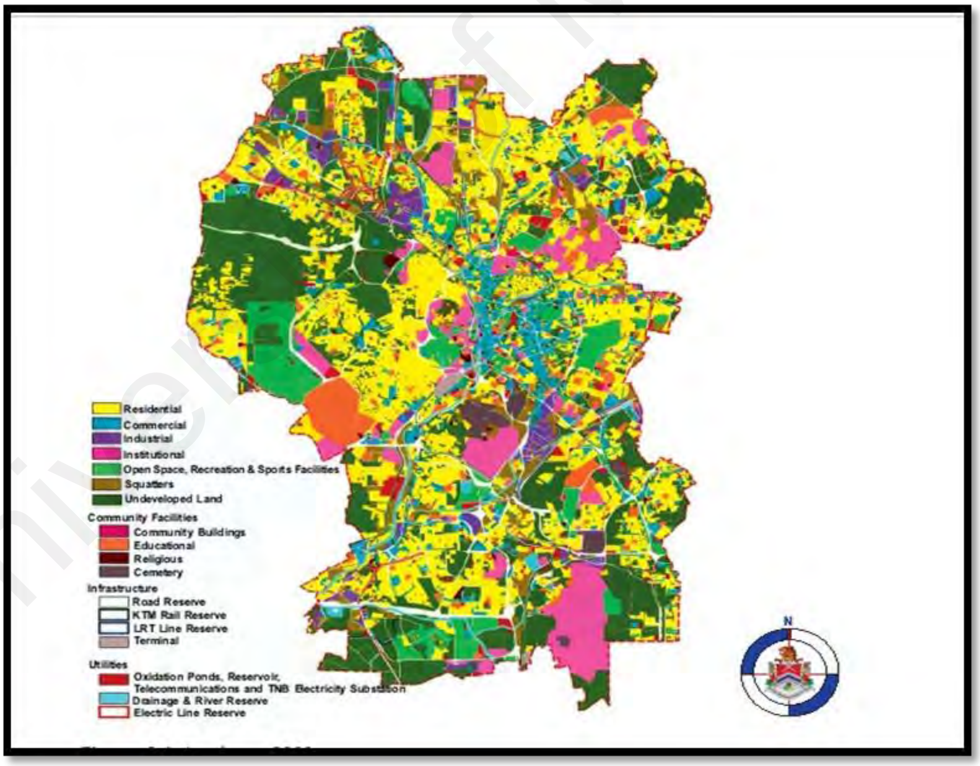
vi) Ensure complete and integrated city linkages;

vii) Provide priority and incentives to development in areas around transit terminals

vii) Ensure the functional distribution of centers and facilities

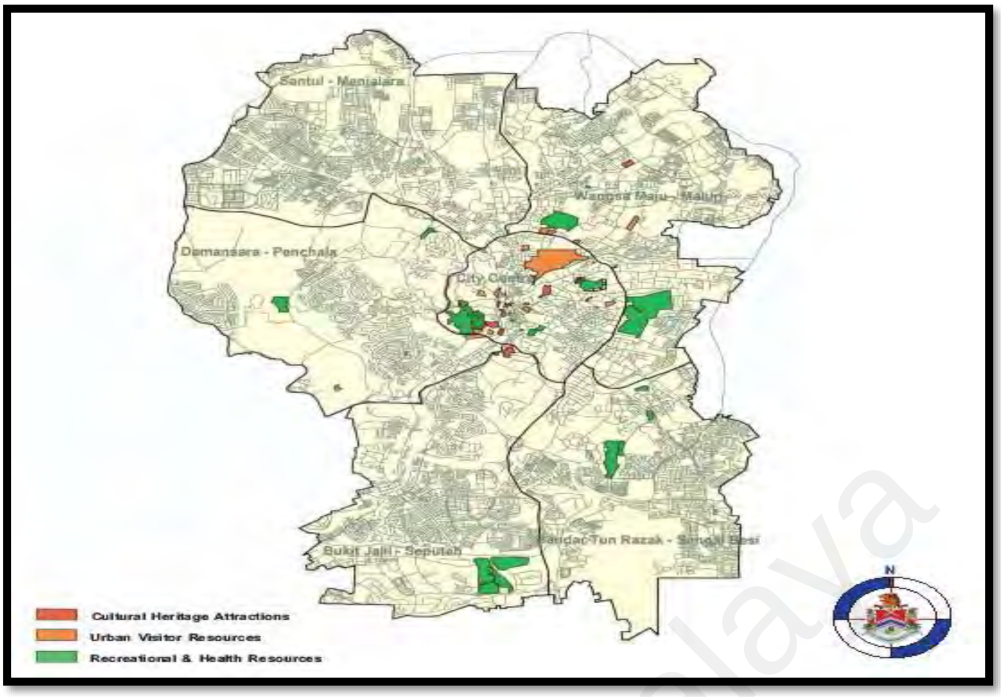
viii) Consolidate the development and enhance the environment of stable areas

x) Consolidate the development and enhance the environment of major entry points.



Source: Kuala Lumpur City Hall (2017)

Figure 2.14: Land Use from Kuala Lumpur Structure Plan 2020



Source: Kuala Lumpur City Hall (2017)

Figure 2.15: Distribution of Tourism Products in 2000

In Kuala Lumpur there are the Malay Reservation Areas (MRAs) with traditional and new village which have great historical importance in the development of Kuala Lumpur and the nation, indirectly preserve a cultural continuum by maintaining traditional customs and ways of life (Kuala Lumpur Structural Plan 2020, 2014). However, these areas created under circumstances that are no longer relevant to their present urban context (Kuala Lumpur City Hall, 2016).

According to the KL Structural Plan 2020, the cultural buildings, spaces and sites has the significance value towards historical in the context of their communities which will be preserved. Similarly, the development of new projects and roads that combine architectural motif that reflects the character of ethnic and culture will be encouraged as well (KL Structural Plan 2020, 2014). The strategies by Kuala Lumpur City Hall (KLCH) in upgrading the landscape surrounding should also be using trees and native plants. This is linkages will provide an area traditionally that have a sense of identity and an active community. Efforts should be made to promote the development of the collective which implemented by the community for the mutual benefits. As these close-knit communities best understand their own needs, it is desirable that the impetus for development comes from them (KLCH, 2014). Thus, the expertise and assistance be provided to accelerate the progress of development and improvement of infrastructure.

However, during the Ninth session of the World Urban Forum (WUF 9) that took place in Kuala Lumpur, Malaysia from 7th February to 13th February 2018 from all over the world that participated to discuss and scale up the implementation of the New Urban Agenda as an accelerator to achieve the Sustainable Development Goals (Kuala Lumpur Declaration on Cities 2030, 2018). The WUF 9 is to lead by a strong spirit of collaboration, creativity and innovation, for the future of Cities 2030 as the Cities for all where no-one and no place is left behind (Kuala Lumpur Declaration on Cities 2030, 2018). Through the discussion, Kuala Lumpur is also not left behind to improve city development as well as preserve heritage buildings and sites in the city area.

2.12 The Review of Empirical Studies on Perception of Behavior towards the Heritage Buildings Conservation

In general, this research will adopt a theory of perception or theory that derived from previous research in social psychology. The study on the public perception which also influences the public behavior to heritage buildings generally associated with the study on tourism of cultural heritage. Many studies have been carried out on public perception to obtain the trend, information, opinion and also visitor motivation that visits the heritage or cultural property (Poria, Reichel & Biran, 2006; Azhari, 2012; Jaafar, Noor & Rasoolimanesh, 2015). However, this research will focus and investigate the public perception of behavior towards the intention to conserve the heritage buildings and sites primarily in the city or urban area.

2.12.1 The Cultural Heritage Value

The cultural heritage value is one of the essential traditional conservation values found in objects, buildings or places because it brought meaning to people or social groups (Vahtikari, 2016). They are attracted to the age, beauty, art or association with people or significant events or contributing to the process of cultural heritage (Vahtikari, 2016). The cultural heritage value is to provide the understanding that correlated with the public on the benefits and significances towards the heritage.

Heritage value is an aspect of the worth or importance attached by people to qualities of places. It is also known as economic heritage value that categorized as aesthetic, evidential, communal or historical value (Historic England, 2016). According to Mason (2002), heritage conservation is best to understand as a socio-cultural activity. While Throsby (2010), agreed that cultural heritage which include the heritage building or property are categories as public goods. Unless it is under personal rights or properties, in addition to being valuable at the community or state level, culture is also a global public good (Serageldin, 1999).

Therefore, values are most often used in one of two senses. Firstly, like morals, principles, or other ideas that serve as guides to action (individual and collective). Secondly, in reference to the qualities and characteristics seen in things, in particular the positive characteristics (actual and potential) as explained by Randall Manson (2002) in the research report of 'Assessing the Values of Cultural Heritage' (refer table 2.16) shows a summary of cultural heritage value term or typologies devised by various scholars and organizations (Reigl 1902; Lipe 1984; for the Burra Charter 1998, Australia ICOMOS 1999; Frey 1997; English Heritage 1997). There are various typologies for value; however, these typologies provide values that are suitable and significant for the public, community and people for heritage benefits.

Summary of Heritage Value Typologies

Reigl (1902)	Lipe (1984)	Burra Charter (1998)	Frey (1997)	English Heritage (1997)
• Age • Historical • Commemorative • Use • Newness	• Economic • Aesthetic • Associative-symbolic • Informational	• Aesthetic • Historic • Scientific • Social (including spiritual, political, national, other cultural)	• Monetary • Option • Existence • Bequest • Prestige • Educational	• Cultural • Educational and academic • Economic • Resource • Recreational • Aesthetic

Source: Manson (2002)

Table 2.16: Summary of cultural heritage value typologies devised by various scholar and organizations

Mason (2002) also discusses that there are many types of defined values that make the interactions between them very complicated. Preferably in a more effective way to overcome these problems, it must begin in a neutral and agreed way by characterizing the heritage of values. The values are a useful way of understanding the contexts and sociocultural aspects of heritage conservation. This has also been discussed by David Throsby (2002; 2010) by defining the theory of value for cultural heritage or known as economic cultural value[12] into six (6) categories which are the aesthetic value, spiritual value, social value, symbolic value, historical value and authenticity value. There are also mention in the Burra Charter (1999) that better known as cultural significance which

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[12] The cultural value will be measured as marker variables (refer further explanation page 142 and appendix B – Questionnaire Survey).

consists of aesthetic value, historical value, scientific value, social value. Cultural significance is a concept which helps in estimating the value of places that likely help an understanding of the past or enrich the present, and which will be valuable to future generations (Burra Charter, 1999).

i. Aesthetic Value

Aesthetic value includes aspects of sensory perception for which criteria can state such criteria may include consideration of the form, scale, colour, texture and material of the fabric; the smells and sounds associated with the place and its use (Burra Charter, 1999). Without attempting to deconstruct the elusive notion of aesthetic quality further, we can at least look to properties of beauty, harmony, form and other aesthetic characteristics of the work as an acknowledged component of the work's cultural value (Throsby, 2010).

ii. Spiritual Value

This value can be interpreted in a formal religious context, such that the work has particular cultural significance to members of religious faith, tribe or another cultural grouping. It may be secularly based, referring to inner qualities shared by all human beings. The beneficial effects conveyed by spiritual value include understanding, enlightenment and insight (Throsby, 2010).

iii. Social Value

The work may convey a sense of connection with others. It may contribute to a comprehension of the society in which we live and to a sense of identity and place. According to Burra Charter (1999), the social value embraces the qualities for which a place has become a focus of spiritual, political, national or other cultural sentiments to a majority or minority group.

iii. Symbolic Value

An essential component of the cultural value of an artwork may be its historical connections. How it reflects the conditions of life at the time it was created and how it illuminates the present by providing a sense of continuity with the past (Throsby, 2010).

iv. Historical Value

According to Burra Charter (1999) the historic value encompasses the history of aesthetic, science and society, and therefore to a large extend underlies all of the terms set out in this section. Additional, it is also a place that has its influenced or has been influenced by, a historical figure, event, phase or activity. However, according to Throsby (2010) on historical value is artworks and other cultural objects exist as repositories and conveyors of meaning. If an individual's reading of an artwork involves the extraction of meaning, then the work's symbolic value embraces the nature of the meaning conveyed by the work and its value to the consumer (Throsby, 2010).

v. Authenticity Value

This value refers to the fact that the work is the real, original and unique artwork which represented to be. There is little doubt that the authenticity and integrity of work have an identifiable value per se, additional to the other sources of value listed above (Throsby, 2010).

2.12.2 The Public Perception Effecting the Behavior

Perception is one of the aspects that is important to the human in responding to various aspects of environment surroundings (Dian & Abdullah, 2013). The actual meaning of perception is vast. The link between psychology and cultural heritage is that the importance of the latter in meeting the need for heritage and consequently conscious decision-making and also its influence on heredity are well-established (Tomšič, Mirtič, Zavrl & Rakuščček, 2017). Likewise, the greater inclusiveness on cultural heritage to recognized as so necessary to many people's sense of belonging and cultural identity (Tweed & Sutherland, 2017).

> *The different experience of life also reflects people's perception of politic, worldwide and heritage. The different and distinct thinking produces different histories and pasts at the same time. As humans, we live and also produce tangible and intangible materials of the future in our everyday lives that also shape the identity of individuals and communities even though people's views and the past interpretations are usually controlled by hegemonic powers, usually by nation states accordingly with their ideological views.*
>
> (Aypaydin, 2015)

According to Allport (1955) there are six (6) types of motivational-emotional influence on perception has been distinguished, which are 1) Bodily needs (physiological needs); 2) Reward and punishment; 3) Emotional connotation; 4) Individual values; 5) Personality; 6) The value of the object. Thus, the perception of the local public is more on the individual values and the value of the object. The public perception has influence and motivates the visitor to visit the heritage site (Poria et al, 2006) which able to conserve the heritage property or building. The more the visitor visit the heritage site, the potential to preserve or conserve is higher. Also, the more the awareness from the public, the chances of sustainability and ability to preserve the heritage building. To examines the perception on behavior, this study will investigate the local public background of socio-demographic, awareness, knowledge, experience and interest to identify the effect towards the perception on the necessity to conserve the heritage building and site mainly in the city area.

2.12.3 Theory of Reasoned Action (TRA)

This study will adopt a theory of reasoned action (TRA), that has been used effectively to determine the social or individual behavior. This is because the perception on the public will influence the behavior. Through behavior, the perceptions of each individual vary from each other (Poria, Reichel & Biran, 2008). Previous studies related to conservation and human behavior conducted by John, Jones & Jones (2010) has found that social psychology on the biodiversity conservation on human behavior plays an important role on the decision and have the significant influence on the intention to conserve the area. The researchers also argue that within the conservation attitudes, or positive attitude towards the protected area, are likely to be linked to pro-conservation behavior.

The TRA was first introduced in 1967 by Martin Fishbein to understand the relationship between attitude and behavior (Fishbein & Ajzen, 1975). Hence, the theory that will used has already existed and widely used for perception and human behavior (Trafimow,2015). The TRA hypothesizes that behavior is predicted by an individual's intention to engage in a given behavior (Nor, Abu Sanab & Pearson, 2008).

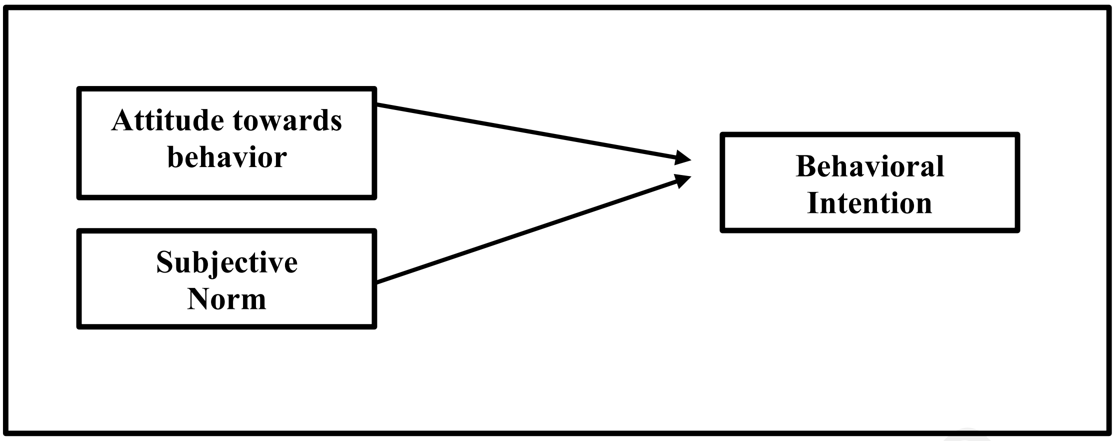
According to Hausenblas, Carron & Mack (1997) that this theory was developed as a framework to explain volitional behavior which based on assumption that people behave in sensible and rational manner by taking into account available information, and considering the potential implications of their behavior. By using this theory, the researcher is able to understand and analyze the expectation of local public behavior on the intention of interest and the needs of conservation on heritage buildings and sites in the city area from both cities in Berlin, Germany and Kuala Lumpur, Malaysia.

TRA is a theory that determines the behavior of individual whereby two antecedent factors (attitude and subjective norm) that define the intentions which in turn determine the behavior (Ajzen & Madden, 1986). The attitude refers to a person's evaluation of the behavior for example how much they like or dislike something based from the survey that will be done (Marandu et al., 2010; Nor, Shanab & Pearson, 2008 & Reni & Ahmad, 2016).

Whereas subject norm refers to one's opinion about what is important such as thinking what should be done (Fishbein & Ajzen, 1975). Meanwhile the subjective norm or subject norm refers to a person's perception of the social pressure exerted upon an individual to the behavior (Marandu et al., 2010; Hox, Leeuw & Vost, 1996) or social pressure to perform or not to perform a target behavior (Nor, Shanab, & Pearson, 2008). If a person performing specific behavior would have perceived it as positive by others, a positive subjective norm might expect and vice versa (Marandu et al., 2010; Reni & Ahmad, 2016).

Accordingly, the review and result from the theory of the previous study have proven that the TRA is the proposition that attitude does not determine behavior directly. Instead attitude is seen as one of two antecedent factors, attitude and subjective norms, that determine intention which in turn determines the behavior (Ajzen and Madden, 1986). In addition, on intention is the cognitive representation of a person's readiness to perform a given behavior and is considered to be the immediate antecedent of behavior (Mishra, Akman & Mishra, 2014). Hence, behavior is the translation of intention to action (Shimp & Kavas, 1984; Law, 2010). Due to that, TRA attempts to provide an understanding the way in which attitude, subjective norms and intentions combine in predicting a specific behavior (Pookulangara & Hawley, 2011; Alessa, Pearson & McClurg, 2010).

The Model on Theory of Reasoned Action (TRA)



Source: Ajzen & Fishbein adapted from Poong (2016)

Figure 2.17: Theory of Reasoned Action (TRA) Model

2.12.4 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) (Ajzen, 1988; 1991; 2005; 2015; Patterson, 2001; Poong, 2016 & Ramdhani, 2011). Through the literature review described above in TRA whereby is to quantify the intention of a person towards behavior formed by two factors namely attitude towards the behavior and subjective norms (Fishbein & Ajzen, 1975).

While for TPB subsequently, Ajzen (1988) in his extended study that it is determining the interest of individuals to perform a specific behavior whereby the perceived behavioral control as an additional variable that can obtain a person’s intention. This is because Ajzen (1991) argues and suggested that TRA has not been able to explain behavior that is not entirely under one's control. Thus, through theory planned behavior is the addition of a factor that determines the intent of Perceived Behavioral Control (PBC), (Ajzen, 1991; 2005).

Perceived behavior control demonstrates the extent to which a person believes that performing the behavior is under his or her control (Ramdhani, 2011) and referring to Ajzen (2005) that PBC is an individual perception towards his or her control over certain behaviors. Hence, PBC is determined by three factors namely; the degree to which an individual feels good or less (attitudes); social influence that affects an individual to perform or not perform the behavior (subjective norms); and feeling easy or difficult to perform a behavior that is the additional variable known as perceived behavior control (Prabandari & Sholihah, 2014; Fishbein & Ajzen, 1975; 1988 &1991).

2.12.5 Attitudes Affects the Behavioral Intention to Conservation

One of the struggles in the preservation of heritage and historical buildings is due to the public attitude and apathy in building conservation activities (Adiwibowoa, Widodo & Santosa, 2015). The role of the public in preservation and conservation of the heritage buildings is significant. This is because the conservation of heritage buildings gives many benefits and opportunity not just for educational purposes and the future generation Hua, 2010), but also for a country's income and as an identity of the places (Shaharuddin & Daud, 2012). Attitude is considered to be a human factor that refers to the degree to which a person has a positive or negative evaluation of the specific behavior (Crano, Cooper & Forgas, 2010; Flowers, Freeman & Gladwell, 2017; Hox, Leeuw & Vost, 1996)

If a person perceives that performing a behavior is positive, that particular person will have a positive attitude towards performing that behavior (Ajzen, 2015). The opposite can also state if the behavior is thought to be negative. Different people's perception of have a different attitude to the built environment, including their general levels of awareness and their reactions to hypothetical changes to culturally urban historical areas (Tweed & Sutherland, 2007).

Attitude can be measured by the individual's knowledge on certain opinion or understanding that will reflect on the behavior. Knowledge of the historical buildings needs to provide to create the public's recognition of the importance of the historical building's preservation (Adiwibowo, Widodo, & Santosa, 2015). In Bock, Zmud, Kim and Lee (2005) studies, they have used knowledge or knowledge sharing to investigate the influence behavioral intention. There are also numbers of scholar measure knowledge as an indicator of the attitude that influence the behavioral behaviors on individual expectation or predicts the behavior. As such, attitudes toward controlled burn policies to preserve the environment in National Park Service (Bright, Manfredo, Fishbein & Bath, 1992).

Another previous study by Muka and Cinaj (2015) in their research indicated that visitor's perception from experience considered to be a good motivation factor in visiting the heritage property or building in the future. It shows that the experience is essential factor which will be the variable for this research in obtaining the necessary variables in conserving the heritage property in the city area. Meanwhile, studies by Poudel & Nyaupane (2012), the selected factors are categorized into three main variables:

1. An individual such as personality, mood, emotion, values, stereotypes, general attitudes, perceived risk and past behavior.
2. Social such as education, age, gender, income, race, ethnicity, religion and culture.
3. Information such as the knowledge, media and intervention

Other than that, studies done by Flowers et al. (2017) have obtained individuals' thoughts and feeling as experience to measure the attitude about green exercise that influences the participation and subsequent outcome. Similarly, studies from Hox, Leeuw & Vorst (1996) also used individuals' feeling like a general attitude towards their survey research. Due to that, this research will be examining the relationship of attitude which is the awareness, knowledge and experience of local public about the intention on the necessity to conserve the heritage building and sites in the city area.

2.12.6 Subjective Norms Influence the Intention to Conserve

Subjective norms refer to perceptions of relationship where a group of people had a major influence on people's behavior (Prabandari & Sholihah, 2014; Ajzen, 1991) the purpose on a belief that is called normative belief, which is the belief of consent and or disapproval of referent or other influential person and group (Clark & Finley, 2007; Al-Swidi, Huque, Hafeez, Shariff, 2014; Fanning & Ricks, 2017; Mancha & Yoder, 2015). It can be one's spouse or partners, close friends, coworkers, or any depending on the behavior such as professionals or teachers (Ajzen, 1999; 2015, Mosquera, García & Barrena, 2014; Bright, Manfredo, Fishbein & Bath, 1992).

Through this study, the researcher able to identify the social effects either positive or negative impact on the behavioral intention towards the conserving the heritage building and sites in the city area. For the study by Marandu et al. (2010) concerning predicting residential water conservation indicated that a person's perception of the social pressure exerted upon individual either to perform or not to perform the behavior that being contemplated as refer for subject norms.

Further, according to Yean et. al (2015) in their research about the individual that intended to return work after injuries or accident whereby the individual tend to act and perform the recommended behavior from family, friends and immediate supervisor. Different from the study by Mancha & Yoder (2015) stated that social pressure was less effective in predicting intent and did not predict behavior but one's representation of self is highly attuned for the study of green environment.

2.12.7 Perceived Behavior Control towards the Conservation

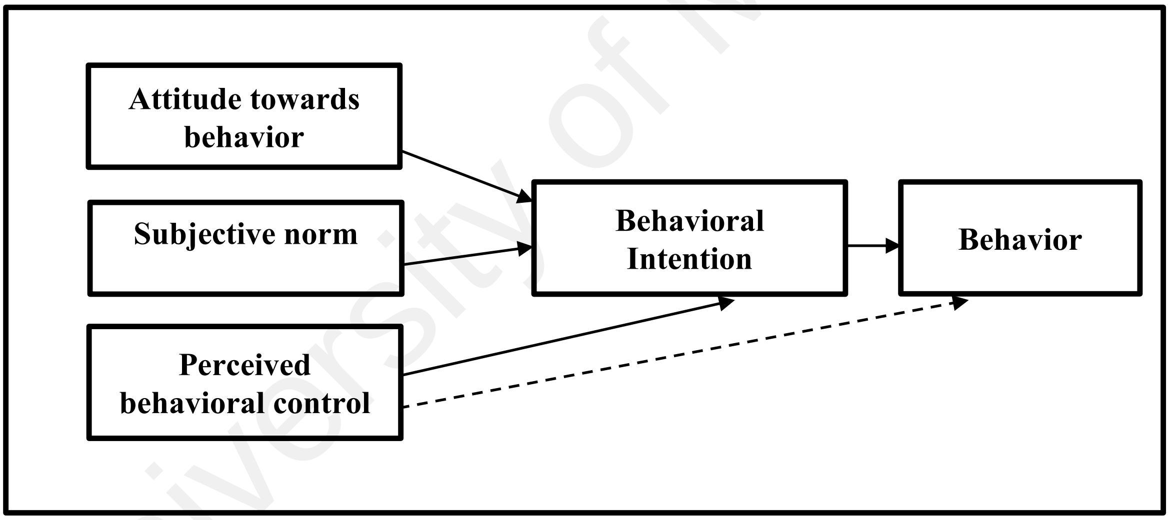
Perceptions of behavior control are assumed to follow consistently from readily accessible beliefs, in this case beliefs about resources and obstacles that can facilitate or interfere with performance of a given behavior (Ajzen, 2015). In Ajzen's research (1991; 2005 & 2015) describes that the perceived behavioral control as a function based on belief that called control belief, namely the individual's belief in or not that support or delaying the individuals from creating a behavior (Ajzen, 2005). On a conceptual basis, perceived behavioral control is similar to self-efficacy or constructs refer to the person's belief that the behavior in question is under his or her control (Mancha & Yoder, 2015) but, operationally, perceived behavioral control is often assessed by the ease or difficulty of the behavior (Ignatow, 2006; Greaves, Zibarras, Stride, 2013; Yean et al., 2015; Bright et al., 1992; Chaudhary, Warner, Lamm, Israel, Rumble & Cantrell, 2017, Clark & Finley, 2007).

The more individuals feel the substantial support, the higher the control they think or the behavior and vice versa. And also, the fewer individuals feel the supporting factors; then the individual tends to difficult to perform the behavior (Ajzen, 2015). Previous study by Prabandari & Solihah (2014) has indicated that the interest and facilities as perceived behavior control has significantly expected towards for the entrepreneur education intention. There are also studies using TPB theory for perceived behavior control using variables of interest, facilities or self-satisfaction (Prabandari & Sholihah, 2014; Patterson, 2001; Ajzen, 2015; Ramdhani, 2011). Meanwhile, research on water conservation, the psychological and environmental factors were the TPB core variables to encourage and understanding of water conservation behaviors (Chaudhary et al., 2017; Clark & Finley, 2007; Lam, 1999; Trumbo & O'Keefe, 2001).

2.12.8 Behavior Intention towards the Important to Conservation

Behavioral Intention as the primary factor in conditioning the emerging behavior (Fakhrudin, Karyanta, & Ramli, 2018). According to Ajzen (1991) the individual's intention to perform a given behavior are also assumed to capture the motivational factors that influence a behavior. As a general rule the stronger the intention to engage in a behavior, the more likely it should be its performance (Ajzen, 1999; 2005). Nevertheless, this research will be examining the intention which is based on attitude toward the behavior of local public, subjective norm, and perceived behavioral control, with each predictor weighted for its importance to the behavior.

The Model on Theory of Planned Behavior (TPB)



Source: Ajzen & Fishbein adapted from Poong (2016)

Figure 2.18: Theory of Planned Behavior (TPB) Model

Even though the theory of TRA and TPB has been using in many fields of study that have strengths as models with reliable predictions (Prabandari & Sholihah, 2014; Pookulangara & Hawley, 2011; Alessa, Pearson & McClurg, 2010), good models for obtaining prediction of behavior intention (Poria, Reichel & Biran, 2008; John et al., 2010; Hausenblas et al., 1997 & Reni & Ahmad, 2016), good social empirical for prediction (Clark & Finley, 2007; Al-Swidi, Huque, Hafeez , Shariff, 2014; Fanning & Ricks, 2017; Mancha & Yoder, 2015), but the limitations of this theory have been argued by some researchers by suggesting relevant external factors by modifying existing or extended variables to improve predictive ability to intention (Hasbullah , Mahajar, Salleh, 2014).

As well as for TPB theory that has been improved from the TRA theory, and this TPB theory has been stated by Ajzen (1991) in the statement that *"... the TPB is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance in intention or behavior after the theory's current variables have been taken into account".* Therefore, the criticism of flexibility which encouragement to numerous future researches in various contexts towards relevance studies or topics. The extended variables from the theory or the original components able to predict the intention and behavior across field of studies.

2.13 Summary

In conclusion, this chapter provides insight from previous studies, scientific references related to the review based on theory and concept. The public perception of behavior towards the intention is to the necessity in conserving the heritage property in the city area. In addition, explanation on research review from thesis, journals, books and academics references as well as theories regarding the local public on conservation of heritage property in the city area. The public perception of behavior theoretical is to achieve the objective of the study and to solve the problem at hand.

Public provides the high impact on heritage conservation. It is an effective group that can carry out conservation and preservation activities of heritage building and sites. The heritage building and sites in the city area must viewed in such a way that it has high value and as public goods having various benefits and important to the development of city and city planning. Heritage building and sites have begun to show its importance to the community as well as increasing the income generation in urban areas as in the tourism industry.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter explained the research design that has been conceptualized to fulfil the aims and objectives of the research. It will also acquire useful data collection for the contribution of knowledge about public behavior and perception towards the necessity or intention to conserve the heritage property in the city area. By the aims and objectives of the research, this study applies mixed method namely quantitative and qualitative data collection, to be more suitable.

Quantitative methods may be most easily defined as the techniques associated with gathering, analysis, interpretation, and presentation of numerical information (Teddlie & Tashakkori, 2009, p.5). Meanwhile, qualitative methods are a form of investigation that tends to be based on a recognition of the importance of the subjective, experiential 'life world' of human beings (Burns, 2000 p. 11). By implementing the quantitative component first and the qualitative second, the researcher can attain a "value added" understanding of the result from both studies (Biber, 2010: p.4).

However, the quantitative data gathering technique that will used in this research is that of is survey method as the selected instrument, and this is supported by qualitative data collection which will be obtained through an in-depth interview. The researcher is looking for a convergence of the data collected by all studies to enhance the credibility of the research findings (Biber, 2010, p. 3). Another reason for adopting mixed method because in this study involves different public perspective on heritage building and the stakeholder's views. Hence, this method can capture the mixed data gathering technique from a different perspective, namely, statistical data or non-statistical data.

3.2 Research Design

A research design is a plan for the entire scheme or program of the research, structure and strategy of investigation to obtain answers to research questions or problems (Kumar, 2011, p.94). It includes an outline of what the investigator will do from writing the hypothesis and their operational implications to the final analysis of data (Creswell, 2014).

An explicit research design is needed because it facilitates the smooth conduct of the various research operations, thereby making research as efficient as possible and yielding maximal information with minimal expenditure of effort, time and money (Kothari, 2004 p.32). There are three approaches to conducting research, namely: (a) qualitative approaches, (b) quantitative approaches; and (c) mixed methods. According to the Creswell (2014), the three approaches may be differentiated as below:

1. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves addressing emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particular to general themes, and the researcher making the interpretations of the meaning of the data. The final written report has a flexible structure. This is more an inductive style that focuses on individual meaning, and the importance of rendering the complexity of a situation.

2. Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables can be measured using the right instrument, and then the numbers of data can be analyze using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results and discussion.

3. Mixed methods research is an approach to an inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may include philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either method alone.

As figure 3.2 shows, this study uses a mixed method to examines this research to examine the relationship between public perception of behavior towards the intention to conserve the heritage buildings in the city area. This is because the study aims to obtain more depth and certainty on their emphasis on people's perception of behavior. This is also, fundamentally well suited for locating the meanings people place on the events, processes and structures of their lives and for connecting these meaning to the social world around them (Miles, Huberman & Saldań, 2014).

Collectively, upon examining the objective and research question for the purpose of research, the researcher realized that there is a lack of previous studies and published literature regarding the public perspective by looking at behavior on the conservation of heritage property, buildings and sites. Therefore, this research uses a descriptive and explanatory study. The purpose is to observe the current situation and scenario of public perspective and behavior towards the intention from Malaysia and Germany.

The purpose of the descriptive study is to provide a "picture" of a phenomenon, by which the researcher attempt to answer "what is" or "what was" questions (Bickman & Rog, 1998, p. 14). Meanwhile, exploratory studies are most typically done for three purposes: (1) to satisfy the research's curiosity and desire for better understanding, (2) to test the feasibility of undertaking a more extensive study, and (3) to develop the methods to be employed in any subsequent study (Babbie, 1999 p.72). It is a useful method to collect information that will show the relationship from the actual scenario research.

Brief Research Methodology Flow Chart

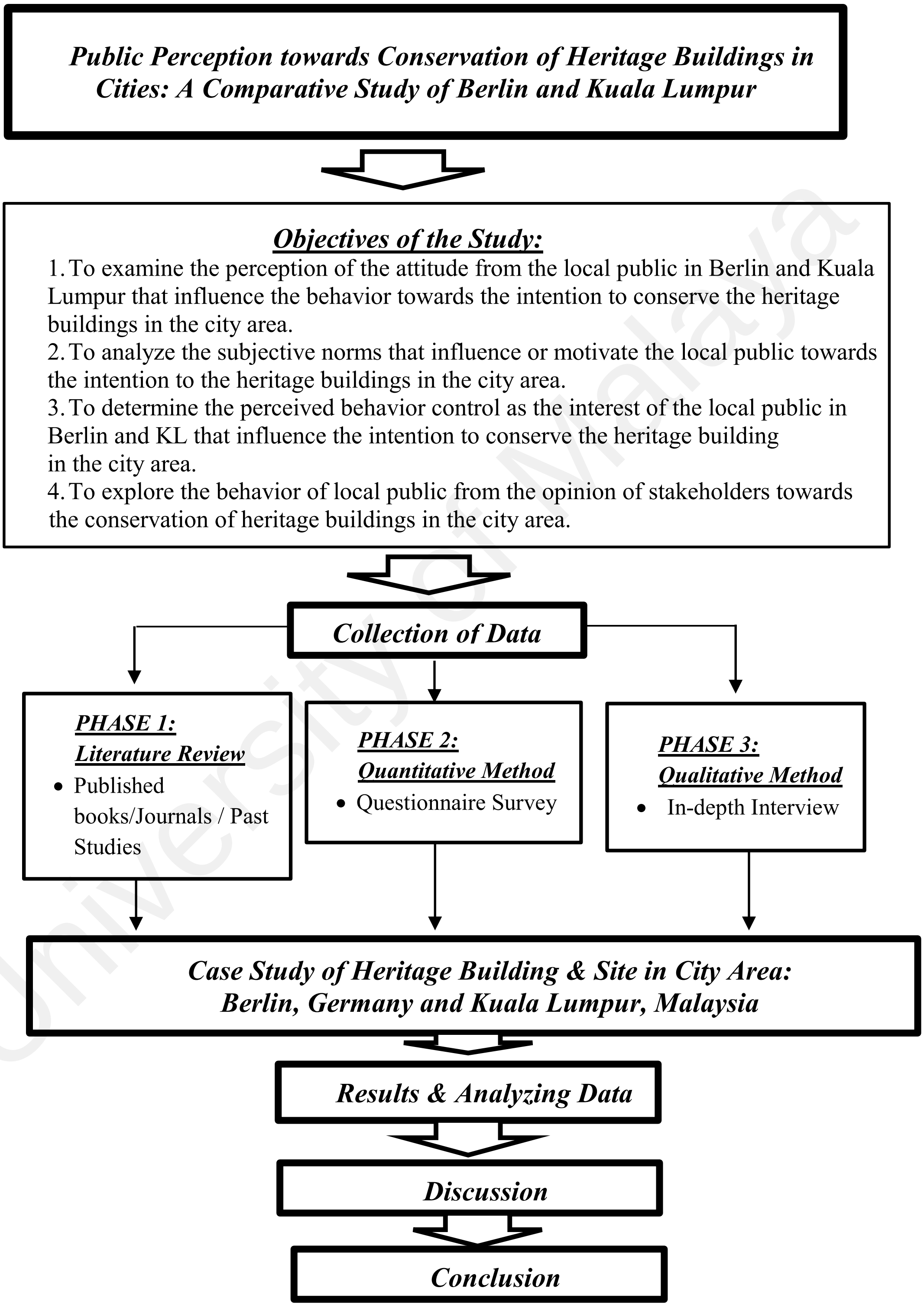
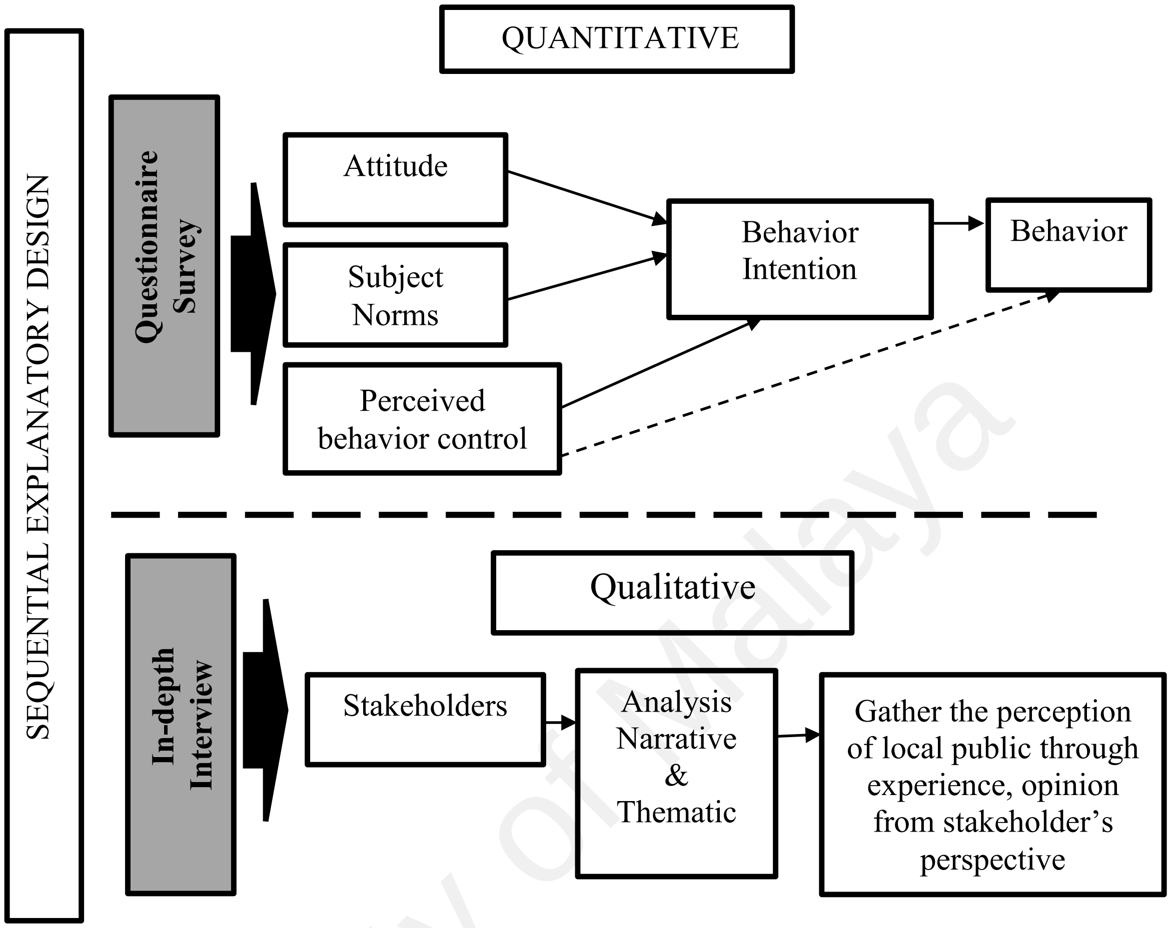


Figure 3.1 Brief Research Methodology Flow Chart

Operational Research Design



Source: Shahariah, Shaharuddin (2014)

Figure 3.2: Operational Research Design

3.3 Mix-Method Design: Sequential Explanatory Design

Mixed methods involve combining or integration of qualitative and quantitative research and data in a research study (Creswell, 2014). According to Creswell & Clark (2007), there is six (6) type of mixed-method design which are:

i) **Sequential Explanatory Design** - This method is a two (2) phase design where the quantitative data is collected first, followed by qualitative data collection. The purpose is to use the qualitative results to further explain and interpret the findings from the quantitative phase.

ii) **Sequential Exploratory Design -** This method is also a two- phase design. The qualitative data is collected first, followed by the collection and analysis of quantitative data. The purpose of this design is to develop an instrument (such as a survey), to develop a classification for testing, or to identify variables. Using the information from journals or diaries to develop an appropriate survey to administer to a larger sample would be an example of this design.

iii) **Sequential Transformative Design** – This type of design also has two- phase but allows the theoretical perspective of the researcher to guide the study and determine the order of data collection. The results from both methods are integrated together at the end of the study during the interpretation phase.

iv) **Concurrent Triangulation Design** – Both qualitative and quantitative data were collected concurrently in one phase. However, the data is analyzed separately and then compared and/or combined. An example would be if a researcher collected survey data and interview data at the same time and compared the results. This method is used to confirm, cross-validate or corroborate findings. It is often used to overcome a weakness in one method with the strengths of another. It can also be useful in expanding quantitative data through the collection of open-ended qualitative data.

v) **Concurrent Nested (Embedded) Design** – This design includes one phase of data collection in which priority is given to one approach that guides the project, while the other approach is embedded or nested into the project and provides a supporting role. The embedded approach often addresses a different question to the primary research question.

vi) **Concurrent Transformative Design** – This method involves concurrent data collection of both quantitative and qualitative data. It guided by a theoretical perspective in the purpose or research question of the study. This perspective guides all methodological choices and the purpose is to evaluate that perspective at different levels of analysis.

Nevertheless, as figure 3.3 shows, this study uses Sequential Explanatory Design where the research begins with the quantitative data followed by qualitative data collection. Besides that, quantitative is the main study and the qualitative results are interpretation findings from the quantitative phase. This research adopts the sequential explanatory design because to investigate the prediction from local public perception towards the intention to conserve the heritage buildings as the theoretical perspective. Then, the qualitative method as the second phase, whereby to understand further on the local public perception on a heritage building in the city area. The results from both methods are integrated at the end of the study during the interpretation phase.

Major Mixed Method Design Types

Design Type	Timing	Mix	Weighting /Notation
Triangulation	Concurrent: quantitative and qualitative at the same time	Merge the data during interpretation or analysis	QUAN + QUAL
Embedded	Concurrent and Sequential	Embed one type of data within a larger Design using the other type of data	QUAN (qual) or QUAL (quan)
Explanatory	Sequential: Quantitative Followed by qualitative	Connect the data between the two phases	QUAN ➔ qual
Exploratory	Sequential: Qualitative followed by quantitative	Connect the data between the two phases	QUAL ➔ quan

*- - - - - - - - - *is a mixed method that is used in this study*

Source: Cameron (2009) in Creswell & Clark (2007)

Figure 3.3: Major Mixed Method Design Types

3.4 Case Studies of Heritage Sites in Kuala Lumpur, Malaysia and Berlin, Germany

The case studies of this research were in Kuala Lumpur and Berlin on two perspectives of local public perception of behavior. The meaning of case studies is an empirical inquiry to investigate a contemporary phenomenon within its real-life (Yin, 2003), in undertaking case studies, different methods can be used in collecting and analyzing data that may be either quantitative, qualitative or a combination of both (Shareia, 2016). Thus, this study requires to know the real situation of local public perception on behavior as well as an overview of the two (2) countries. The study was chosen around urban area or city area with similarity in character or purpose of the heritage buildings and sites.

The main reason for the selection for the research sites is because both countries are the capital city with heritage buildings and sites. Even though some of the attributes such as the age of the property and historical scenario between Berlin and Kuala Lumpur are different but again this research is looking at two different countries and the various local public towards the intention in conserving the heritage buildings and sites. The criteria for selecting the heritage sites have been describing in section 1.8 in Chapter 1, and further explained in Chapter 2 (refer to section 2.10 and 2.11). Also, this case study was selected based on a study by David Throsby (2002; 2010), which stated that heritage building has cultural heritage value and the criteria described are as follow:

Cultural Value Criteria on Heritage Buildings

Kuala Lumpur	Berlin	Cultural Value[13]
i. The Sultan Abdul Samad Building	i. The Rotes Rathaus (The Berlin Town Hall (Red City Hall Berlin)	• Aesthetic Value • Social Value • Symbolic Value • Historical Value • Authenticity Value
ii. The Old Railway Station Kuala Lumpur	ii. Reichstag Building Berlin	• Aesthetic Value • Symbolic Value • Historical Value • Authenticity Value
iii. National Mosque Kuala Lumpur	iii. The Sehitlik Moschee or Mosque Berlin.	• Aesthetic Value • Spiritual Value • Social Value • Symbolic Value • Authenticity Value

*Note: The Cultural Value is from the classification described by Throsby (2002)

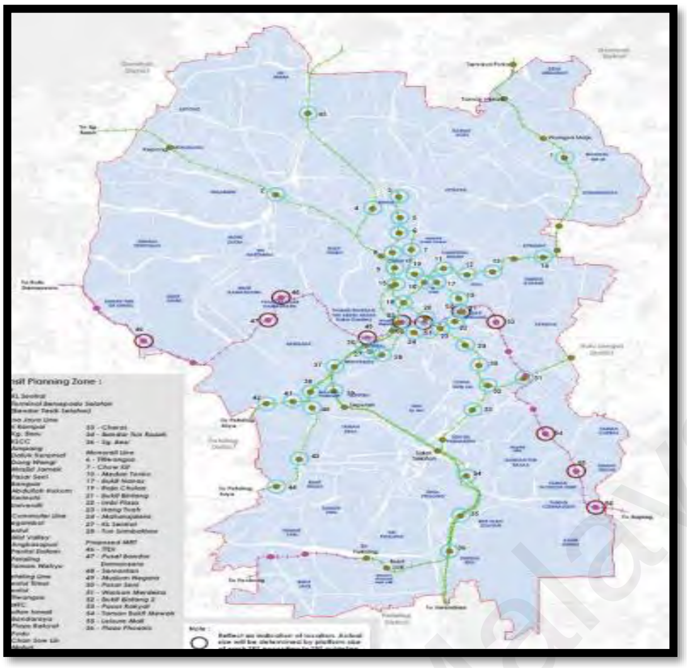
Source: Shahariah, Shaharuddin (2014)

Table 3.4: Cultural Value Criteria on Heritage Buildings

The distribution of questionnaire was distributed around the city area which are at the Sultan Abdul Samad Building, the Old Railway Station Kuala Lumpur and the National Mosque Kuala Lumpur represent in Kuala Lumpur, Malaysia. Meanwhile, in Berlin, Germany is at the Rotes Rathaus or known as The Berlin Town Hall (Red City Hall Berlin), the Reichstag Building and the Sehitlik Moschee or Mosque Berlin.

[13] This cultural value is also an item that will be measured for local public selection of heritage buildings and conservation as marker variables (refer page 142).

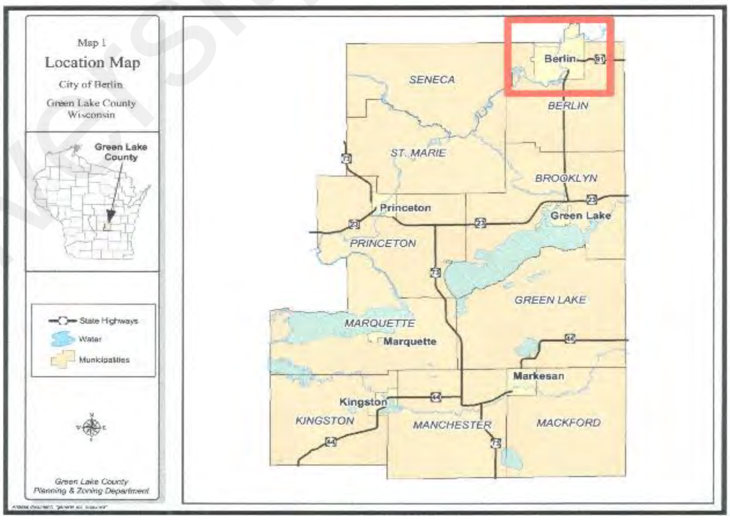
The Map of City Kuala Lumpur, Malaysia



Source: http://www.dbkl.gov.my/pskl2020 (2015)

Figure 3.5: The Location Map of City Kuala Lumpur

The Map of City Berlin, Germany



Source: http://www.cityofberlin.net/CCP.pdf (2015)

Figure 3.4: The Location Map of City Berlin

3.4.1 The Selection of Research Sites in Kuala Lumpur, Malaysia

(a) The Sultan Abdul Samad Building, Kuala Lumpur

The following are the places of research to obtain data on the local public's perception of behavior towards the heritage building and site for conservation in the city area. Among them is the Sultan Abdul Samad Building whereby it is one of the historical landmarks in the city center and it was named after the Sultan of Selangor when the building was constructed. The Sultan Abdul Samad Building holds a unique design mooted by the A.C Norman. The building bears Moorish influences with a blend of local culture and British styles. To represent the identity of the Malaysian people, the architect added an Islamic touch before finally completing the building in 1897.

Inside of the Sultan Abdul Samad building are the offices of the Ministry of Information, Communications and Culture of Malaysia. The building has a shiny copper dome and a clock tower which is 40 meters high. The building serves as a backdrop for many essential events for the country. Among the important events celebrated at the Sultan Abdul Samad building are the National Day Parade on August 31 and the welcoming of the New Year. Another historical event which took place at this building was the declaration of independence of Malaysia back on 31st August 1957. Another important event happened on 1st January 1982 when the time between Peninsular Malaysia, Singapore, Sabah and Sarawak were standardized.

Source: Shahariah, Shaharuddin Collection (2018)

Photo 3.7: The Sultan Abdul Samad Building, Kuala Lumpur

Source: Shahariah, Shaharuddin Collections (2018)

Photo 3.8: The Sultan Abdul Samad Building, Kuala Lumpur (in front)

(b) ***The Old Railway Station Building, Kuala Lumpur***

The Old Kuala Lumpur Railway Station or known as The Malayan Railway Station is one of Kuala Lumpur's most famous landmarks. The information and references was taken from the webpage of Dewan Budaya University Science Malaysia (2017), about the historical sites and building in Kuala Lumpur city centre. The Department of National Heritage has gazette the Malayan Railway Station in 2007 as the national heritage because of the unique architectural elements.

The building was located along Jalan Sultan Hishamuddin, or formerly known as Victory Avenue, this building is the main rail service office for the Federated Malay States Railway (FMSR) and the Malayan Railway (KTM), before it was transferred to the Kuala Lumpur Sentral Station in 2001. This building is fully owned by the the Malayan Railway Corporation, also known as Keretapi Tanah Melayu Berhad (KTMB), and is partially rented to Hotel Heritage for accommodation services.

The first station was built in 1886 in conjunction with the opening of the railway between Klang and Kuala Lumpur which located at the northern component of the existing building. It was known as "Residency Station" because of its location in the vicinity of the British Residence. The building's roof was built using sago palms and the walls were constructed with wood and bricks. It was utilized for six (6) years until traffic demand and trade increased, the building was then extended.

The second station was built at the same location as the first station in 1892. The building materials were stones, bricks and roof tiles. The design of the building is similar to other government buildings at that time and was used for 15 years. The need to build a third station (which is the current station building) was carrried out in 1906 when the building was constructed and built. The architect who was responsible was Arthur

Bennison Hubback which at that time was the Assistant to the Director of the Architecture Department of Public Works.

The Malayan Railway Station has undergone numerous changes in its structure and architecture since its construction. The following is a chronology of development events from 1886 until 2007: -

Chronology of Development the Malayan Railway Station

Year	Detail(s)
1886:	The first station was built at the current building site. It is located at the junction between Klang and Kuala Lumpur, at Good Yard Station, in the northern component of the existing building. The building is also known as Residency. Almost all building materials are purchased from England.
1892:	Sultan Station, the second station, was built in the same location as to replace the first station located at Foch Avenue, or better known now as Jalan Tun Tan Cheng Lock. This building's architecture is greatly influenced by the Residency Station's structural design, located along the Pudu rail route, linking mines from Ampang to the city. This building is made of bricks, shingles and tile roof. Supplemented by two small scaled pavilions, the building's architecture is similar to government buildings built at that time. The Sultan Station building was used for 15 years.
1906:	Renovation suggestions by Arthur Benison, the British Architectural Assistant to the Director of Public Works.
1910:	With costs amounting to RM23, 000 (during that time), the new railway station building was completed and resumed operation in 1st August.
1995:	The KTM Commuter is introduced and the old station building was used as one of the checkpoints for this service.
2001:	The intercity railway service was later transferred to a new destination, the Kuala Lumpur Sentral.

Source: Dewan Budaya University Science Malaysia (2017)

Table 3.9: Chronology of Development Malayan Railway Station

Source: Shahariah, Shaharuddin Collections (2018)

Photo 3.10: The Old Railway Station Building, Kuala Lumpur

Source: Shahariah, Shaharuddin Collections (2018)

Photo 3.11: The Administration Office for the Old Railway Station, Kuala Lumpur *(c) The National Mosque Kuala Lumpur*

The National Mosque of Malaysia located at Kuala Lumpur. The mosque has a large capacity of 15,000 people and is surrounded by lush greenery which expands to a 13-acre land. The mosque was actually built in 1965. The best features of the mosque are the 73 meters high minarets and its 16 pointed star concrete which is its main roof. There are many meanings to the design of the mosque. The main roof's design was inspired by the idea of an open umbrella while minarets were like a folded umbrella. The mosque has been standing firm on its grounds since then and is now deemed as an important symbol of the Islamic country, Malaysia.

Source: Shahariah, Shaharuddin (2018)

Photo 3.12: The National Mosque Kuala Lumpur

3.4.2 The Selection of Research Sites in Berlin, Germany

(a) The Rotes Rathaus or Berlin Town Hall (Red City Hall), Berlin

The Berlin Town Hall is the home to the governing mayor and the government (the Senate of Berlin) of the Federal state of Berlin. The Red Town Hall (Rotes Rathaus), located in the Mitte district near Alexanderplatz, is one of Berlin's most famous landmarks. The name of the landmark building is from the façade design with red clinker bricks. This building was built between 1861 and 1869 in the style of the north Italian High Renaissance by Hermann Friedrich Waesemann. It was modelled on the Old Town Hall of Tourun (Poland), while the architecture of the tower is reminiscent of the cathedral tower of Notre-Dame de Laon in France.

The neo-renaissance building was designed as a multi-winged complex in round-arch style featuring three inner courtyards and a 74 meters high tower. The building was heavily damage during World War II and rebuilt to the original plans between 1951 and 1956. Later, the building was reconstructed in the postwar years. As a result of the division of Berlin the East Berlin magistrate held its sessions in the Red Town Hall and the West Berlin senate in Schöneberg town hall. In 1991 the Red Town Hall became again seat of government of the now reunified Berlin. The Red Town Hall consists of several significant rooms. The armorial hall used to be the meeting place of the city council assembly. The name of the hall derives from the windows which represent all the emblems of Berlin and the emblems of all the districts of the city. Today, the armorial hall is used as a reception room for guests of state.


Source: Shahariah, Shaharuddin Collections (2014)

Photo 3.13: The Berlin Townhall

(b) ***The Reichstag Building, Berlin***

The Reichstag is an internationally recognizable symbol of democracy and the current home of the German parliament. The Reichstag Building was completed in 1894 following German national unity and the establishment of the German Reich in 1871. After a complete restoration of Paul Wallot's original building, the Bundestag reconvened in Sir Norman Fooster's spectacularly restored Reichstag building on April 19, 1999. Following German reunification on October 3, 1990 the Bundestag (German Federal Parliament) decided, one year later, to make the Reichstag the seat of Parliament in Berlin, the restored capital of reunited Germany.

The original building is designed by Paul Wallot and modelled after the Memorial Hall in Philadelphia. Decorative motifs, sculptures and mosaics are contributed by the artist Otto Lessing. The Reichstag is completed in 1894 although it doesn't acquire its iconic dedication to "the German People" until 1916 when the words Dem Deutschen Volke are inscribed on its façade. At the time Kaiser Wilhelm II regards the building as "the pinnacle of bad taste". The Reichstag serves as the home of the German parliament until 1933 when the building is badly damaged in a fire. This event marks the end of the Weimar Republic and provides a convenient pretext for Hitler to suppress dissent and the building falls into neglect and is severely damaged during the Second World War. In 1945 it became one of the primary targets for the Red Army.

After the war, West Germany's parliament is relocated to Bonn, and the building remains a virtual ruin until 1961 when a partial renovation is undertaken in the shadow of the newly erected Wall. Completed in 1964 this controversial restoration sees the building's interior and exterior stripped of the majority of its sculpture. However, the city makes efforts to retain the traces of its more recent history such as the bullet ridden façade and the graffiti left by the occupying Soviet soldiers.

Throughout the cold war period and until the German reunification in 1989 the Reichstag is the site of a permanent exhibition, "Questions about German History" but otherwise sees only occasional ceremonial use. In 1990 the Reichstag is the site of the official reunification ceremony. After another year of intense debate, it is decided that it will once again be the home of the German national parliament.

In 1995, before the commencement of Norman Foster's restoration of the building, artist Christo and his wife Jeanne-Claude wrap the Reichstag in the fabric. Foster's careful restoration and redesign of the building is completed in 1999, and the new German government convenes at the Reichstag for the first time on 19th April 1999.

Source: visitberlin.com[14] (2014)

Photo 3.14: The Reichstag Building, Berlin

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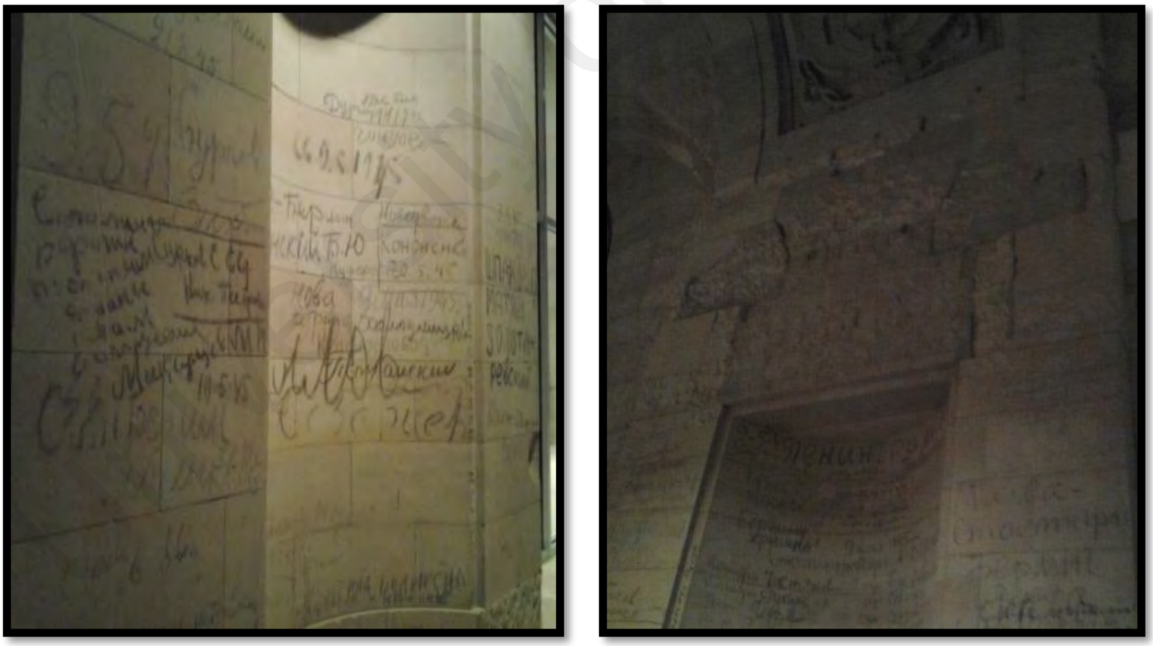
[14] The information about the history of the Reichstag Building, Berlin was obtained from the official website of Visit Berlin by the Tourism Berlin, Germany.

Source: Shahariah, Shaharuddin Collections (2014)

Photo 3.15: The Reichstag Building (Inside)

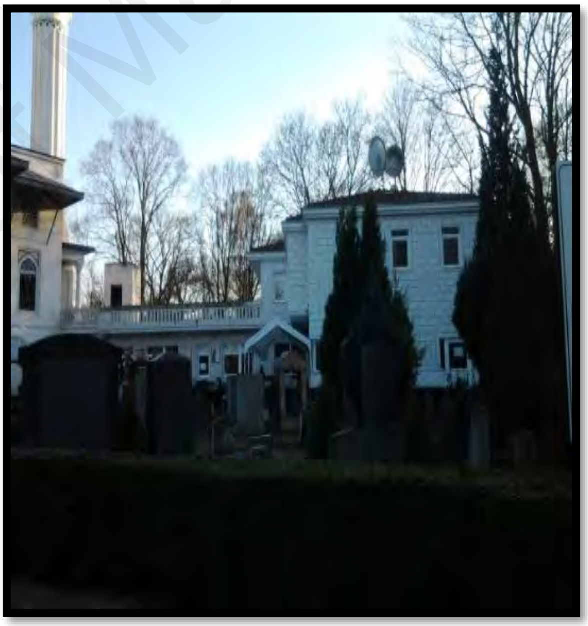


Source: Shahariah, Shaharuddin Collections (2014)

Photo 3.16: Carving and Writing on the Wall

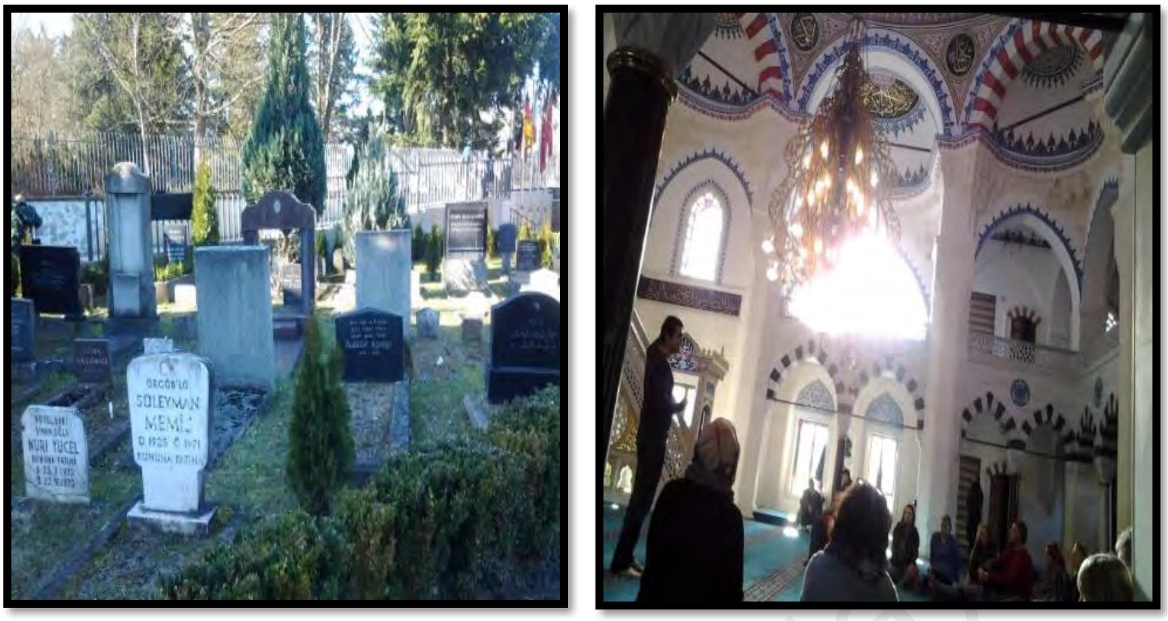
(c) The Sehitlik Moschee (Mosque) or Turk Berlin Sehitlik Camii, Berlin

The Sehitlik Mosque is without doubt the most beautiful mosque and attractive building in Berlin, Germany. Also, it is not only Muslim are welcome, but any visitors are welcome to visits the unique architecture of the building. The architecture of the mosque was inspiration from the Classical Ottoman architecture during the 16th and 17th century. The mosque was approximately built around 35 years ago, but the sites are historic because it made at the Turkish cemetery which created back in 1863. The cemetery also is known as a diplomatic graveyard. The cemetery near the mosque is the oldest burial place in Germany for adherents of Islam. On the site of a two-storey mosque is produced in Ottoman style with two tall minarets.



Source: Shahariah, Shaharuddin Collection (2014)

Photo 3.17: The Sehitlik Moschee, Berlin



Source: Shahariah, Shaharuddin Collection (2014)

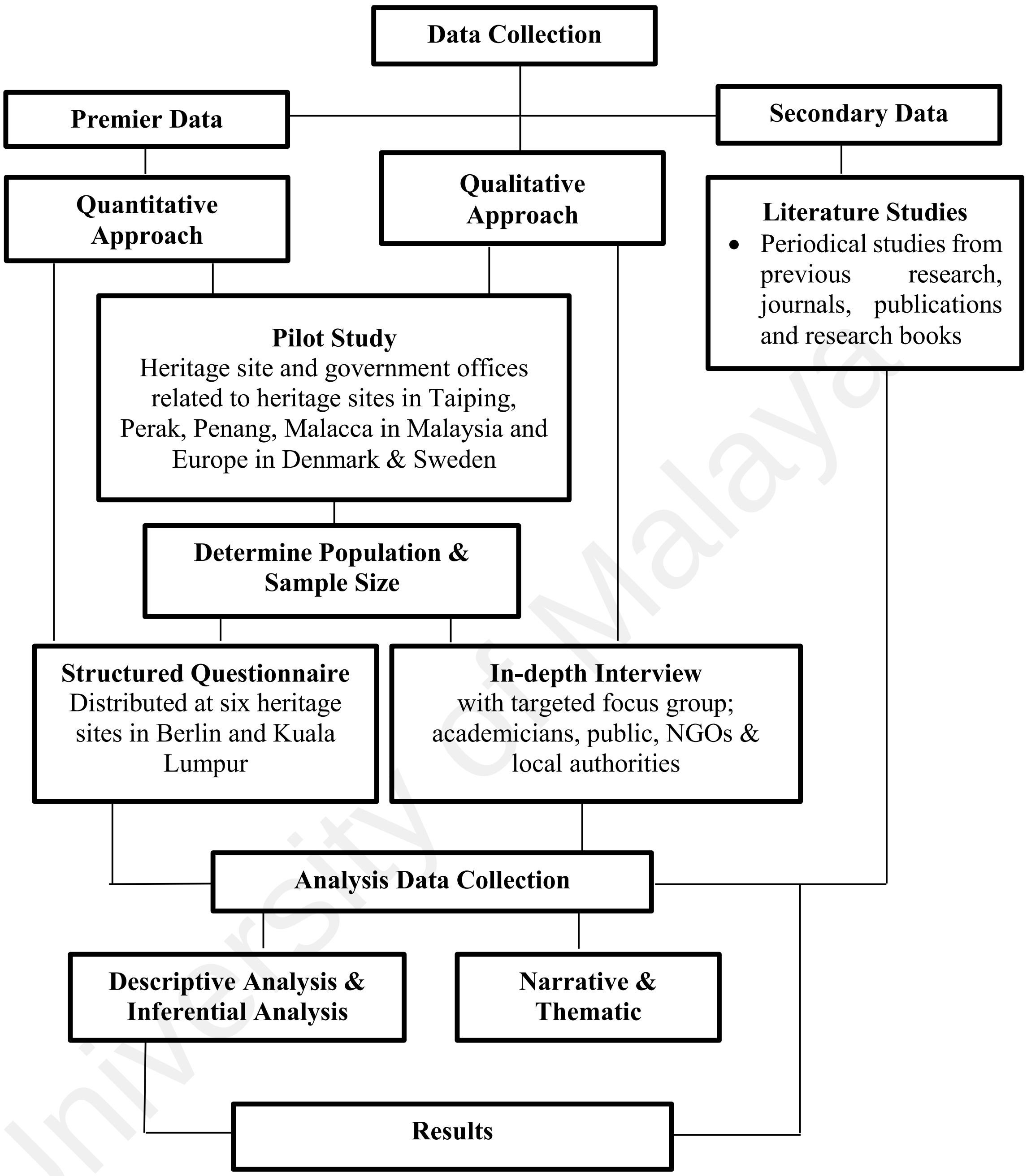
Photo 3.18: The 1863 Cemetery at the Compound of Sehitlik Moschee and Inside the Sehitlik Moschee, Berlin

3.5 Data Collection

Data collection is an activity that is conducted to obtain the information needed in achieving the purpose of the research study. Data collection methods are an important aspect in implementing the research because data collection is a strategy or approach used by all researchers. Therefore, the procedures for research findings need to be done carefully to facilitate the writing. Figure 3.19 is a flowchart of the study procedure carried out for this research.

In achieving the beginning of research objective and aims, the literature studies were conducted by periodical studies from previous research, journals, publications and research books concerning the applicability of the perception on behavior of people or individual. The data collection also includes a previous analysis of conceptual heritage value and theory used for this study.

Data Collection Procedure



Source: Shahariah, Shaharuddin (2015)

Figure 3.19: Flowchart of Data Collection Analysis

3.5.1 Pilot Study

The study begins with a pilot study as a preliminary means to acquire a general overview of the study to be undertaken. Although a literature review was carried out before pilot study due to continuous research collectable information, the researcher also conducted a pilot study that was parallel to the literature review search. The literature review and secondary data included previous research, journals, publications and research books regarding heritage buildings and sites, conservation, perception, policies, governance report to search the signification and relevant information, as well as to provide research for research data collection.

There are also questions for interviews that has been validated the content to the related officers and improvements are made for both approaches. While in Germany, the researcher took the opportunity to attend the summer course at Humboldt Universitāet Berlin, Germany under the course of the 'European City and Regional Development Planning' during January and February 2014 to understand the real situation about Berlin, Germany.

During the journey of this research, the study and pilot study in Berlin, there were no changes in questionnaires and interview questions, due to the pilot study done in Malaysia. The researcher also referred to these questions randomly and indirectly to some professors and young lecturers at the university in Germany according to the relevant field in Berlin before conducting the questionnaire survey and interview. Therefore, there was no major amendment done or correction.

3.5.2 Observation

The study that has been conducted via observations to obtain a clear representation of heritage building and sites in the city area. The study has carried out observations during a pilot study that took about five months for both countries, Taiping, Perak, Penang for Malaysia and in Europe country was in Denmark and Sweden (refer figure 3.19). Before conducting a field study to obtain data, the researcher conducted it again observation that was taken two (2) weeks before the questionnaire distribution and another two (2) weeks before conducting the interview. Observations were also involving local people around the area. This is to ensure that all the data is well-received and planned. Instruments used during this observation included videos, note-books and photographs taken based on the situation around that relevant to research.

3.5.3 Primary Data

Primary data is data that is collected from the original resource to answer every question of the study through several processes involving questionnaires, interviews, observations and field studies and so on (Creswell, 2014). A primary data source is an original data, that is, one in which the data are collected firsthand by the researcher for a specific research purpose (Salkind, 2010). In this study, the primary data used were observation, questionnaires and interview.

3.5.4 Secondary Data

The secondary data acquisition includes past data and previous studies, but it can still be used to answer the research questions arising from the study and then developed to inform any new research purposes. These secondary sources cover several sections taken for research purposes through information from newspaper, magazines, formal reports, archives, population demographics, journals, books, administrative documents and others.

3.6 Quantitative Method: The Questionnaire Survey

This research used mixed methods, whereby the research begins with quantitative methods as the first phase that will investigate the prediction from local public perception towards the intention to conserve the heritage buildings as the theoretical perspective. The data were obtained from are structured questionnaire as the instrument for the survey. An advantage of using a structured questionnaire is the efficient of use time (Bechhofer & Paterson, 2000). Since most visitors had limited time and have their priority self-time to the heritage site, the researcher felt it is convenient to provide a structured questionnaire, which was also the cheapest, and most economical in terms of the researcher's time. A total of 384 questionnaires (n=384) were distributed to the heritage property site in Kuala Lumpur, and 384 questionnaires (n=384) were distributed Berlin, Germany.

The distribution of questionnaires began in July 2013 and August 2013 at National Mosque Kuala Lumpur, the end of August 2013 to September 2013 at Sultan Abdul Samad Building in Kuala Lumpur, and questionnaires were also distributed during the National Independent Day that was 31st August 2013. Furthermore, the researcher distributed the questionnaire at the Malayan Railway Station or known as The Old Railway Station, Kuala Lumpur between October to November 2013.

Meanwhile in Berlin, Germany; researcher was given the opportunity and chosen by Humboldt Universitāet Berlin, Germany to become an exchange student during the winter semester of January 2014. Being there in the university was an opportunity to learn more information and gather better knowledge about heritage building and property in

European Countries mainly in Berlin, Germany. The distribution of the questionnaire was carried out after the program, on February 2014 and during March 2014.

However, due to some limitations such as freezing winter weather, the unfamiliar environment and language barriers, while the distribution of the questionnaires was undertaken at the site, it was deemed permissible for the questionnaire to be taken home, with and the respondents being able to respond via email. The respondents were also allowed to return the questionnaires to the researcher at the sites during the stipulated time. The second phase of questionnaire distribution to the vicinity heritage site was conducted with the help of Malaysian students who were in Berlin to obtain enough data for this research. A total of 372 (97%) usable questionnaires were collected for case studies in Kuala Lumpur and 305 (79%) usable questionnaires were collected in Berlin, Germany. The response rate was due to the limitation mentioned above.

3.6.1 Questionnaire Development

The questionnaires were the main instruments in this research. For the respondent to complete the questionnaire appropriately, the researcher took several steps in the questionnaire development process. The questionnaires were processed from studies related to TRA, TPB, perception, public as stakeholder and heritage conservation studies (Goldenhar & Connell, 1993; Coleman, Bahnan, Kelkar & Curry, 2011; Dian & Abdullah, 2013) as a beginning and as an idea for building items for questionnaires. Then, as recommended by Ajzen and Fishben (1980) in their study that the exploratory data were gathered an initial step in the questions for the sake of this study. All the questionnaire development will described as follow:

a. Overview the activities, events, attributes and facilities at the heritage property site. The preliminary field work, meetings and discussion that was done earlier has facilitated in formulating of the questionnaire, following the research topic.

b. The complete questionnaire was given to academicians for the purpose of pre-testing and validity. Their suggestions and comments were taken into consideration to make amendments and perfect the questionnaires, and for the interviews.

c. Next, a pilot study was carried out with the general public; about 20 respondents were selected to fill in the questionnaires. The pilot study was conducted to ensure the respondents understood the instructions, the questions, the terminologies used and to see the instruments used were reliable to the topic of being research. All input of comments, suggestions, ideas, opinions and views were taken into consideration to improve the instruments. Respondents took approximately 15 minutes to complete the questionnaires.

d. The data was collected, and the statistical software Statistical Package for Social Sciences (SPSS) and PLS-SEM were used to ascertain its reliability and validity.

3.6.2 Questionnaire Structures

This questionnaire survey is five (5) pages long, and there are four (4) parts, namely:

i. Section A was about the information on the socio-demographic respondent. This section was important to obtain the general background of the respondent. This socio-demographic background had five (5) items, which were; 1) From; 2) Gender; 3) Age; 4) Level of Education; 5) Occupation and 6) Marital Status.

ii. Section B to measure the understanding of the respondent about the awareness of cultural value or social cultural value that visited the heritage site. There were six (6) items, namely 1) Aesthetic value; 2) Spiritual Value 3) Social value; 4) Historical value; 5) Symbolic value; 6) Authenticity value.

iii. Section C measured the attitude, subject norms and perceived behavior control on the local public perception and behavior which represents six (6) items of the knowledge and experience for attitude, subjective norm represent three (3) items and six (6) items for perceived behavior control.

iv. Section D examined the local public behavior on the necessity to conserve the heritage building and sites in the city area which consists of three (3) items. Lastly, was the additional information as comment on perception on behavior from local perspective towards the heritage building and sites.

This questionnaire included the Likert scale measurement, close-ended questions and one (1) open-ended question. During the pilot study or trial answering the questionnaire, it took within ten (10) to fifteen (15) minutes. All the items in this questionnaire were tested in using the reliability test of Cronbach's alpha reliability coefficient analysis. This computation revealed results from computation items of between 0.77 and 0.82 which the cut-off value indicated for being acceptable (Chua, 2013). For validity testing, this study has used content validity such as all items being validate through pre-testing, inquiries from involved officers and academicians. Then, the correction is performed after comments on the instrument.

3.7 Qualitative Approach: Interview

The second phase, which is the qualitative method is to explain findings in the first phase, which is the quantitative method. The purpose of conducting the qualitative method is to justify some of the data in the quantitative method, thus to explore more depth on the findings. The qualitative will able to provide an understanding of local public from the stakeholders' experience, opinions, perceptions, intentions, attitude and awareness based on their knowledge to the subject area. The interviewees also explicitly stated their views and ideas on the importance of heritage property for them. It focused on the "why" rather than "what" of the experience and views of the subject area.

Qualitative research tends to use a smaller sample than quantitative research, but 'there are no rules for sample size in qualitative inquiry' (Patton, 2002). This study was interviewed about six stakeholders consisting of public, local authorities, academicians and people related to the subject areas, considering that qualitative research provides more thorough experiences, opinions, perceptions from perspective stakeholders.

The focus group were referring to the criteria from Amar's (2017) study, which mentioned in section 2.9 under the lists of stakeholders in the heritage sector. According to Creswell & Clark (2007), a small number of the informant will be sufficient when the truly in-depth method used for the interview. The focus group is mainly to obtain the opinion of stakeholders in regards to the local public perception and behavior towards the heritage conservation. This study was well suited to semi-structured questions and open questions of interviews conducted; however, there were a few key questions as an opening question for the interviewee.

In terms of the qualitative approach, researchers used narrative research to obtain events, stories and experiences about the perception of behavior towards the conservation of heritage building and sites in the city area. In narrative research, there are no self-evident categories on which to focus as there are with content-based thematic approaches (Andrew, Squire, & Tamboukou, 2013).

> *Many of us who work with narrative want to continue and develop this work. We frame our research in terms of narrative because we believe that by doing so, we can see different and sometimes contradictory layers of meaning, to bring them into useful dialogue with each other and to understand more about individual and social change.*
>
> Andrew, Squire & Tamboukou (2013)

For a qualitative approach, researchers test trustworthiness and triangulate the questions, whereby, the information was collected at different events and different points of view. During the triangulation method, the researcher will collect data through different persons (1), at a different time (2) in different locations (3). If they are identical, then the reliability is high (Chua, 2013). There a few amendments made since the questions are almost identical and understandable to the respondent during the pilot study.

To uphold the sensitivity issue or confidential profile of the participant, the researcher has named (identified) the interviewee or focus group, for example, the local public, as 'informant 1', informant 2, etc. Research ethics are an important issue in planning and has to do with reflection and sensitiveness. This is also requested by two out of six of the participants that they would like to be anonymous. Thus, to standardize the confidential profile, researcher has name the participants to the code identification as mentioned example 'informant 1, informant 2, informant 3, informant 4, informant 5 and informant 6' (refer chapter 4 section 4.12.1 to 4.12.4 under data analysis and results). The data analysis that has been used in this research is thematic analysis, by which the researcher will interview the participants by using semi-structured interviews.

3.8 Conceptual Framework

The conceptual framework is derived from the theoretical framework about to the issues in the studies that can clearly explain, either in graphical or narrative form (Kumar, 2014; Miles at. el, 2014). It has also developed since the beginning of the investigation or exploration and has evolved as the research has progressed. According to Miles et al., (2014), a conceptual framework will select the important variables for the research, indicating which relationships are likely to be most meaningful, therefore what information should be collected and analyzed.

The proposed conceptual framework in this research is to investigate the perception which leads to the behavior of necessity towards the conservation of heritage building and sites in the city area. By studying the perception from the behavior of the local visitor, this research can expose the efficacy of conservation or preservation of heritage property in the city area. Since this research will gather data on public perception, therefore the research will be conducted based on a method accordingly, that meets the objectives.

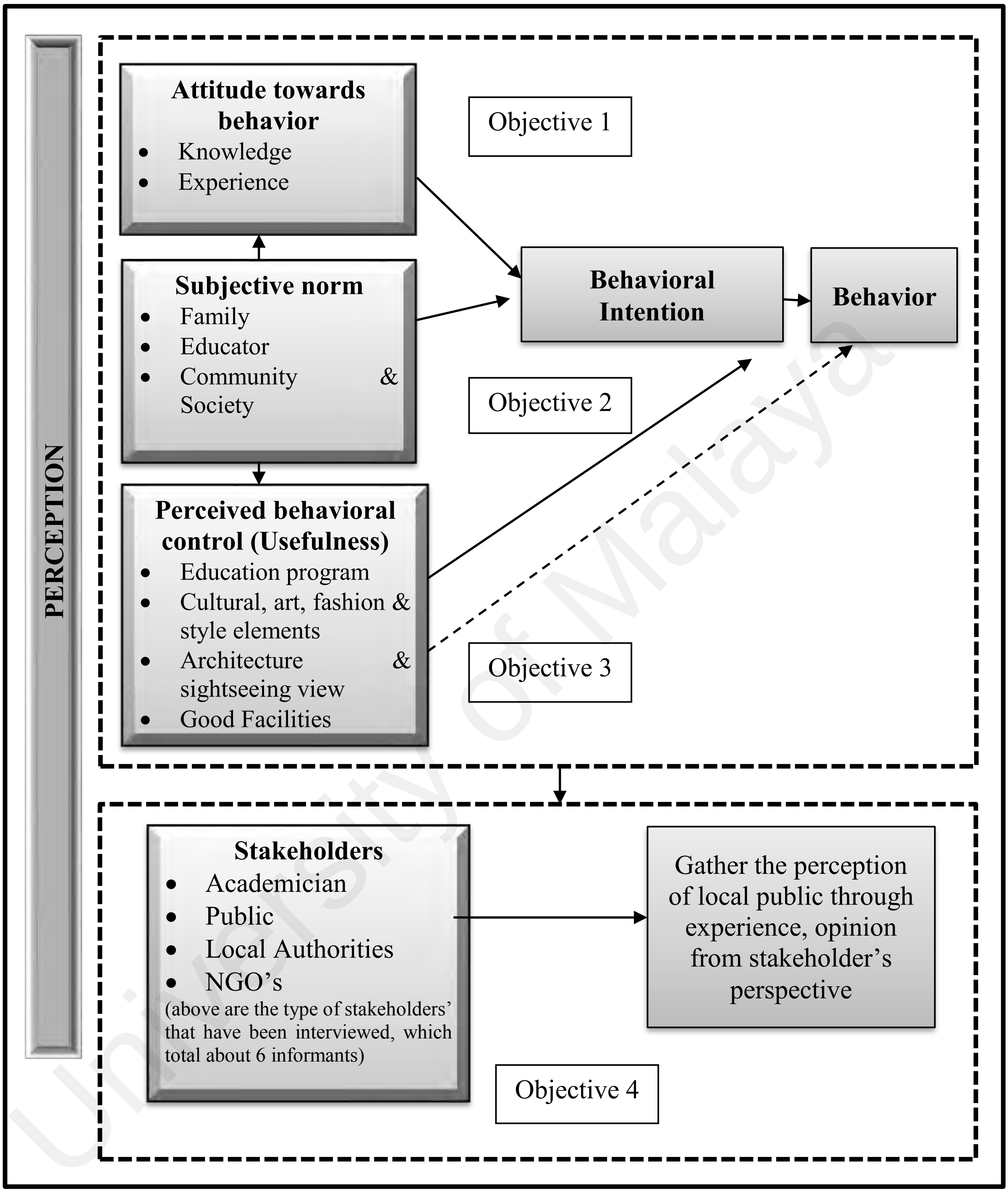
This study was conducted in four stages as shown in figure 3.20 that to achieve a reliable and valid result. The research will begin with a study of the understanding the attitude by examining the awareness of the heritage value by Throsby (2010) and Manson (2002), and the knowledge and experience of the local public towards the heritage building and sites in the city area.

The second objective will be fulfilled by determining the subject norms on behavior of local public in Kuala Lumpur and Berlin about conserving heritage building(s) and sites. Subjective norms refer to perceptions of relationship where a group of people had a significant influence on people's behavior (Prabandari & Sholihah, 2014). The variables are self-motivated, family influence, educator influence and community and society influence.

For the third objective, the study will examine the perceived behavior control as the interest of the local public in Berlin and Kuala Lumpur that influences the intention to conserve the heritage building and sites in the city area. The variables are an education program and resource center; cultural, art, fashion and style elements; architecture view and surrounding; historical, aesthetic, original structure and material; social gatherings and community activities; and good facilities. Lastly, this study will explore the opinion from the stakeholders' point of view towards the conserving and preserving the heritage property in the city area. The researcher will obtain more legitimacy and views about the real situation concerning heritage property in the city area between perspectives in Kuala Lumpur, Malaysia and Berlin, Germany.

Thus, the method of research by interviews utilized regarding relevant stakeholders who are involved specifically in the heritage industry. The stakeholders will be interviewed in terms of their opinion and experiences about conservation of heritage building and sites in the city area. This is to achieve broaden views on the conservation and sustainable of heritage property in the city area. As figure 3.20 illustrates the conceptual framework of the research.

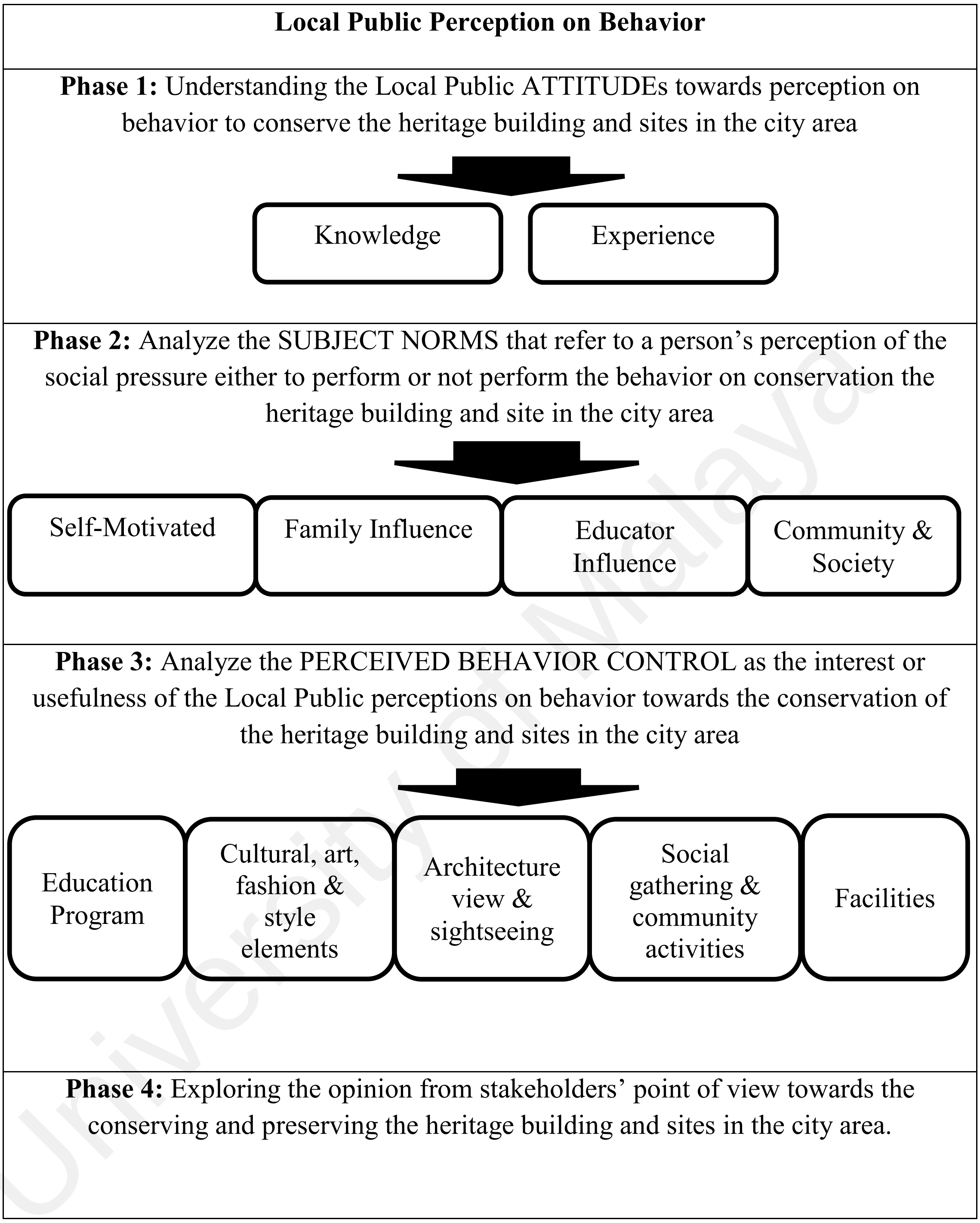
The Conceptual Framework



Source: Shahariah, Shaharuddin (2015)

Figure 3.20: The Conceptual Framework

Research Procedures and Strategy



Source: Shahariah, Shaharuddin (2015)

Figure 3.21: Research Procedures and Strategy

3.8.1 Research Hypothesis

Below is the development of the hypothesis of this research from the theory of Reasoned Action (TRA) and theory of Planned Behavior (TPB), that has been used effectively to determine the social or individual behavior. The attitude of the local public, the subject norms and the perceived behavior control would have a positive impact on behavior intention to conserve the heritage buildings in the city area. Similarly, subject norms would also have a positive impact on influence on the local public attitude and effect on perceived behavior control. The hypothesis of the research are as follows:

H1 – There is a positive relationship on attitude towards the behavior intention for local public in Kuala Lumpur

H2 – There is a positive relationship on subjective norms towards the behavior intention for local public in Kuala Lumpur

H3 – There is a positive relationship on perceived behavior control towards the behavior intention for local public in Kuala Lumpur

H4 – There is a positive relationship on attitude towards the behavior intention for local public in Berlin

H5 - There is a positive relationship on subjective norms towards the behavior intention for local public in Berlin

H6 - There is a positive relationship on perceived behavior control towards the behavior intention for local public in Berlin

3.9 Population and Sampling

The population of this research comprised of the local people that have visited the heritage building and site in the city area. They must be at the age of 18 above because this age can perceive, understand and have at least minimal knowledge about the heritage property site. Researcher has distributed the questionnaires at the buildings and near to the sites in the city center.

The determination of sample size in this research was using the table and calculation (refer appendix H) by Krejcie and Morgan (1970) which is 5.0% margin error and 95% confidence level from the Kuala Lumpur population which is about 1.6 million in 2016 (Department of Statistics, Malaysia, 2016). Therefore, the target sample size is about 384 respondents and the same amount of sample will be applied in Berlin, Germany as well. Sample size can be crucial in determining the accuracy of perception and behavior of people. The larger the sample size, the greater the accuracy of estimation for data (Creswell, 2014). Nevertheless, there is no specific studies has been carried out specifically to address the ideal sample size for perception on behavior.

The rule of thumb according to Roscoe opinion (1975) in Uma Sekaran (1992) for determining sample size as "larger than 30 and less than 500 are appropriate for most research"; and "for samples that broken into sub-samples, a minimum sample size of 30 for each category is necessary". In conclusion, due to limited time to conduct data collection for three case studies in Kuala Lumpur and in Berlin with budget constraints, researcher targeted to obtain at least 350-384 responses for both studies in Kuala Lumpur, Malaysia and Berlin, Germany for perception and behavior of the local people. Meanwhile, this research adopts the convenience sampling techniques due to the cost, time constraints while conducting the research. According to Fink (1995), convenience sampling able to obtain people who are willing to complete the questionnaire survey. During the research done in KL, there were female tourist visited more as compared to the male visitor, which dominated the participation of the research. Expected bias may occur because the sampling selection is for those who fill out the questionnaire or are interested in participating in the questionnaire survey (Farrokhi & Hamidabad, 2012; Etiken, Musa & Alkassim, 2015).

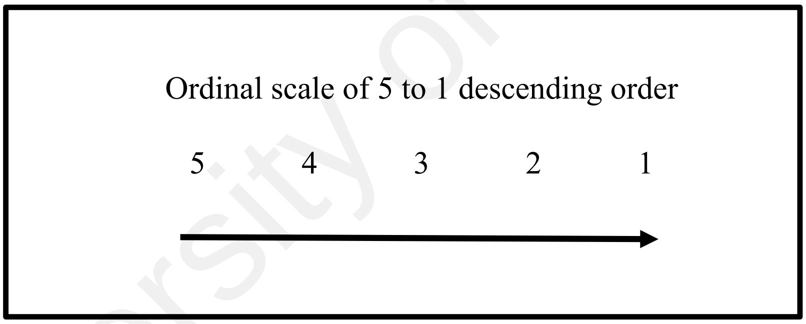
For the qualitative approach, the population or focus group are consisting of six stakeholders in Malaysia and Germany which are local public, local authorities, the non-government officer (NGOs) and academicians (as type of the stakeholders that refer to section 2.9 in chapter 2). The selection of the focus group is to provide an understanding of stakeholders' opinions on from their viewpoint and experiences on the preservation and sustainable the heritage property in the city area. The qualitative data is to explain and interpret the results from the quantitative data whereby the qualitative are using the purposive sampling compare to the quantitative approach that used the convenience sampling for obtaining the data.

3.10 Data Analysis

After data is obtained, the researcher will process the data collections according to the research approaches which are the quantitative and qualitative approach. For the quantitative approach, data analysis is conducted using descriptive analysis and inferential analysis. These data will be analyzed systematically from data collected via questionnaires and interpreted data once the data has been analyzed. Meanwhile, for the qualitative analysis, this is research will adapt the thematic analysis as it will help explanation result from the quantitative approach from stakeholder perspectives.

3.10.1 Descriptive Analysis

To begin the analysis, the researcher has adopted the descriptive analysis which are used to describe the characteristics of a variable in a population (Chua. 2013) obtain through the instrument collection of data, process the data and interpret the data with summaries with graphics such as bar chart, graph and pie chart. This is to measure the frequency of the data for example by percentage. Other than that, the descriptive analysis will measure the central tendency of mean, median and mode. Also to measure the dispersion or variation such as the standard deviation, the range, skewness and kurtosis. The questionnaires and the data also were analyzed by using the Relative Index (R.I) Technique based on the Likert's Scale Technique which consist of five ordinal measure (Azmi, 2003).



Source: Azmi (2003)

Figure 3.22: The Scale for Questionnaires

Each scale represents the following rating:

5 – Very familiar / Very frequency/ Strongly Agree

4 – Fairly familiar / Fairly frequent / Agree

3 – Familiar / Frequent / Neutral / Do Not Know

2 - Fairly unfamiliar / Fairly frequent / Disagree

1 – Unfamiliar / Infrequent / Completely disagree

As shown in figure 3.22, the Relative Index (RI) is a technique to compute the strength of index of familiarity, frequency and agreement towards a specific question. The computation of RI is given by the following formula:

$$RI = \frac{\sum(5n_5 + 4n_4 + 3n_3 \ + 2n_2 + 1n_1)}{5(n_5 + n_4 + n_3 + n_2 + n_1)}$$

Where,

RI - Relative Index

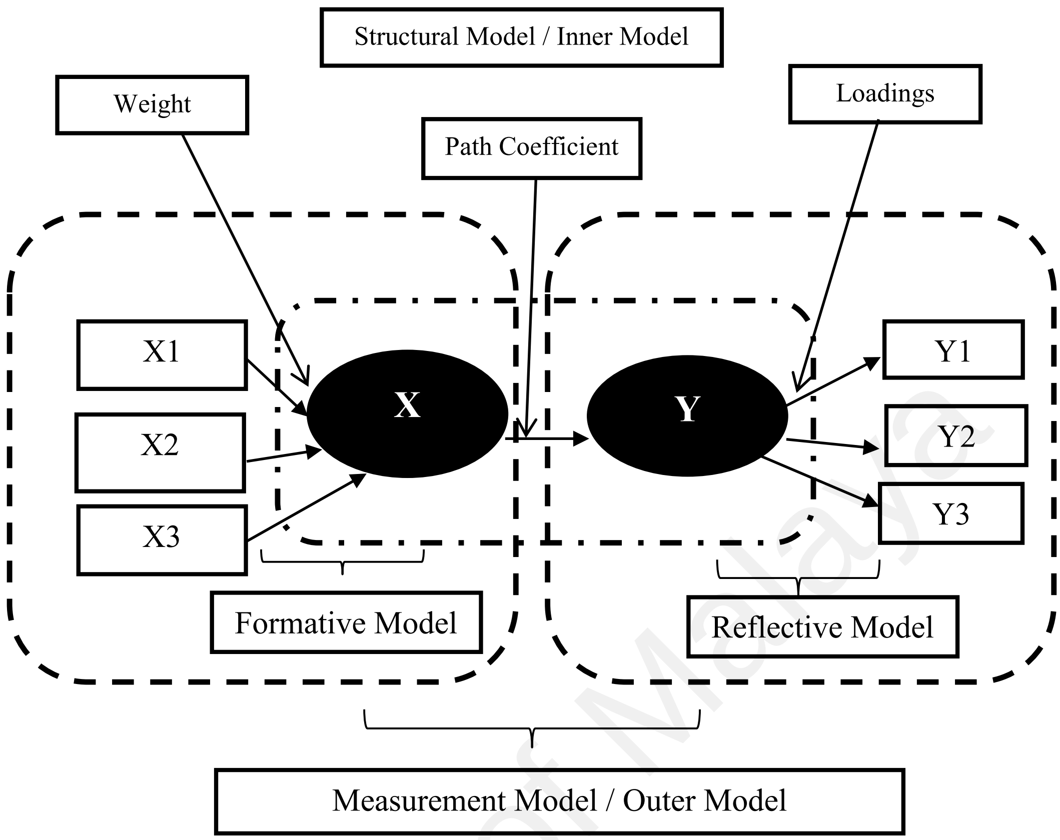
n_5, n_4,n_3,n_2,n_1 – Number of responding index

3.10.2 Inferential Analysis: Partial Least Square Structural Equation Modeling (PLS-SEM) and The Path Modelling

Partial Least Squares (PLS) analysis is an alternative to OLS regression, canonical correlation, or covariance-based structural equation modeling (SEM) of systems of independent and response variables (Garson, 2016). Also, it is a second-generation multivariate data analysis method (Statsoft, 2013). Moreover, PLS is able to manage all types of data, from nonmetric to metric, with very minimal assumptions about the characteristics of the data (Hair, Hult, Ringle & Sarstedt, 2014).

PLS also focuses more on prediction and estimation, and is useful in maximizing the explained variance of the independent variables and dependent variables. In this research will implement a formative model where the arrow illustrates from observed measured (X1, X2 and X3) to the latent variables (X) as shown in Figure 3.28. The formative indicators are indicators which cause or form a measurement of the latent variables and are therefore not interchangeable among themselves (Ramayah, Cheah, Chuah, Ting, & Menon, 2016).

Basic Composition of PLS-SEM Path Model



Source: Ramayah et al. (2016)

Figure 3.23: Reflective, Formative & Endogenous Latent Variables in a Path Model

3.10.3 Measurement Model Assessment

A formative model is a Structural equation modeling (SEM) that distinguishes two measurement models which either the reflective and formative (Edwards & Berry, 2000). However, this research is suitable to use the Formative model because of the suitability of the theory used for the study. The results of these validity and reliability tests, which will provide a level of assurance that the survey items are measure the constructs that are designed to measure, presented in the following sections (Smart, 2012).

(a) ***Indicator Reliability***

This research will be examining the indicator reliability by measure the indicator loading which the items need to be a good measurement of the latent construct (Hulland, 1999). Besides that, the indicator reliability will be also measure the Cronbach's alpha that evaluate the reliability of the items in term of un-dimensionality of a set of scale items (Cronbach, 1971). It is a measure of the extent to which all variables in the scale are positively related to each other (Nunnally, 1978).

(b) ***Convergent Reliability***

Convergent validity is the extent to which a measure correlates positively with other measures (indicators) of the same construct (Hair, Hult, Ringle, & Sarstedt, 2014). When developing a formative construct, content validity issues have to be addressed by looking into content specification which also has to clearly specify the domain of the content that the indicator is intended to measure (Ramayah et al, 2016). Meaning that the formative model need to be evaluate whereby the formative construct must have correlated with a reflective measure of the same construct.

(c) ***Internal Consistency***

Internal Consistency assessed using the Dhillon-Goldstein Rho or known as the Composite Reliability (CR) that measure the reliability of the indicators (Gefen, Strauband & Boudreau, 2000). It is also providing an estimate of the reliability based on inter-correlation of the observed indicators (Ramayah et al, 2016).

(d) ***Discriminant Validity***

Discriminant validity refers to the degree to which indicators differentiate across constructs or measure distinct concepts by examining the correlations between the measures of potentially overlapping (Ramayah et al, 2016). In other words, it refers to the extent the constructs under investigation are genuinely distinct from one another (Ramayah et al, 2016).

i. **Cross Loading Criteria:** Every indicators loading on the allotted latent variable must be higher than the loadings on all other latent variables (Ramayah et al, 2016). The difference between loadings across latent variable must not be less than 0.1 (Chin, 1998). If each indicator's loading is higher for its designated construct compared to that of other constructs, it can be inferred that the indicators of different constructs are not inter-changeable (Ramayah et al, 2016).

ii. **Fornell and Lacker Criterion (1981):** The latent variables will explain better the variance on its own indicator than the variance of other variables (Ramayah et al, 2016).

iii. **Heteriotrait-Monotrait Ratio of Correlations (HTMT):** Alternatively, suggested by Henseler, Ringle and Sarstedt (2015) to access discriminant validity will be using the Multitrait and Multimethod matrix, namely the Heterotrait-Monotrait (HTMT) ratio of correlation. The HTMT refers to the ratio of correlations within the constructs to correlations between the constructs (Ramayah et al, 2016). Technically, the HTMT also will be able to estimate the true correlation between two (2) constructs would be if they are correctly measured or reliable with no error (Ramayah et al, 2016).

3.10.4 Assessment of Goodness-of-Fit (GoF)

Before conducting the structural model, the researcher considers estimating the model fit. According to Henseler, Hubona and Ray (2016) that the overall goodness-of-fit (GoF) of the model should be the starting point of model assessment to assesses the correlation between all constructs.

(a) Standardized Root Mean Square Residual (SRMR)

The Standardized Root Mean Square Residual (SRMR) is a measure of the mean absolute value of the covariance residuals, the standardized root mean square residual (SRMR) based on transforming both the sample covariance matrix and the predicted covariance matrix into correlation matrices (Ramayah et al, 2016). The SRMR also defined as the difference between the observed correlation and the model implied correlation matrix that allows assessing the average magnitude of the discrepancies between observed and expected correlations as an absolute measure of (model) fit criterion (Henseler et al. 2014).

(b) Exact Model Fit Tests

The exact model fit tests the statistical (bootstrap-based) inference of the discrepancy between the empirical covariance matrix and the covariance matrix implied by the composite factor model (Ramayah et al, 2016). In other words, the bootstrap provides the confidence intervals of these discrepancy values. According to Ramayah et al. (2016), the model fits well if the difference between the correlation matrix implied by your model and the empirical correlation matrix is so small that it can be purely attributed to sampling error. Hence, the difference between the correlation matrix implied by the model and the empirical correlation matrix should be non-significant ($p > 0.05$). Otherwise, if the discrepancy is significant ($p > 0.05$), the model fits have not been established.

(c) Normed Fit Index (NFI) or Bentler and Bonett Index

The Normed Fit Index by Bentler and Bonnett (1980) that introduced to fit the measure whereby it computes the Chi^2 value. The Chi^2 value of the proposed model and compares it against a meaningful benchmark. Since the Chi^2 value of the proposed model in itself does not provide sufficient information to judge model fit, the NFI uses the Chi^2 value from the null model, as the measure (Ramayah, Cheah, Chuah, Ting, & Menon, 2016). According to Hair et al. (2014), the NFI is defined as 1 minus the Chi^2 value of the proposed model divided by the Chi^2 values of the null model. Consequently, the NFI results in values between 0 and 1. The closer the NFI to 1, the better the fit. However, the NFI values that achieve above 0.9 usually represent an acceptable fit.

(d) Chi^2 and Degrees of Freedom

Assuming a multi-normal distribution, the Chi^2 values of a PLS path model with degrees of freedom (df) approximately is (N-1)*L, whereby N is the number of observation and L the maximum likelihood function as defined by Lohmöller (1989). The degrees of freedom (df) is defined as $(K^2 + K)/2 - t$, whereby is the number of manifest variables in the PLS path model and t the number of independent variables to estimate the model implied covariance matrix. However, future research must clearly define how to determine the degrees of freedom of *composite model, common factor models,* and mixed models when using PLS.

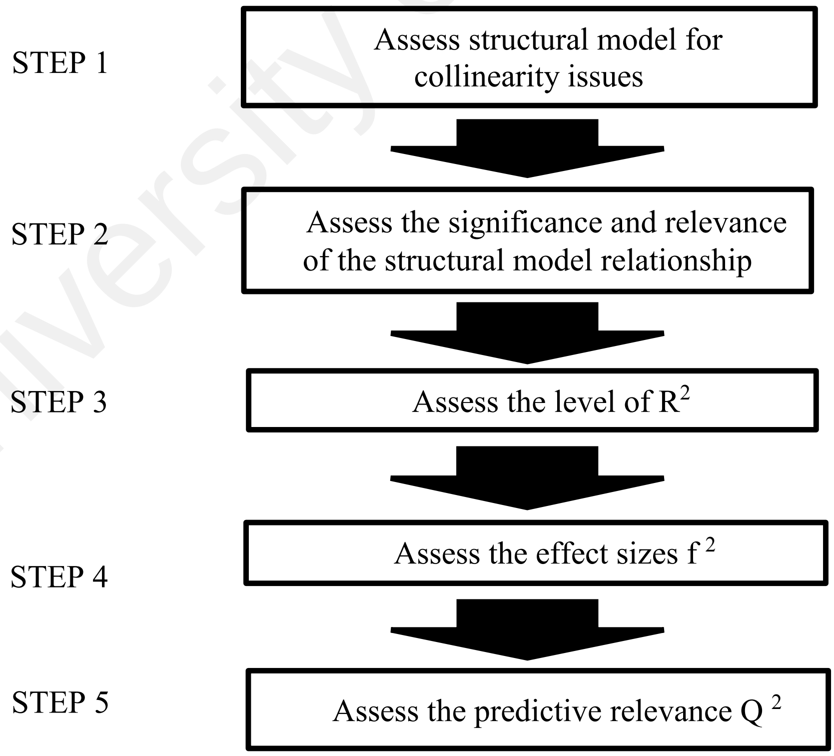
(e) RMS_theta

The RMS_theta is the root mean square residual covariance matrix of the outer model residuals (Lohmöller, 1989). The fit measure is only useful to assess purely reflective models, because the outer model residuals for formative measurement model are not meaningful. The RMS_theta assesses the degree to which the outer residuals correlate, and the measure should be close to zero to indicate good model fit (Ramayah et al (2016). The indication would imply that the correlations between the outer model residuals are very small (close to zero).

3.10.5 Assessment of Structural Model

After the assessment model and model fit assessment as illustrates in figure 3.29, then the research will proceed to the Structural Measurement Model Assessment and there will be five (5) stages to access the structural model. The stages are (1) Lateral Collinearity; (2) Assessing the Significance and Relevance of the Structural Model Relationship; (3) Coefficient of Determination; (4) Assess the Level of f ^{2} (Effect Sizes); and (5) Assess the Predictive Relevance (Q ^{2}).

Steps for Assessing the Structural Model using PLS-SEM



Source: Hair et al., (2014)

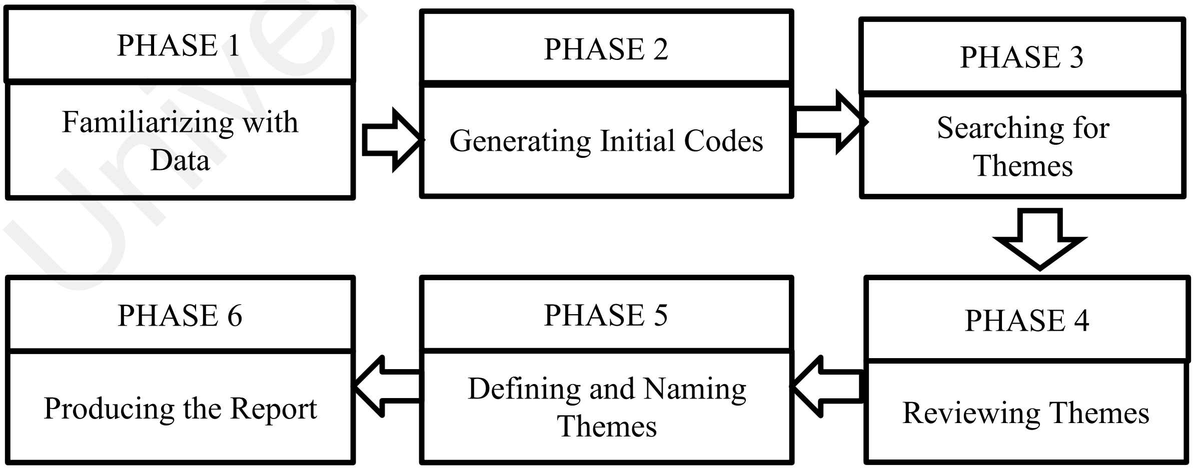
Figure 3.24: Five Steps for Assessing the Structural Model using PLS-SEM

3.10.6 Thematic Analysis

Thematic analysis is a type of qualitative analysis which used to analyze on classification and present themes or coding-based that related to the data (Alhojailan, 2012). According to Braun & Clarke (2006) it is also a method for identifying, analyzing, organizing, describing, and reporting themes found within a data set. Since this research adapts inductive approaches for qualitative analysis, thematic analysis is best suited for analyzing data from narrative on interviews from the focus group.

This is because the thematic analysis is a useful method for examining the perspectives of different research participants, highlighting similarities and differences, and generating unanticipated insight (Nowell, Norris, White, & Moules, 2017). Through this qualitative study, the study has used voice recordings, video camera and written entries to obtain as much information as possible to achieve the objective of the research. This qualitative approach also emphasizes the real situation as well as the dynamic reality of the research results.

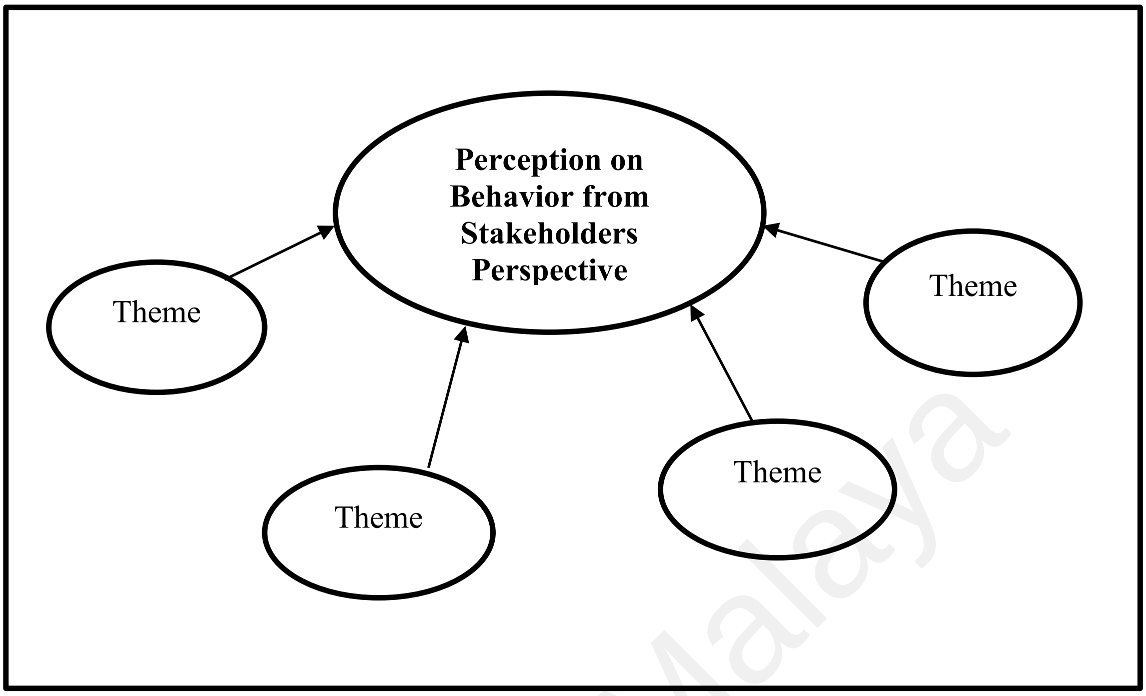
Step and Summary Phases of Thematic Analysis



Source: Compilation by Shahariah, Shaharuddin (2018) from Nowell, Norris & Moules (2017)

Figure 3.25: Summary Phases of Thematic Analysis

Thematic Analysis Model



Source: Shahariah, Shaharuddin (2018)

Figure 3.26: Thematic Analysis Model

The above figure 3.26 demonstrates the Thematic Analysis Model that obtained through in-depth interviews from the narrative approach. Subsequently, the analysis will be segregated according to the theme using NVivo software 12. The software was essential tools to process the data that was obtained from the interview, notes and information from this research. The purpose of the software is to help the researcher to organize and analyze non-numerical or unstructured data. In addition, in this research, the software allows for categorizing, sort and arrange information from data collection and combine analysis with linking with the research objective.

3.11 Summary

The conclusion of this chapter is to explain in detail the research methodology conducted for this study. The research design used was quantitative and qualitative through questionnaire and interview also explained. Also, the conceptual framework and procedure data collection are also described in detail to ensure that the study is systematically organized. In this chapter also explains how the raw data was collected and was analyzed whereby the method of the analysis used to evaluate the answer from the questionnaires, interviews with participants and how relevant data such as periodicals, journals, printed materials, audio and internet were used. Finally, an explanation of the data analysis for this study has been emphasized to ensure a quality study result to produce a novelty study.

CHAPTER 4: DATA ANALYSIS AND RESULTS

4.1 Introduction

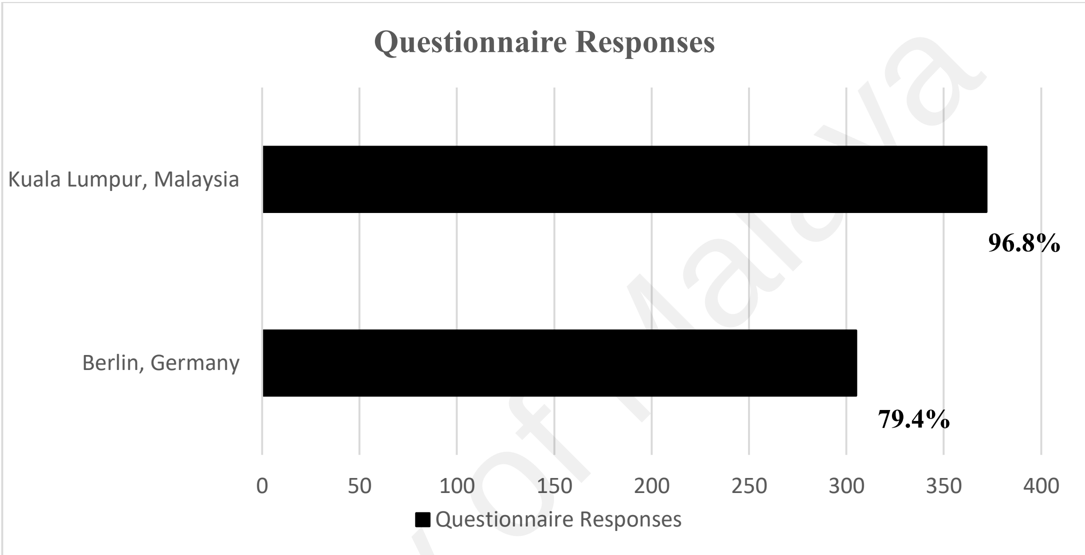
This chapter explains the analysis of data through data collected through questionnaire distributions. The distributions were conducted in three (3) heritage buildings in Kuala Lumpur, Malaysia and another three (3) heritage buildings in Berlin, Germany. Later, the qualitative data through interview and analysis did also explained in this chapter as well. The data collections were collected via interviews from the focus group of six stakeholders in Malaysia and Germany that consist of local public, a local tour guide, local authorities, non-profit organization officer and academicians. All the data obtained in the systematic analysis to achieve served to address the objectives of the study.

4.2 Descriptive Analysis: Questionnaire Survey

The data analysis begins with the descriptive report of the local people in Kuala Lumpur and Berlin from the data collections of the questionnaires survey. This is to indicate the summary statistics that collection of information on the background profile of the local public for both countries. The section will cover the gender and age of the respondents, their origin, education background, attitude, subjective norms and behavioral intention of local public.

A total of 372 respondents out of 384 were collected in Kuala Lumpur, 182 (47.4%) in National Mosque Kuala Lumpur, 120 (31.2%) in Sultan Abdul Samad Building and 70 (18.2%) Old Railway Station Kuala Lumpur. Meanwhile in Berlin, Germany in total 305 responses were collected out of 384 and about 119 (30.9%) in Reichstag Building, 102 (26.5%) in Red Town Hall and 84 (21.8%) in Sehitlik Moschee (mosque). This shows that approximately 96.8% were usable questionnaire from Kuala Lumpur and 79.4% were received and used from Berlin, Germany as shown in figure 4.1. The responses rate was higher in Kuala Lumpur as compared to Berlin due to weather season in winter which make the respondents has limited time to fill the data survey and return via email. This is also due to the time constraints of conducting the survey even though it has distributed 380 questionnaires and the researcher has limited time to collect as explained in Chapter 3.

Questionnaire Responses in Kuala Lumpur and Berlin



Source: Shahariah, Shaharuddin from the Questionnaires Survey (2014)

Figure 4.1: Questionnaire Responses in Kuala Lumpur and Berlin

4.2.1 Demographic Characteristics of Respondents in Kuala Lumpur

As shown in figure 4.2 has indicated that the data of respondents for gender shows the female is much higher than male respondents which is 254 (68%) as compared to 118 (32%). This indicates that the female visited more than male to the heritage building and sites in the city area in Kuala Lumpur. Meanwhile, the figure 4.2 also illustrated that the highest age of respondent is age of 18 years old to 25 years old, which is about 170 respondents that equivalent to 46 per cent. The second highest is in the age of between 26 years old to 35 years old about 19 per cent which amount to 70 respondents. Thirdly, the respondents aged below 18 years old constituted 57 respondents (15%) and 45 respondents (12%) were in the age between 36 to 45 years old. Only 5 per cent were between 46 to 55 years, and respondents were aged above 55 years old (3%).

The highest numbers of respondents in term of educational background was Secondary education which was 116 respondents (31%), secondly was Bachelor or Degree holders, with only a differences of 2 respondents which totalling 114 (31%) and thirdly are respondents that hold Diploma education background about 84 respondents (23%). Next, Masters holders accounted for 30 respondents (8%) and others such as Certificate holders about 24 respondents (6%). Lastly, PhD holders accounted for only 4 respondents (1%).

From figure 4.2, we see that students accounted for the highest number of respondents at 211 respondents (57 %). The second highest number were those working for private companies, accounting approximately 71 respondents (19%); next were respondents who worked as government servants at about 35 respondents (9%) only differences of 1% from government servants, those who were self-employed which about 31 respondents (8%). Next, are housewives accounted for 10 respondents (3%), and retired respondents had the same total of respondents, at 10 respondents (3%) as well.

Referring to figure 4.2, we see that number of the highest respondents were those that were single compared to those that were married and others. Those that were single constituted 75 per cent of the respondents, a very significant figure compare to those that were married, at 25 per cent. The respondents were 279 singles, 91 married and only 2 respondents representing others marital statuses.

Demographics Characteristic in Kuala Lumpur, Malaysia.

Demographics	N	Percentage	Mean	SD
Gender:				
Male	118	32		
Female	254	68		
Total	372	100	1.68	.466
Age:				
Below 18 years	57	15		
18-25 years	170	46		
26-35 years	70	19		
36-45 years	45	12		
46-55 years	20	5		
Above 55 years	10	3		
Total	372	100	2.55	1.202
Level of Education:				
Secondary Education	116	31		
Diploma	84	23		
Bachelor/Degree	114	31		
Master	30	8		
PhD	4	1		
Others	24	6		
Total	372	100	2.45	1.37
Occupation:				
Self-Employed	31	8		
Government Servant	35	9		
Student	211	57		
Unemployed	4	1		
Private Sector	71	19		
Housewife	10	3		
Retired	10	3		
Others	-	-		
Total	372	100	2.45	1.37
Marital Status:				
Single	279	75		
Married	91	24		
Others	2	1		
Total	372	100	1.26	.449

Source: Shahariah, Shaharuddin from Questionnaire Survey (2014)

Figure 4.2: Demographic Characteristics of Respondents in Kuala Lumpur

As shown in figure 4.2 were the responses from the local public on sociodemographic characteristics collected from the questionnaire survey in Kuala Lumpur, Malaysia.

4.2.2 Demographic Characteristics of Respondents in Berlin

The nature of the local public responses in Berlin different from that of Kuala Lumpur responses of the local public that in Berlin. Male respondents were higher than female totaling 177 respondents and 128 respondents. Respectively, the results of the age background illustrate that the highest age is between 18 years old to 25 years old, totaling 140 respondents (45.9%) those aged between 26 to 35 years accounted for 81 respondents (26.6%). The next highest figure was that if 36 to 45 years olds totaling 33 respondents (10.8%) which differed by two from the 31 respondents (10%) who were below 18. Meanwhile, those aged 46 to 55 years old accounted for respondents (3.6%) and lastly were the senior citizens above 55 years old which accounted for only 9 respondents (2.95%).

This study found that there was a high percentage about (52.4%) which is about 160 members of the local public who are the level of educational background in Bachelor / Degree level and Master holders totaling 47 respondents (15.4%). The third highest of education level background was that secondary school which accounted for 43 respondents (14.1%) followed by 'others' education background at about 22 respondents (7.2%). The figure 4.3 on demographics may be explained by the fact that in Berlin, there are numbers of education institutions that offer technical education, certificates in skilled training workers and others professional certificates. About 20 respondents (6.6%) with Diploma holders and lastly about 4.3% equivalent to 13 respondents with PhD education background.

For the local public occupation background in Berlin, the research found that the students accounted for 142 respondents (46.5%). Those who worked in the private sector which approximately 75 respondents (24.5%), while the self-employed constituted 31 respondents (10.3%) and those who worked as government servants comprised 24 respondents (7.9%).

Housewives accounted for 11 respondents (4%), and those who retired about 10 respondents (3%) that participated in this research. There were approximately 9 respondents (2.9%) that were unemployed and all others 3 respondents (1%). From the survey, most respondents were single. For the local public in Berlin of about 163 respondents (53.4%), about 126 respondents (41.3%) were married and approximately 16 respondents (5.2%) were others marital status. The results determine that single status is higher compared to of those participating in the research in terms of the local public that visited the heritage building and sites in the city area.

Demographic Characteristics of Respondents in Berlin, Germany

Demographics	N	Percentage	Mean	SD
Gender:				
Male	177	58		
Female	128	42		
Total	305	100	.58	.494
Age:				
Below 18 years	31	10		
18-25 years	140	45.9		
26-35 years	81	26.6		
36-45 years	33	10.8		
46-55 years	11	3.6		
Above 55 years	9	2.95		
Total	305	100	2.71	1.346
Level of Education:				
Secondary Education	43	14.1		
Diploma	20	6.6		
Bachelor/Degree	160	52.4		
Master	47	15.4		
PhD	13	4.3		
Others	22	7.2		
Total	305	100	3.11	1.264
Occupation:				
Self-Employed	31	10		
Government Servant	24	7.9		
Student	142	46.5		
Unemployed	9	2.9		
Private Sector	75	24.5		
Housewife	11	4		
Retired	10	3		
Others	3	1		
Total	305	100	3.53	1.554
Marital Status:				
Single	163	53.4		
Married	126	41.3		
Others	16	5.2		
Total	305	100	1.52	.602

Source: Shahariah, Shaharuddin from the Questionnaire Survey (2014)

Figure 4.3: Demographic Characteristic of Respondents in Berlin

Figure 4.3 is the data collected through questionnaire survey on the sociodemographic characteristics by the local public from Berlin, Germany.

4.3 Attitude of Local Public Perception in Kuala Lumpur and Berlin

As explain in the Chapter 2[15] about the clarification of attitude towards the local public perception of behavior that examine the behavioral intention of local public to conserve the heritage building and sites in the city area. Further explanation is an analysis that has been conducted to examines the attitude which effect to behavior intention to conserve the heritage building in the city area.

4.3.1 Attitude of Local Public Perception in Kuala Lumpur

Most of the local public in Kuala Lumpur responded 'strongly agree' on the statement of '*I have a good knowledge about this heritage building and sites in the city area'* (refer to figure 4.4) about 293 respondents (79%) the highest compared to 'agree', which was about 65 respondents (17%), about 13 respondents (4%) responded for 'neutral' and only 1 member of the local public (0.2%) stated that they 'disagree' with the statement. The value of SD is = .431 and RI value is 0.94 which indicates that the strength of the statement was relatively high.

Meanwhile, for the statement '*this heritage property / building has increase my knowledge about the past and present of a place'* about 98% constituting the majority of the local public that participated in the research, chose 'strongly agree' and about 2% which is 4 respondents 'agreed' with statement. Surprisingly, there was no local public 'disagree' nor 'strongly disagree' about the above statement and this results shows that the heritage building and sites were able to increase their knowledge about the history,

[15] In the questionnaire, initially, the cultural heritage value which are the symbolic value, historical value, aesthetic value, authenticity value was supposed to include as marker variables to identify whether the heritage value has affects the intention behavior. The marker variable which defined as a variable that is theoretically unrelated to substantive variables (Lindell & Whitney, 2010), however, when researcher run the test, the variable was not coordinate with other variables and not relevant to the study. Therefore, the items for measurement has to be removed.

the past and present of a place. Meanwhile, the SD value was =.468 and the RI was in the high index namely is 0.99 and showed that the strength was relatively strong being near to 1.

For the statement of '*the heritage building and sites has increased my knowledge about the preservation and conservation of heritage of heritage / historical building',* it may be seen indicated that about 81% (300 respondents) of the local public in Kuala Lumpur that participated in the research have 'strongly agreed' with the statement and about 19% (72 respondents) response 'agreed' with the statement. This shows that the existence of the heritage building and sites has increase the local public about knowledge on preservation and conservation of the heritage or historical building, which leads towards potential intention to decision for conservation. The SD value is =.442 and the RI value is 0.96.

Through the results about 'local public have a good experience about the heritage when they visited to the heritage building and sites' responses were mostly 'strongly agree' about 310 respondents (83%) and about 43 respondents (12%) choose 'agree' about the statements. There were no local public choose the 'disagree' and 'strongly disagree' only 'neutral' which about 19 respondents (5%). The SD value is = .383 and the RI value is 0.95.

For the following *'I will share my experience and knowledge about the uniqueness, authenticity or aesthetic of the heritage building and sites'* resulting about 187 respondents (50%) choose 'strongly agree' and about 175 respondents (47%) responded 'agree' to the statement. Meanwhile, the local public choosing 'neutral' amounted to 10 people (3%) and no one selected 'disagree' or 'strongly disagree'. This illustrates that much of the local public that participated in the research agreed and felt that experience and knowledge were valuable to others to promote the importance of the heritage. The SD value was = .329 and the RI value 0.89.

Also, results from the local public in Kuala Lumpur for the statement ‘*I feel responsible to spread the information and my experience to others about the heritage building and sites*’ showed that 252 respondents (68%) selected 'strongly agree' from the questionnaire survey, and about 112 respondents (30%) ‘agreed’ with the statement. Only 8 respondents (2%) who responded 'neutral' felt that they were responsible for spreading the information and experience to others about the heritage building and sites in the city area. There was no local public response ‘strongly disagree’ or ‘disagree’ to the statements. The SD value was = .376 and the RI value 0.87.

Attitude of Local Public Perception in Kuala Lumpur

Variables	**FREQUENCY ANALYSIS (FA)**											
	Kuala Lumpur											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
(Know 1) I have a good knowledge about this heritage building and sites in the city area.	293	79	65	17	13	4	1	0.2	0	0	.431	0.94
(Know 2) This heritage property/building has increase my knowledge about the past and present of a place.	368	98	4	2	0	0	0	0	0	0	.468	0.99
(Know 3) The heritage building and sites has increase my knowledge about the preservation and conservation of heritage / historical building.	300	81	72	19	0	0	0	0	0	0	.442	0.96
(Exp 4) I have a good experience and satisfaction when visited to this heritage building and sites.	310	83	43	12	19	5	0	0	0	0	.383	0.95
(Exp 5) I will share my experience and knowledge about the uniqueness, authenticity or aesthetic of the heritage building and sites.	187	50	175	47	10	3	0	0	0	0	.329	0.89

(Exp 6) I feel responsible to spread the information and my experience to others about the heritage building and sites.	252	68	112	30	8	2	0	0	0	0	.376	0.87

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.4: Attitude of Local Public Perception on Behavior in Kuala Lumpur

4.3.2 Attitude of Local Public Perception in Berlin

The attitude of behavior for local public in Berlin shows that about 75% (230 respondents) has 'strongly agree' that *'they have a good knowledge about the heritage and sites in the city area'*. About only 20% (62 respondents) of the local public 'agreed' with the statement, about 3% (8 respondents) were 'neutral' and only 2% (5 respondents) were 'disagreed' with the statements. This shows that although the data obtained suggests the local public has high knowledge about heritage building and sites however, they did feel that there was a need to increase their knowledge from time to time on the heritage building and sites information. The SD value for the statement was .478 and the RI value 0.93.

Similarly, with the statement '*this heritage property or building has increased the local public knowledge about the past and present of a place'* that about 85% (258 respondents) selected 'strongly agree', while 37% (12 respondents) selected 'agree' with the statement and about 3% (10 respondents) responded 'neutral' to the statement. The SD value for the statement was .405 and the RI value was relatively high at 0.96. From the results, we may see that when the local public visited the heritage building and site, this would increase their knowledge or remembrance about a past and present event that happened at the area.

The statement of *'the heritage building and sites has increased my knowledge about the preservation and conservation of heritage and historical buildings'* about 225 respondents (74%) indicated 'strongly agree' and 54 respondents (17.7%) has 'agreed' with the statement. Both results indicate that with the existing of heritage building and sites will able to increase the awareness and knowledge about the importance of preservation and conservation. However, about 25 respondents (8%) choose 'neutral' and only 1 respondent (0.3%) was 'disagree' with the statement. The SD value was = .411 and the RI value was about 0.93. The results for variable 'knowledge' shows that the local public majority chose 'strongly agree' with the statements, consequently good reflects to the perception on behavior towards the heritage building and sites in the city area.

On the basis of the results in table 4.5, it may be seen that the highest response that the local public that select from the questionnaire survey were 'strongly agree' about 266 respondents (87%) for *'I have a good experience and satisfaction when visited to this heritage building and sites'*. About 20 respondents (7%) 'agreed' that they had a good experience regarding heritage when they visited the heritage building and sites in the city area. Only about 16 respondents (5%) selected 'neutral', and about 3 respondents (1%) selected 'disagree' with the statement. Meanwhile, the SD value is = .383 and the RI value is relatively strong, at 0.96 which is near to 1.

Altogether, 244 respondents (80%) from the local public stated that they 'strongly agree' that '*I will share my experience and knowledge about the uniqueness, authenticity or aesthetic of the heritage building and sites'*, about 60 respondents (20%) within the local public that participated in the research chose 'agree', only 1 respondent (0.3) chose 'neutral', and no local public member responded 'strongly disagree' or 'disagree'. The results found that the local public care about the heritage building and sites because they feel their experience is important to others. The SD value is slightly low at = .329 as compared with others statement, and the RI value was 0.95 which is in good strength index.

For the statement *'I feel responsible to spread the information and my experience to others about the heritage building and sites'*, we may see that 205 respondents (67%) responded 'strongly agree', 93 respondents (30%) responded 'agree' and 'neutral' about only 5 respondents (2%) responded to the statement. However, a relatively small number of respondents only 2 (1%) from the local public who participated in this research actually 'disagreed' with the statement.

This shows that the local public feel responsible for spreading information and their positive experience to others. This can increase awareness and knowledge among the local public about the important preserving the heritage especially in the city area. The SD value is for this statement is =.376 and the RI value is 0.92.

The Attitude of Local Public Perception in Berlin

Variables	**FREQUENCY ANALYSIS (FA)**											
	Berlin											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
KNOWLEDGE **(Know 1)** I have a good knowledge about the heritage building and sites in this city area.	230	75	62	20	8	3	5	2	0	0	.478	0.93
(Know 2) This heritage property/building has increase my knowledge about the past and present of a place.	258	85	37	12	10	3	0	0	0	0	.405	0.96
(Know 3) The heritage building and sites has increase my knowledge about the preservation and conservation of heritage / historical building.	225	74	54	17.7	25	8	1	0.3	0	0	.411	0.93
(Exp 4) I have a good experience and satisfaction when visited to this heritage building and sites.	266	87	20	7	16	5	3	1	0	0	.383	0.96

(Exp 5) I will share my experience and knowledge about the uniqueness, authenticity or aesthetic of the heritage building and sites.	244	80	60	20	1	0.3	0	0	0	0	.329	0.95
(Exp 6) I feel responsible to spread the information and my experience to others about the heritage building and sites.	205	67	93	30	5	2	2	1	0	0	.376	0.92

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.5: Attitude of Local Public Perception of Behavior in Berlin.

4.4 Subjective Norms of Local Public Perception in Kuala Lumpur and Berlin

Subject norms are the motivation or the factors that influence the local public perception towards the behavioral intention on necessity to conserve the heritage building and sites in the city area as described in Chapter 2. Among the variables that have been measured for this research were family influence, educator influence and community or society influence as subjective norms. The subjective norms are a social pressure to influences to perform or not to perform the behavior (Ajzen, 1991).

4.4.1 Subjective Norms of Local Public Perception in Kuala Lumpur

As shown in table 4.6 shows the local public feel that the family plays an important role or influence, support and help to provide better knowledge or involvement regarding preservation and conservation about heritage building and sites in the city area. The results illustrate that about 188 (51%) of the local publics were ‘strongly agree’ and about 153 (41%) were ‘agree’ with the statement. However, the local public did not feel strongly either way that the family was an influence or factor in supporting them in terms of preservation and conservation; which about 29 (8%) selected ‘neutral’ and only 2 (0.5%)

of local public ‘disagree’ with the statement. The SD value is = .500 with an RI value of 0.88.

In the statement *‘Teacher or lecturer has influence, support and help to provide better knowledge, awareness, better understanding or involvement about preservation and conservation’* about more than half of the local public that participate in the survey were ‘strongly agree’ which is about 64% (238 respondents), and about 123 (33%) were ‘agree’, about 9 of the local public (2.4%) were ‘neutral’ and lastly, only 2 of the local publics (0.5%) ‘disagreed’ with the statement. The results show that educators play an important role, such as teachers, lecturer or any educator either program that the local public attended or class able to influence the local public to provide better understanding or involvement regarding to preservation and conservation. The SD value is =.541 and RI value is 0.92.

The results for statement of ‘*community and society have influenced or motivated the local public’*, reveals that 297 respondents (80%) were ‘strongly agree’, 65 respondents (17.4%) were ‘agreed’, about 7 respondents (1.9%) were response ‘neutral’ and only 3 respondents (0.8%) were ‘disagree’ with the statement. The results show the SD value as =.477 and RI value as 0.95. From the results on subject norms, we may see that the highest of local public responses are that community and society has influence, motivates, supports and helps to gain the perception of the local public in Kuala Lumpur. According to Chan (2016), the community and society from the awareness and involvement has significantly create the environment of the heritage to be better.

Subjective Norms of Local Public Perception in Kuala Lumpur

Variables	FREQUENCY ANALYSIS (FA)											
	Kuala Lumpur											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
Family Influence / Motivation (SN8) I feel my family and sibling has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites.	188	51	153	41	29	8	2	0.5	0	0	.500	0.88
Educator Influence/ Motivation (SN9) I feel my teacher or lecturer has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites**.**	238	64	123	33	9	2.4	2	0.5	0	0	.541	0.92
Community and Society Influence/ Motivation (SN10) I feel the community and society has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites.	297	80	65	17	7	1.9	3	0.8	0	0	.477	0.95

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.6: Subjective Norms of Local Public Perception in Kuala Lumpur

4.4.2 Subjective Norms of Local Public Perception in Berlin

The results for data collected in Berlin show that 143 of the local public (47%) were 'strongly agreed for family and siblings has influence, support and help to provide better knowledge, awareness, understanding in regards to conservation the heritage buildings and sites, 132 of local publics (43.2%) were 'agree' with the statement, about 28 of local publics (9.2%) chose 'neutral' and about 2 of the local publics 'disagree' with the statement. The results show the SD value is =.543 and RI value is 0.87.

Respectively, about 86 of the local public 28% 'strongly agreed' that the teacher and lecturer either during school, college and university had influence, support and help to provide better knowledge, awareness, better understanding or involvement regarding to preservation and conservation. About 204 members of local publics (67%) that participated in the research were 'agree' with the statement. About 11 members of the local publics (3.6%) chose 'neutral', about 2 members of the local public (0.6%) 'disagreed' and about the same 2 members of the local public, 'strongly disagreed' with the statement. The results for SD value are =.710 which indicated that the variables have a high value for SD and the RI value is 0.84.

The results for the statement on *'the community and society have influence, support and help to provide better knowledge, awareness, better understanding or involvement about preservation and conservation'* has the highest choices for 'strongly agree' from the local public which is about 220 respondents (72%). Meanwhile, the total amount for 'agree' is about 54 respondents (18%), about 25 respondents (8.2%) choose 'neutral' and only 6 of local public (2%) 'disagreed' with the statements. The results of the statement show that the SD value is .526 and the RI value is 0.92.

From the results, we may see that the community and society have been able to develop the awareness or as motivator to the local public towards the preservation and conservation for the heritage building and sites in the city area. Similarly, the results that obtained in Kuala Lumpur that the highest decision was the 'strongly agree' to 'community and society'. This shows that community and society engagement is important to local public. This is also supported by Amar (2017) namely that community and society play important role as a stakeholder in the conservation decision making and process. Thus, the awareness and involvement from the community and society are significantly able to create the environment of the heritage better (Chan, 2016).

Subjective Norms of Local Public Perception in Berlin

Variables	**FREQUENCY ANALYSIS (FA)**											
	Berlin											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
Family Influence / Motivation (SN8) I feel my family and sibling has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites.	143	47	132	43	28	9.2	2	0.6	0	0	.543	0.87
Educator Influence / Motivation (SN9) I feel my teacher or lecturer has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites.	86	28	204	67	11	3.6	2	0.6	2	0.6	.710	0.84
Community and Society Influence / Motivation (SN10) I feel the community and society has influence and motivate me to support, help to provide better knowledge, awareness and involve with preservation and conservation the heritage building and sites.	220	72	54	18	25	8.2	6	2	0	0	.526	0.92

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.7: Subjective Norms of Local Public Perception in Berlin

4.5 Perceived Behavior Control of Local Public Perception in Kuala Lumpur and Berlin

Through perceived behavior control this will be able to explain descriptively about the following variables that tend to the interest of interest found in the heritage building. The researcher obtains the item during a pilot study, where according to Ajzen (2015) the person will feel in control of specific behavioral intention or capable of doing the behavior when they felt interest with use or ease of the behavior.

Thus, this study will be examining the item as perceived behavior control that able to perform the decision-making or feel the necessity to conserve the heritage building in the city area. The items that represent the interest or the use on heritage building in the city area are the education and resource center; the cultural elements, art, fashion, lifestyle; the architecture view, surrounding; the historical, aesthetic, original structure and material; the social gathering and community activities; and good facilities that will affect the behavioral intention towards the conservation for heritage building and sites in the city area. The results will also be able to demonstrates the perspective from both countries which are Kuala Lumpur and Berlin.

4.5.1 Perceived Behavior Control of Local Public Perception in Kuala Lumpur

Figure 4.8 shows the data collection from the questionnaire survey on the perceived behavior control of the local public. The results found that about 80% (298 respondents) of the local public responded 'strongly agree' with '*the local public feels the education program and resource center as one of the main interest to sustain the heritage building and sites'*. Meanwhile, about 58 respondents (15.6%) were 'agreed' with the statement, about 14 respondents (3.8%) and only 2 respondents (0.5%) were 'disagree'. The SD value is =.400 and RI value is 0.94. From the result, there is a huge gap between strongly agree and agree, neutral and disagree choices by the local public. This indicate that the local public preference toward education and resource as one of the interest are high.

Selection of cultural element, art, fashion, lifestyle is one of the main interest for local public shows with about 209 respondents (56%) being 'strongly agree', about 136 respondents (37%) 'agree', about 23 respondents (6%) 'neutral' and about only 4 respondents (1%) 'disagree' with the statement. Referring to the results, the percentage between strongly agree and agree is not much different though both are the highest choice of local public in Kuala Lumpur. This shows that the local public agrees with the statement but is not the most important choice. The results on SD value is = .641 and RI value is 0.89.

Meanwhile, the statement on '*the local public feels that the architecture & historical view / surrounding as one of the main interest to sustain the heritage building and sites',* about 87% or 324 respondents response 'strongly agree' which is the second highest percentage as compare to other variables for perceived behavior control. About 40 respondents (11%) were 'agree' with the statement and about 8 respondents (2%) responded as 'neutral'. The results on SD value is =.312 and RI value is 0.96.

Respectively, approximately 300 (81%) of the local public in Kuala Lumpur 'strongly agree', about 50 (13%) of the local public selected 'agree', about 20 (5%) of the local public 'neutral' and 2 (0.5%) of the local public 'disagree' on the statement which is '*the local public feels that historical, aesthetic, original and authenticity structure and material toward the building as one of the main interest to sustain the heritage building and sites'*. Nevertheless, the results on SD value is .384 and RI Index is 0.94.

Next, for the statement of *'the local public feels that the social gathering and community activities at the heritage building and sites able to sustain the heritage'*, about 331 (89%) of the local public that participated in this research has 'strongly agree' and about 29 (8%) of the local public were 'agree' with the statement. Even though, the response from local public was more in favor of strongly agree, there were also members of the local public that selected 'neutral' amounting to 8 respondents (2%) and 4 respondents (1%) were 'disagree' with the statement. The results of the statement show that the SD value is =.300 and RI value is 0.96.

The highest results of local public for perceived behavior control is the good facilities towards the heritage building and sites will affect the interest of local public perception of behavior, which were 'strongly agree' about 350 (94%) respondents, 20 respondents (5.4%) responded 'agree', only 1 respondent (0.2%) select 'neutral' and also 1 respondent (0.2%) selected 'disagree' with the statement. This shows that the local public selected good facilities such as space, gallery and toilet as one of the main interests to sustain the heritage building and sites (refer to appendix B). The results on SD value is =.244 and the RI value is relatively strong which is 0.98 that near to 1.

Perceived Behavior Control of Local Public Perception in Kuala Lumpur

Variables	**FREQUENCY ANALYSIS (FA)**											
	Kuala Lumpur											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
(PBC1) I feel the education program and resource center as one of my interest sustain the heritage building and sites.	298	80	58	15.6	14	3.8	2	0.5	0	0	.400	0.94
(PBC2) I feel the cultural element/art/fashion/lifestyle as one of my interest that able to sustain the heritage building and sites.	209	56	136	37	23	6	4	1	0	0	.641	0.89
(PBC3) I feel the architecture view and surrounding as one of my interest that able to sustain the heritage building and sites.	324	87	40	11	8	2	0	0	0	0	.312	0.96
(PBC4) I feel the historical, aesthetic, original structure and building material as one of my interest that able to sustain the heritage building and sites.	300	81	50	13	20	5	2	0.5	0	0	.384	0.94
(PBC5) I feel the social gathering and community activities as one of my interest that able to sustain the heritage building and sites.	331	89	29	8	8	2	4	1	0	0	.300	0.96
(PBC6) I feel good facilities that available at the heritage building able to sustain the heritage building and sites.	350	94	20	5.4	1	0.2	1	0.2	0	0	.244	0.98

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.8: Perceived Behavior Control of Local Public Perception in Kuala Lumpur

4.5.2 Perceived Behavior Control of Local Public Perception in Berlin

The results from the data collection for *'the local public feels the education program and resource center as one of the main interest to sustain the heritage building and sites'* shows that 252 respondents (83%) were 'strongly agree', approximately 47 respondents (15%) chose 'agree' and only 7 respondents (2%) selected 'neutral' There is no member of the local public selected 'disagree' or 'strongly disagree' about the interest. This shows that education programs and resource centers at the heritage building and sites in Berlin also play an important role in the interests of the local public and can affect the perception on behavior. The results on SD value is =.397 and RI value is 0.96.

For the interest of the cultural element, art, fashion, lifestyle as one of the main interest for local public shows that the highest local public response was 'strongly agree' with about 181 respondents (59%). Secondly, approximately 106 of local public (35%) selected 'agree', and about 18 of the local public (6%) selected 'neutral' (6%) for the statement. However, the results on SD value is =.669 slightly high and RI value is 0.90.

In regards to the interest '*the local public feels that the architecture & historical view, surrounding as one of the main interest to sustain the heritage building and sites'* 271 members of the local public (89%) selected 'strongly agree', 31 (10%) of the local public 'agreed' and only 10 of local public that participated in the survey (3%) selected 'neural' with the statement. The results on SD value was =.322 and the RI value 0.97 indicated strong relative index.

As to the results concerning the local public perceived behavior which is '*the local public feels that historical, aesthetic, original and authenticity structure and material toward the building as one of the main interest to sustain the heritage building and sites'* that about 247 (81%) of the local public in Berlin 'strongly agree', about 48 respondents (16%) of the local public selected 'agree' and only 10 respondents (3%) selected 'neutral' on the statement. The results on SD value is =.429 and the RI value is 0.95.

The statement of *'the local public feels that the social gathering and community activities at the heritage building and sites able to sustain the heritage'*, about 288 (94%) of the local public that participated in this research has 'strongly agree', about 17 (6%) of the local public were 'agree' and none respondents selected 'disagree' or 'strong disagree' with the statement. The results of the statement show that the SD value is =.256 and RI value is 0.99.

Similarly, with data collection in Kuala Lumpur, the highest choice of the local public for perceived behavior control is the *'the local public feels that the good facilities towards the heritage building and sites*' that affects the perceived behavior control or interest of local public perception of behavior. The results show that there are only two selections by the local public for 'strongly agree' which is about 293 respondents (96%) and 12 respondents (4%) for 'agree' with the statements respectively. This also indicates that the local public agreed 100% with the statement that providing good facilities such as space, gallery, toilet and other as one of the main interests to sustain the heritage building and sites. The results on *SD* value is =.221 and the *RI* value is relatively strong which is 0.99 that near to 1.

Perceived Behavior Control of Local Public Perception in Berlin

Variables	FREQUENCY ANALYSIS (FA)											
	Berlin											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
(PBC1) I feel the education program and resource center as one of my interest to sustain the heritage building and sites.	252	83	47	15	7	2	0	0	0	0	.397	0.96
(PBC2) I feel the cultural element/art/fashion/lifestyle as one of my interest that able to sustain the heritage building and sites.	181	59	106	35	18	6	0	0	0	0	.669	0.90
(PBC3) I feel the architecture view and surrounding as one of my interest that able to sustain the heritage building and sites.	271	89	31	10	3	1	0	0	0	0	.322	0.97
(PBC4) I feel the historical, aesthetic, original structure and building material as one of my interest that able to sustain the heritage building and sites.	247	81	48	16	10	3	0	0	0	0	.429	0.95
(PBC5) I feel the historical, aesthetic, original structure and building material as one of my interest that able to sustain the heritage building and sites.	288	94	17	6	0	0	0	0	0	0	.256	0.98
(PBC6) I feel good facilities that available at the heritage building able to sustain the heritage building and sites.	293	96	12	4	0	0	0	0	0	0	.221	0.99

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.9: Perceived Behavior Control of Local Public Perception in Berlin

4.6 Intention to Conserve the Heritage Building in Kuala Lumpur and Berlin

As shown in table 4.10 and 4.11 which was in section C of the questionnaires shows the results of Intention to Conserve the Heritage Building and Sites in Kuala Lumpur and Berlin. The items are as follows:

1. The importance to conserve the heritage buildings and sites for the benefits of our generation.
2. The importance to conserve the heritage buildings and sites reflecting to city development and sustainability.
3. The importance to conserve the heritage buildings and sites is representing the city identity.

4.6.1 Behavior Intention to Conserve in Kuala Lumpur

Table 4.10 demonstrates the results on behavior intention, namely that about 284 respondents (76%) responded that '*it is important and necessity to conserve the heritage building and sites for our generation',* about 74 respondents (20%) response 'agree' and only 14 respondents (4%) response 'neutral' with the statement. No one response on 'disagree' or 'strongly disagree' from the local public perspective in Kuala Lumpur, however, the value of *SD* =.328 and *RI* value is 0.94 illustrates that strength index is high, at almost 1. This shows that the local public that participated in the survey confirm that it was important and necessary to conserve the heritage building and sites in the city area.

Meanwhile, the results on '*the heritage building and sites in the city area should be preserve and maintain for city development and sustainability'* about 285 respondents (77%) responded 'strongly agree', about 87 respondents (23%) responded 'agree' and there were no responses for 'disagree' or 'strongly disagree' with the statement. The value of *SD* =.243 and *RI* value is 0.95 higher than the previous one. These results show that the advantage of heritage building and site in the city area in being able to sustain and benefits to the city development.

Respectively, the local public 'strongly agreed', at a rate of 298 respondents (80%), with the view that '*the heritage building and sites should be preserve and conserve because it represents the city identity'*. About 71 respondents (19%) responded 'agree' and only 3 respondents (1%) responded 'neutral' with the statements. This is strongly supported by informants from non-government officers whereby according to the informants, the local public participation and involvement contributes to decision-making to conserve the heritage since it represents the city identity. Nevertheless, the value of *SD* for this statement is=.310 and *RI* =0.95.

The Intention to Conserve the Heritage Building and Sites in Kuala Lumpur

Variables	**FREQUENCY ANALYSIS (FA)**											
	Kuala Lumpur											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
(INT7) I feel it is important and necessity to conserve the heritage building for the benefit of our generation.	284	76	74	20	14	4	0	0	0	0	.328	0.94
(INT8) I feel the heritage building in the city area should be preserve and maintain for city development and sustainability.	285	77	87	23	0	0	0	0	0	0	.243	0.95
(INT9) I feel that the heritage building should be preserve and conserve because it represents the city identity.	298	80	71	19	3	1	0	0	0	0	.310	0.95

Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.10: The Intention to Conserve the Heritage Buildings in Kuala Lumpur

4.6.2 Behavior Intention to Conserve in Berlin

The results from the survey as shown in figure 4.11 revealed that about 173 respondents (57%) were 'strongly agree' and about 113 respondents (37%) were 'agree' with the statement '*it is important and necessity to conserve the heritage building and sites for the benefits of our generation*. About 13 respondents (4%) were selected 'neutral' and only 6 respondents (2%) were 'disagree' with the statement. This is because from the local public perspective, the benefits are not specifically generational but related to other benefits, since it is in the city area. The results on *SD* value was =.588 and the *RI* value 0.89.

In addition, no member of the local population stated ‘disagree’ nor ‘strongly disagree’ about *‘the heritage building and sites in the city area should be preserve and maintain for city development and sustainability’.* The results reveal that the local public were completely ‘strongly agree’, which is about 289 respondents (95%) and only 16 respondents (5%) were ‘neutral’ with the statements. The statement shows a high strength index of *RI* which is about 0.97 and the value of *SD* is = .493.

For the statement of *‘the heritage building and sites should be preserved and conserved because it represents the city identity’* about 184 respondents (60%) response ‘strongly agree’, about 116 respondents (38%) response ‘agree’ and only 5 respondents (2%) response with the statement. No one from the local public when the survey was conducted disagreed and nobody chose 'strongly disagree' with the statement. The value of *SD* is = .484 and the *RI* value is 0.91.

The Intention to Conserve the Heritage Building and Sites in Berlin

Variables	**FREQUENCY ANALYSIS (FA)**											
	Berlin											
Value	**SA (5)**	**%**	**A (4)**	**%**	**N (3)**	**%**	**D (2)**	**%**	**SD (1)**	**%**	**Std. Dev**	**RI**
(INT7) I feel it is important and necessity to conserve the heritage building for the benefit of our generation.	173	57	113	37	13	4	6	2	0	0	.588	0.89
(INT8) I feel the heritage building and sites in the city area should be preserve and maintain for city development and sustainability.	289	95	0	0	16	5	0	0	0	0	.493	0.97
(INT9) I feel that the heritage building and sites should be preserve and conserve because it represents the city identity.	184	60	116	38	5	2	0	0	0	0	.484	0.91

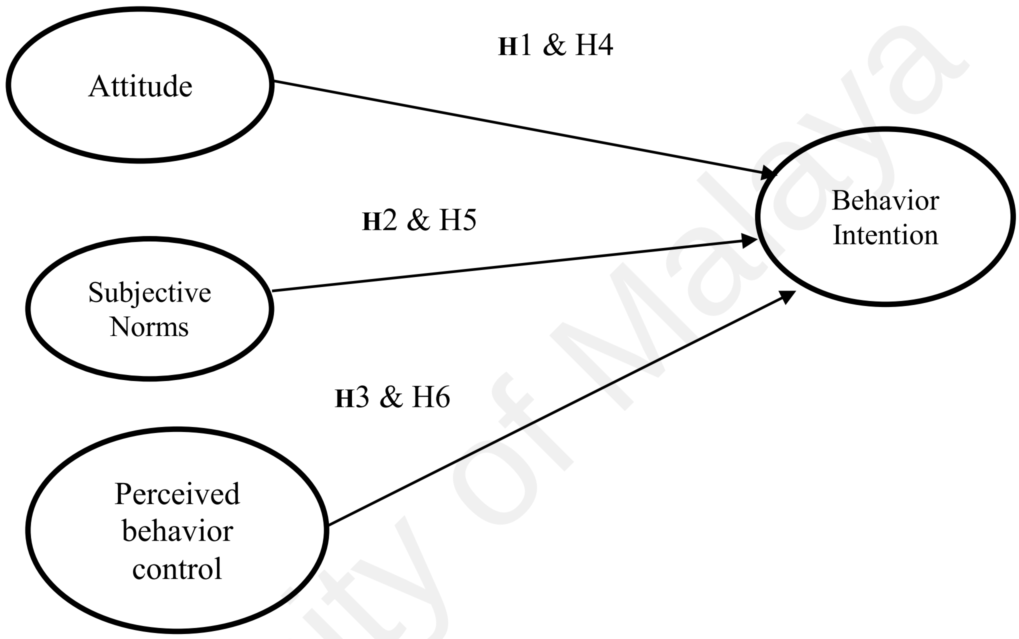
Source: Questionnaire Survey by Shahariah, Shaharuddin (2014)

Table 4.11: The Intention to Conserve the Heritage Buildings in Berlin

4.7 Partial Least Square (PLS) Analysis

The Partial Least Square (PLS) is a research models which explains the local public perception on behavior. The models developed for this research are based on the Theory of Reasoned Action (TRA) and Theory Planned Behavior (TPB) towards the local public behavioral which will be explained further in below subtopic below.

Research Model for Inferential Analysis



Source: Shahariah, Shaharuddin (2018)

Figure 4.12: Research Model for Path Modeling

H1: *There is a positive relationship on attitude of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area.*

H2: *There is a positive relationship on subjective norms of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area.*

H3: *There is a positive relationship on perceived behavior control of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area.*

H4: *There is a positive relationship on attitude of local public towards intention to conserve the heritage buildings in Berlin city area.*

H5*: There is a positive relationship on subjective norms of local public towards intention to conserve the heritage buildings in Berlin city area.*

H6: *There is a positive relationship on perceived behavior control of local public towards intention to conserve the heritage buildings in Berlin city area.*

4.8 Process of Partial Least Square (PLS) Analysis

There are several steps or procedures that need to be carried out to obtain the results of the study which are; (1) Assessment Model; (2) Discriminant Validity; (3) Assessment of Goodness fit and; (3) Structural Model Results.

Steps for Partial Least Square (PLS) for this Research	
Assessment Model	• Internal Consistency • Indicator Reliability / Factor Loadings • Convergent Validity
Discriminant Validity	• Cross Loadings • Fornell and Larker's (1981) Criterion • Heterotrait-Monotrait Ratio (HTMT) Criterion
Assessment of Goodness Fit	• Standardized Root Mean Square Residual (SRMR) • Normed Fit Index (NFI) or Bentler and Bonett Index • Chi^2 and Degrees of Freedom • RMS_theta
Structural Model Results	• Collinearity Issues • Coefficient of Determination • Level of f^2 (Effect Sizes) • Predictive Relevance (Q^2) • The Significance and Relevance of the Structural Model Relationships

Source: Compilation Review on Smart PLS Analysis Process by Shahariah, Shaharuddin (2018)

Table 4.13: Steps for Inferential Analysis

4.9 Assessment of Measurement Model

The assessment measurement model which is the reflective measurement model for this research was tested using SEM Smart PLS 3.0 as described in Chapter 3. The results of these validity and reliability tests, provide a level of assurance that the survey items are measuring the constructs they are designed to measure (Smart, 2012).

The whole research model was measured and the reliability of individual indicators or measures were evaluated by exploratory the loadings of each measure which are the Indicator Reliability, Convergent Reliability, Internal Consistency and Cronbach's alpha in Kuala Lumpur and Berlin (refer figure 4.14 and 4.15).

Table A: Measurement Model from Questionnaire in Kuala Lumpur

	Items	Loadings[a]	AVE[b]	CR[c]	Rho_A[d]
Attitude	Exp4	0.884			
	Exp5	*0.399	0.698	0.920	0.915
	Exp6	0.756			
	Know1	0.877			
	Know2	0.768			
	Know3	0.882			
Subject Norms	SN10	0.898	0.787	0.914	0.915
	SN9	0.906			
	SN8	0.857			
Perceived B Control	PBC1	0.808	0.679	0.927	0.915
	PBC2	0.785			
	PBC3	0.795			
	PBC4	0.892			
	PBC5	0.858			
	PBC6	0.800			
Intention	INT7	0.809	0.844	0.844	0.725
	INT8	0.776			
	INT9	0.822			

Note:
*Item that will be removed: (0.399)

a. All items Loadings >0.5 indicates indicator Reliability (Hulland, 1999, p.198).
b. All Average Variance Extracted (AVE) >0.5 as indicates Convergent Reliability (Bagozzi and Yi, 1988; Fornell and Larcker, 1981).
c. All Composite Reliability (CR) >0.7 indicates Internal Consistency (Gefen, et al, 2000).
d. All Cronbach's alpha (Rho_A) >0.7 indicates indicator Reliability (Nunnally, 1978).

Source: Results Data by Shahariah, Shaharuddin (2018)

Figure 4.14: Indicator Reliability in Kuala Lumpur

Table B: Measurement Model from Questionnaire in Berlin

	Items	Loadings[a]	AVE[b]	CR[c]	Rho_A[d]
Attitude	Exp4	0.839			
	Exp5	0.793	0.659	0.920	0.920
	Exp6	0.757			
	Know1	0.801			
	Know2	0.782			
	Know3	0.891			
Subject Norms	SN10	0.872	0.714	0.882	0.801
	SN9	0.816			
	SN8	0.845			
Perceived B Control	PBC1	0.829	0.667	0.923	0.902
	PBC2	0.779			
	PBC3	0.859			
	PBC4	0.870			
	PBC5	0.803			
	PBC6	0.754			
Intention	INT7	0.959	0.745	0.897	0.835
	INT8	0.773			
	INT9	0.846			

Note:

a. All items Loadings >0.5 indicates indicator Reliability (Hulland, 1999, p.198).

b. All Average Variance Extracted (AVE) >0.5 as indicates Convergent Reliability (Bagozzi and Yi, 1988; Fornell and Larcker, 1981).

c. All Composite Reliability (CR) >0.7 indicates Internal Consistency (Gefen, et al, 2000).

d. All Cronbach's alpha (Rho_A) >0.7 indicates indicator Reliability (Nunnally, 1978).

Source: Results Data by Shahariah, Shaharuddin (2018)

Figure 4.15: Indicator Reliability in Berlin

Figure 4.14 and 4.15 demonstrate the results from the measurement model in Kuala Lumpur and Berlin. The exogenous variables in Kuala Lumpur and Berlin for *'Attitude'* consisting of six indicators which are Exp4[16], Exp5, Exp6, Know1, Know2, Know3; *'Subjective Norms'* consisting of three indicators which are SN10, SN9, SN8; '*Perceived Behavior Control'* consisting of six indicators which are PBC1, PBC2, PBC3, PBC4, PBC5, PBC6; and *'Intention'* consisting of three indicators INT7, INT8, INT9.

4.9.1 Indicator Reliability (Outer Loading)

As shown in figure 4.14 and 4.15 have illustrated the indicator reliability is measure by outer loading for data results[17] in Kuala Lumpur and Berlin. The data items need to be more than 0.5 that will indicate the reliability (Hulland, 1999, p.198). The item Exp5 for data in Kuala Lumpur has been removed due to low reliability, meanwhile there is no item that has been removed for data in Berlin (refer to figure 4.15). For this study, an item trimming process was undertaken simultaneously for both in Kuala Lumpur and Berlin. Measures with very low loadings were removed one at a time, until most measures achieved reasonable loadings (Smart, 2012).

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[16] All the explanation of code identification (Exp4, Exp5, Exp6, Know1, Know2, Know3, SN10, SN9, SN8, PBC1, PBC2, PBC3, PBC4, PBC5, PBC6, INT7, INT8 and INT9) can be refer to figure 4.4 to figure 4.13.

[17] Researcher have participated and learned using existing data through hands-on workshops with Dr. Mumtaz Ali on 24th January 2016 Structural Equation Modeling (SEM) using SmartPLS 3.0 at University Malaysia Kelantan (UMK), Kota Bahru, Kelantan. Continuously, researcher once again participate in the workshops for SEM using SmartPLS 3.0 for strengthening soft-skill, effective techniques and reviewed data analysis through a workshop with Prof. Dr. T. Ramayah on 12th and 13th February 2019 at University Malaysia Kelantan (UMK), Kota Bahru, Kelantan.

4.9.2 Convergent Validity (AVE), Internal Consistency (CR) and Cronbach Alpha (Rho_A)

Convergent validity is the degree to which indicators of a specific construct converge or share a high proportion of variance in common (Hair, Hult, Ringle & Sarstedt, 2014). The factor loadings that have been suggested by Hair et al. 2014 are the Composite Reliability (CR) and Average Variance Extracted (AVE) are used to access the convergent validity. All AVE of more than 0.5 indicate convergent validity (Bagozzi and Yi, 1988; Fornell and Larcker, 1981) and all CR of more than 0.7 indicate the Internal Consistency (Gefen, Straub & Boudreau, 2000).

The results for construct reliability and validity for AVE and CR from figure 4.14 and 4.15 illustrate that all variables in Kuala Lumpur and Berlin for AVE shows that the variables are more than 0.7 and CR are more than 0.5. In other word, the variable has achieved the convergent validity and all the variables in the scale are positively related to each other (Nunnally, 1978). Meanwhile, the Cronbach's alpha (Rho_A) in Kuala Lumpur and Berlin indicates more than 0.7 which shows the indicator are reliable (Nunnally, 1978).

4.9.3 Discriminant Validity

Discriminant validity refers to the degree to which indicators differentiate across constructs or measure distinct concept by examining the correlations between the measures of potentially overlapping (Ramayah, Cheah, Chuah, Ting & Menon, 2016). In SmartPLS 3.0, there are three types of criteria are available to access discriminant validity which are cross loading criterion, Fornell and Larcker's (1981) criterion and Heterotrait-Monotrait ratio of correlations (HTMT). All the criterion has been measured and indicated that the discriminant validity had achieved for this study.

4.9.3.1 Cross Loading Criterion

As shown in table 4.16 and 4.17 is an indicator of Cross Loading from the results in Kuala Lumpur and Berlin. It is a subjective independence that can to reduce the presence of multicollinearity amongst the latent variables denoting the Average Variance Extracted (AVE) of a latent variable should be higher than the squared correlations between the latent variables and all other variables (Chin, 2010). The results indicate that discriminant validity has achieved in which between all the constructs where all indicators are highly loaded on their respective constructs. In other words, there is no issue of high cross-loading among one another (Ramayah et al., 2016).

Table A- Indicator Item Cross Loading for Kuala Lumpur

	Attitude	Subject Norms	Perceived B. Control	Intention
Exp4	**0.884**	0.714	0.808	0.736
Exp6	**0.756**	0.784	0.609	0.379
Know1	**0.877**	0.795	0.752	0.629
Know2	**0.768**	0.536	0.686	0.553
Know3	**0.882**	0.677	0.711	0.598
SN10	0.786	**0.898**	0.762	0.611
SN8	0.706	**0.857**	0.649	0.418
SN9	0.697	**0.906**	0.662	0.415
PBC1	0.780	0.818	**0.820**	0.607
PBC2	0.748	0.811	**0.815**	0.406
PBC3	0.624	0.510	**0.795**	0.558
PBC4	0.774	0.619	**0.892**	0.680
PBC5	0.650	0.598	**0.858**	0.585
PBC6	0.616	0.551	**0.800**	0.539
INT7	0.582	0.520	0.605	**0.809**
INT8	0.574	0.432	0.501	**0.776**
INT9	0.565	0.399	0.564	**0.822**

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.16: Cross Loading Criteria in Kuala Lumpur

Table B- Indicator Item Cross Loading for Berlin

	Attitude	Subject Norms	Perceived B. Control	Intention
Exp4	**0.839**	0.631	0.806	0.633
Exp5	**0.793**	0.499	0.619	0.506
Exp6	**0.757**	0.634	0.532	0.569
Know1	**0.801**	0.641	0.706	0.579
Know2	**0.782**	0.542	0.662	0.526
Know3	**0.891**	0.720	0.762	0.669
SN10	0.722	**0.872**	0.730	0.638
SN8	0.599	**0.845**	0.683	0.703
SN9	0.607	**0.816**	0.637	0.636
PBC1	0.779	0.697	**0.829**	0.647
PBC2	0.595	0.762	**0.779**	0.778
PBC3	0.759	0.665	**0.859**	0.626
PBC4	0.803	0.734	**0.870**	0.688
PBC5	0.636	0.559	**0.803**	0.700
PBC6	0.572	0.515	**0.754**	0.616
INT7	0.666	0.768	0.769	**0.959**
INT8	0.618	0.530	0.772	**0.773**
INT9	0.571	0.721	0.602	**0.846**

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.17: Cross Loading Criteria in Berlin

4.9.3.2 Fornell and Lacker Criterion (1981)

Another measurement model for SEM Smart PLS is that of Fornell and Larcker (1981) where the latent variable can better explain the variance towards the indicators than the variance of other latent variables. The results for Fornell and Larcker (1981), as illustrated in figure 4.18 and 4.19 show that the highlighted numbers were the highest for load single indicator. The results also show in table 4.18 and 4.19 that the AVE of the latent variable are higher than the square correlation (AVE > 0.5) between the latent variables. It is all other variables or the square root of AVE on the diagonal should are higher than the correlation on the off-diagonal.

As shown in table 4.18, the results of discriminant validity for Fornell and Larcker's (1981) Criterion in Kuala Lumpur are the value for Attitude (0.835), Subject Norms (0.887), Perceived Behavior Control (0.824) and Intention (0.802). Meanwhile, the results of discriminant validity for Fornell and Lacker's (1981) Criterion in Berlin are based on from the figure 4.19, indicating the value for Attitude (0.812), Subject Norms (0.845), Perceived Behavior Control (0.817) and Intention (0.863). The results show that the discriminant validity has achieved as the constructs are distinctly different from each other.

Table A- Discriminant Validity of Fornell and Larcker's (1981) Criterion in Kuala Lumpur

	Attitude	Subject Norms	Perceived B. Control	Intention
Attitude	**0.835**			
Subject Norms	0.829	**0.887**		
Perceived B. Control	0.847	0.780	**0.824**	
Intention	0.715	0.561	0.695	**0.802**

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.18: Fornell and Larcker's (1981) Criterion in Kuala Lumpur

Table B- Discriminant Validity of Fornell and Larcker's (1981) Criterion in Berlin

	Attitude	Subject Norms	Perceived B. Control	Intention
Attitude	**0.812**			
Subject Norms	0.759	**0.845**		
Perceived B. Control	0.844	0.809	**0.817**	
Intention	0.720	0.782	0.836	**0.863**

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.19: Fornell and Larcker's (1981) Criterion in Berlin

4.9.3.3 Heteriotrait-Monotrait Ratio of Correlations (HTMT)

Alternatively, this research also examines discriminant validity using Heterotrait-Monotrait (HTMT) which is the ratio of correlations (refer to table 4.20 and 4.21) whereby the criterion the HTMT value needs to be greater than HTMT.85, value of 0.85 (Kline, 2016) or HTMT.90, value of 0.90 (Gold, Malhotra & Segars, 2001). As a statistical test whereby the test null hypothesis (H0: HTMT <1) vs (H1: HTMT > 1), HTMT 95% confidence interval contains the value 1 that H0 holds no discriminant validity (Ramayah et al., 2016). The results shown that the measurement model by using HTMT Correlation for Kuala Lumpur and Berlin is acceptable.

In referring to the table 4.20 for HTMT in Kuala Lumpur, the variables Attitude and Subject Norms show that the correlation HTMT which is 0.946, Attitude and Perceived Behavior Control is about 0.937; and Attitude and Intention which is 0.864. Even though the value is almost 1 but it is acceptable because the value is still HTMT < 1. As well as Perceived Control Behavior Control and Intention about 0.843, Subject Norms and Perceived Behavior Control which is 0.882 and variable between Subject Norms and Intention is 0.682.

The results for HTMT in Berlin, the variables Attitude and Subject Norms shows correlation HTMT which is 0.893, Attitude and Perceive Behavior Control about 0.938; Attitude and Intention which is 0.833. The variables for Subject Norms and Perceived Behavior Control is 0.947; Subject Norms and Intention is 0.963 and Perceived Control Behavior Control and Intention which is about 0.961. All variables are acceptable because the results show that HTMT are less than 1.

Table A- HTMT in Kuala Lumpur

	Attitude	Subject Norms	Perceived B. Control	Intention
Attitude				
Subject Norms	0.946			
Perceived B. Control	0.937	0.882		
Intention	0.864	0.682	0.843	

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.20: HTMT Correlation in Kuala Lumpur

Table B- HTMT in Berlin

	Attitude	Subject Norms	Perceived B. Control	Intention
Attitude				
Subject Norms	0.893			
Perceived B. Control	0.938	0.947		
Intention	0.833	0.963	0.961	

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.21: HTMT Correlation in Berlin

4.10 Assessment of Goodness-of-Fit

According to Hair et al. (2014), SEM Smart PLS was originally designed for prediction purposes, research has sought to extend its capabilities for theory testing by developing model fits measures. In addition, the model fit will able to investigative whether the hypothesized model structure fits the empirical data, and thus, help to identify model misspecification (Hair et al., 2014). Meanwhile, according to Henseler, Hubona and Ray (2016), the Goodness-of-fit (GoF) of the model should be the starting point of the model. To measure the GoF, this research will implement two criterions which are Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) or Bentler and Bonett Index. The criterions of GoF demonstrated that this study is fit and acceptable (refer table 4.22 and 4.23).

Table A -Assessment of Goodness-of-Fit in Kuala Lumpur

	Saturated Model	Estimated Model
SRMR	0.091	0.091
NFI	0.720	0.720

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.22: Measurement of Goodness-of-Fit in Kuala Lumpur

Table B- Assessment of Goodness-of-Fit in Berlin

	Saturated Model	Estimated Model
SRMR	0.095	0.095
NFI	0.699	0.669

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.23: Measurement of Goodness-of-Fit in Berlin

4.10.1 Standardized Root Mean Square Residual (SRMR)

The Standardized Root Mean Square Residual (SRMR) value for 'Local Public Perception of Behavior in Kuala Lumpur' is 0.091, indicating that the model has a considerably good fit for saturated model and also the estimated model which is also about 0.091 (refer table 4.22). Meanwhile, the result for SRMR value in Berlin for 'Local Public Perception of Behavior' is 0.095 for saturated model and also value for estimated model is 0.095 that indicating the model is in good fit (refer table 4.23). A value of less than 0.10 or of 0.08 (Hu & Bentler, 1999; Henseler et al., 2014) are considered a good fit. Through the analysis that has been carried out using the measurement of SRMR shows that the model is acceptable, and is in good fit.

4.10.2 Normed Fit Index (NFI) or Bentler and Bonett Index

Based on the Normed Fit Index (NFI) result, in Kuala Lumpur the saturated model and estimated model is 0.720 (refer table 4.22) and the NFI result in Berlin indicates that the saturated model and estimated model is 0.699 (refer table 4.23). According to Byrne (2008), the criterion of NFI values above 0.90 is considered as acceptable which means that the closer the NFI to 1, the better the fit. However, the usage of NFI is still rare especially in the condition of mixed model trait (both reflective and formative measurement models) and it is sensitive to small sample size (Ramayah et al., 2016).

4.11 Structural Model Results

There are five (5) steps to measure the assessing of the structural model which are; 1) access structural model for collinearity issues; 2) assessing the significance and relevance of the structural model relationship; 3) assess the level of R^2 (Coefficient of Determination); 4) assess the level of f^2 (Effect Sizes) and 5) assess the predictive relevance (Q^2).

Prior to evaluating the structural model, the data results need to confirm that there is no lateral collinearity issue in the structural model. Although the criteria of discriminant validity (vertical collinearity) that are acceptable, however, it is sometimes the collinearity issues (predictor-criterion collinearity) mislead the finding in an unforeseen way, because it is able to mark the strong causal effect in the model (Kock & Lynn, 2012). This usually occurs when two hypothesis variables for causal linkages measure the same construction (Ramayah et al., 2016). Below is an explanation of lateral collinearity assessment in Kuala Lumpur and Berlin (refer table 4.24 and 4.25).

Table A: Lateral Collinearity Assessment in Kuala Lumpur

	Intention
Attitude	4.758
Subject Norms	3.441
Perceived Behavior Control	3.791

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.24: Lateral Collinearity Assessment in Kuala Lumpur

Table B: Lateral Collinearity Assessment in Berlin

	Intention
Attitude	3.699
Subject Norms	3.071
Perceived Behavior Control	4.539

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.25: Lateral Collinearity Assessment in Berlin

The table 4.24 and 4.25 presents the outcomes of the lateral collinearity test. All the Inner VIF values for the other independent variables (Attitude, Subject Norms and Perceived Behavior Control) that need to be examined for lateral multicollinearity are less than 5. According to Hair, Ringle & Sarstedt (2011), there is potentially collinearity problem if the index of Variance Inflator Factor (VIF) value of 5 or higher. The results for both in Kuala Lumpur and Berlin indicating the value of lateral multicollinearity are less than 5. As shown in table 4.24, the variable Attitudes illustrate the value of 4.758, subject norms value is 3.441 and perceived behavior control is 3.791.

While, the data results in Berlin (refer to table 4.25) indicate that the Attitude value is 3.699, Subject Norms value is 3.071 and Perceived Behavior Control value is 4.539 shows that the lateral multicollinearity is not a concern in the study (Hair et al., 2014). From the results, the data for indicates the VIF are in the level of acceptance.

4.11.1 Assess the Level of R^2 (Coefficient of Determination)

The level of R^2 is a measure of the model's predictive accuracy and it is also able to be viewed as the combined effect of exogenous variables on endogenous variable (s) (Ramayah et al., 2016). It also represents the amount of variance in the endogenous construct explained by all of the exogenous construct that linked together (Ramayah et al., 2016). The effect ranges from 0 to 1 with higher values indicating higher levels of predictive accuracy. There are three (3) different rules or more on the advised from scholars regarding the an acceptable of R^2, which are:

1. whereby 0.26, 0.13, 0.02 respectively, describing substantial, moderate, or weak levels of predictive accuracy (Cohen, 1988).
2. whereby 0.67, 0.33, 0.19 respectively, describing substantial, moderate, or weak levels of predictive accuracy (Chin, 1998)
3. whereby 0.75, 0.50, 0.25 respectively, describing substantial, moderate, or weak levels of predictive accuracy (Hair et al., 2014).

Additional information about R^2 are:

1. R^2 values should be high enough for the model to achieve a minimum level of explanatory power (Urbach & Ahlemann, 2010).
2. R^2 values should also be equal to or greater than 0.10 for the variance explained of an endogenous construct to be deemed adequate (Falk & Miller, 1992).

According to Ramayah et al., (2016) that R^2 increases when additional predictors are included in the model. Therefore, it is advisable by Wherry (1931) to use adjusted R^2 which can control model complexity when comparing different model set-ups.

Table A- R-Square, Kuala Lumpur

	R Square	R Square Adjusted
Intention	0.550	0.546

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.26: R-Square Results in Kuala Lumpur

Table B – R-Square, Berlin

	R Square	R Square Adjusted
Intention	0.732	0.729

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.27: R-Square Results in Berlin

The results of R-Square or R^2 for Kuala Lumpur data (refer to table 4.26) demonstrates that the value is 0.550 and R-Square adjusted is 0.546. Meanwhile, the results of R-Square or R^2 for Berlin data (refer to table 4.27) revealed that the value is 0.732 and R-Square adjusted is 0.729. The results demonstrate that the value are above 0.26 as suggested by Cohen (1988) which indicates a substantial model.

4.11.2 Assess the Level of f^2 (Effect Sizes)

Researcher have evaluated the effect size of the predictor constructs using Cohen's f^2 (Cohen, 1988). The effect size (f^2) is a measure used to assess the relative impact of a predictor construct on an endogenous construct (Cohen, 1988). According to Ramayah et.al (2016), the f^2 was conducted for multiple independent variables on dependent variables that will assess how strongly one exogenous construct contributes to explaining a certain endogenous construct in terms of R^2. The effect size is calculated using formula below:

$$f^2 = \frac{R^2\ included - \ R^2\ excluded}{1 - R^2 included}$$

Once with the exogenous latent variable included (yielding R^2 included) and the second time with the exogenous latent variable excluded (yielding R^2 excluded) (Ramayah et al., 2016). Hence, the rules of thumbs are the value $0.02 \leq f^2 < 0.15$ that represent a weak effect, value $0.15 \leq f^2 < 0.35$ represent moderate effect; and $f^2 \geq 0.35$ represent a strong effect (Cohen, 1988).

Table A- Effect Size, Kuala Lumpur

Effect Size (f-sq)

Predictor	Endogenous	R-Sq Include	R-Sq Excluded	Effect Size
Attitude	Intention	0.550	0.512	0.084
Subject Norms	Intention	0.550	0.322	0.506
Perceived Behavior Control	Intention	0.550	0.485	0.144

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.28: Effect Size Results in Kuala Lumpur

Table B – Effect Size, Berlin

Effect Size (f-sq)

Predictor	**Endogenous**	**R-Sq Include**	**R-Sq Excluded**	**Effect Size**
Attitude	Intention	0.732	0.518	0.798
Subject Norms	Intention	0.732	0.623	0.406
Perceived Behavior Control	Intention	0.732	0.712	0.074

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.29: Effect Size Results in Berlin

As shown in table 4.28 indicates the results of effect size data in Kuala Lumpur. The data shows that the predictor variable of Attitude has a weak effect which the value is $0.02 \leq 0.084 < 0.15$, the predictor variable of Subject Norms illustrates the value of $0.506 \geq 0.35$, and represents a strong effect, and the predictor variable of Perceived Behavior Control value is $0.02 \leq 0.144 < 0.15$ representing a weak effect.

Meanwhile, in table 4.29 indicates the results of effect size data in Berlin. The data shows that the predictor variable of Attitude and Subject Norms have a strong effect whereby the value is $0.798 \geq 0.35$ and $0.406 \geq 0.35$ represent a strong effects and predictor variable of Perceived Behavior Control value is $0.02 \leq 0.074 < 0.15$ represent a weak effect.

4.11.3 Assess the Predictive Relevance (Q^2)

In addition, the Predictive Relevance (Q^2) model is examined using the blindfolding procedure. A blindfolding procedure is a resampling technique that systematically deletes and predicts every data point of the indicators in the reflecting measurement model of endogenous construct (Ramayah et al., 2016). In addition, this procedure is used to compare the original values with the predicted values. If the prediction is near to the original value (i.e there is a small prediction error), the path model has a high predictive accuracy (Ramayah et al., 2016).

Therefore, according to Fornell and Cha (1994) explained that if the resulting Q^2 value is larger than 0, this indicates that the exogenous constructs have predictive relevance for the endogenous construct under investigation. The effect size is calculated using formula below:

$$q^2 = \frac{Q^2\ included - \ Q^2\ excluded}{1 - Q^2 included}$$

Below are the results on Predictive Relevant in Kuala Lumpur and Berlin (refer table 4.30 and 4.31).

Table A- Predictive Relevance (q-sq) in Kuala Lumpur

Predictor	Endogenous	Q-Sq Include	Q-Sq Excluded	Predictive Relevance
Attitude	Intention	0.336	0.314	0.033 (medium)
Subject Norms	Intention	0.336	0.195	0.212 (medium)
Perceived Behavior Control	Intention	0.336	0.297	0.058 (small)

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.30: Predictive Relevance Results in Kuala Lumpur

Table B -Predictive Relevance (q-sq) in Berlin

Predictor	Endogenous	Q-Sq Include	Q-Sq Excluded	Predictive Relevance
Attitude	Intention	0.513	0.363	0.308 (medium)
Subject Norms	Intention	0.513	0.439	0.151 (medium)
Perceived Behavior Control	Intention	0.513	0.491	0.045 (small)

Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.31: Predictive Relevance Results in Berlin

Table 4.30 and 4.31 are the data results of predictive relevance in Kuala Lumpur and Berlin. The results show that the Q^2 values for Attitude, Subject Norms and Perceived Behavior Control value ($Q^2 = 0.336$) in Kuala Lumpur and value ($Q^2 = 0.513$) in Berlin, indicating that the value are more than 0. If the Q^2 value is larger than 0, the model has enough predictive relevance (Hair et al., 2014; Fornell & Cha, 2014).

The results for small q^2 effect size are Attitude (0.033), Subject Norms (0.212) and Perceived Behavior Control (0.058) in Kuala Lumpur. Meanwhile, for data in Berlin, the results show for Attitude (0.308), Subject Norms (0.151) and Perceived Behavior Control (0.045). According to Hair et al. (2014) state that as a relative measure of predictive relevance, the values of 0.02, 0.15 and 0.35 indicate that an exogenous construct has a small, medium or large predictive relevance for a certain endogenous construct.

4.11.4 Assessing the Significance and Relevance of the Structural Model Relationship

The non-parametric analysis using this PLS will measure the results using a bootstrapping procedure. The purpose is to avoid inflation or deflation of the standard errors due to non-normality issues (Ramayah et at., 2016). In referring to table 4.32, the direct hypotheses are developed between the construct. The path coefficients, represent the hypothesized relationship that link the construct (Ramayah et al., 2016).

Based on the assessment of the path coefficient as shown in table 4.32 data in Kuala Lumpur, all three (3) namely are Attitude towards Intention, Subject Norms towards Intention and Perceived Behavior Control towards Intention are found to have t-value > 1.645, thus significant at 0.05 level of significance at one tailed test. Specifically, the predictors of Attitude ($\beta = 0.563$, $p < 0.05$), Subject Norms ($\beta = -0.193$, $p < 0.05$) and Perceived Behavior Control ($\beta = 0.369$, $p < 0.05$) are positively related to Intention to conserve the heritage building and sites in the city area, which explains 55% of variance in Intention.

The results also revealed that the t-value for Attitude (5.281 > 1.645) shows that the hypothesis decision is positively supported towards the Intention to Conserve the Heritage Building and Sites in the City area. The t-value for Subject Norms (2.357> 1.645) shows that the hypothesis decision is positively supported towards the Intention to Conserve the Heritage Building and Sites in the City area. As well as variable for Perceived Behavior Control that the t-value (4.097 > 1.645) shows that the hypothesis decision is positive supported towards the Intention to Conserve the Heritage Building and Sites in the City area. Thus, H1, H2 and H3 are supported for this research.

Meanwhile the results in Berlin revealed that the predictors of Attitude (β = -0.053, p <0.05), Subject Norms (β = 0.331, p <0.05) and Perceived Behavior Control (β = 0.615, p <0.05) are positive related to Intention to conserve the heritage building and sites in the city area, which explains 73% of variance in Intention which is higher than the results in Kuala Lumpur. However, results revealed for the t-value on Attitude ($0.415 \leq 1.645$) shows that the hypothesis decision is negative towards the Intention to Conserve the Heritage Building and Sites in the City area. The t-value for Subject Norms ($3.647 \geq 1.645$) shows that the hypothesis decision is positively supported towards the Intention to Conserve the Heritage Building and Sites in the City area. In addition to variable for Perceived Behavior Control that the t-value ($6.616 \geq 1.645$) also shows that the hypothesis decision is positively supported towards the Intention to Conserve the Heritage Building and Sites in the City area. Thus, only H5 and H6 are supported and H4 are not supported for this research.

Table A – Hypothesis Relationship for Data in Kuala Lumpur and Berlin

	Hypothesis Relationship	**Std Beta**	**Std Error**	**|t-value|^**	**p-value**	**Decision**
H1	Attitude -> Intention (Kuala Lumpur)	0.563	0.107	5.281**	0.000	***Supported***
H2	Subject Norms -> Intention (Kuala Lumpur)	-0.193	0.082	2.357**	0.009	***Supported***
H3	Perceived Behavior Control -> Intention (Kuala Lumpur)	0.369	0.090	4.097**	0.000	***Supported***
H4	Attitude -> Intention (Berlin)	-0.053	0.086	0.415**	0.339	***Not Supported***
H5	Subject Norms -> Intention (Berlin)	0.331	0.086	3.647**	0.000	***Supported***
H6	Perceived Behavior Control -> Intention (Berlin)	0.615	0.093	6.616**	0.000	***Supported***

** indicating significance at 0.01 (p<0.01)*
*** indicating significance at 0.05 (p<0.05)*

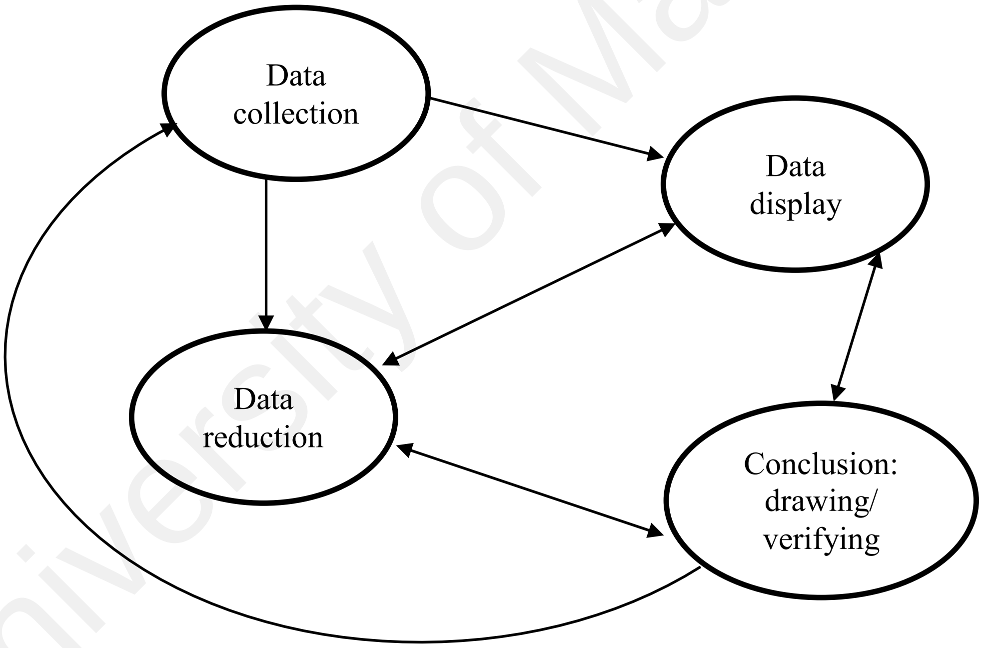
Source: Results Data by Shahariah, Shaharuddin (2018)

Table 4.32: Hypothesis Testing Results

4.12 Qualitative Data: Thematic Analysis

The data was obtained from the six (6) participants from focus group with structural interviews conducted in Kuala Lumpur, Malaysia and Berlin, Germany. However, the interviewed was conducted informally and ad-hoc basis based from the availability between researcher and informant. Every interview took approximately 20 to 30 minutes every session. According to Miles and Huberman (1994) the analysis for qualitative method comprises three (3) concurrent activities which are data reduction, data display, and conclusion either drawing or verifying (refer figure 4.40).

Components of Data Analysis



Source: Miles and Huberman (1994)

Figure 4.33: Components of Data Analysis

This research adopted the principle of component data analysis by Miles and Hubermen (1994) as explained above; and in additional the analysis of qualitative method is to explore the research question on:

What is the behavior of local public and the opinion of stakeholders towards the conservation of heritage building and sites in the city area?

NVivo 12 software was used to facilitate analysis of the interview transcript which allowed the transcript to be assessment according to codes, so as to identify the results to theme identification. The focus group consisted of academicians, a non-government officer (NGO), a member of the local public, a member of the local authority and local city tour guide that were been interviewed in Kuala Lumpur and Berlin. The interviews were recorded using voice recorder, video camera, camera and notes. All data were transcribed, and the transcript was coded manually and imported into NVivo 12 software. The results of the interviews are also linked to objective 3 which is:

To explore the behavior of local public and the opinion of stakeholders towards the conserving the heritage building sites in the city area.

4.12.1 The Product and Brand for City Identity

Based on data collection from interviews, of course, heritage building and sites in city area are very much needed of conservation because they reflect the city's identity or city image. Conservation is vital for the city development to create better quality of life especially in the city area. Once it was concluded by the informant who was interviewed by the researcher that the heritage building is able to attract more visitors either local or international tourist to see the evidence or heritage as a brand or heritage product.

This is also supported by the study of Teo and Huang (1995) stating that heritage is metaphorically passed from one generation to another and can be portrayed as brand for city identity. The perception of local public towards heritage building in the city area from one of the informants mentioned during the interviewed that;

.. the foreign or international visitor visit the heritage building and sites more frequent, cherishing or feeling mesmerizing with the heritage building as compare to the local visitor. However, that does not mean that they don't care about their heritage. Nowadays, we can see that the local public starts to enjoy their free time hanging out, near the heritage sites due to the good ambience that has influenced on the heritage building showing the authenticity of the city image ... ..sometimes during weekend as lifestyle in city area.

(Informant ID002, 2016)

From the above data collection from one of the informant, it is clear that heritage building in the city area was a city branding that attracts visitors. Apart from that, there is also a statement taken during the interview about the perspective of the local public towards the heritage building in the city area stated that the local public, these days, they enjoy the uniqueness of the heritage building and its surroundings with family and friends either on weekends, holidays or leisure. This is because of the uniqueness of the scenery, the elements and the characteristics of the heritage buildings indirectly give aesthetic value and show the authenticity of the city image. The city branding mainly based on three key attributes, which are image, uniqueness and authenticity (Riza, Doratli, & Fasli, 2012).

In addition, the heritage buildings by conserving the unique buildings or the historical elements will able bring memories. The memories from the life experience of various cultures of the people which would attract more tourists to travel back to the place or the international tourist will be able to see the evidence of the cultural heritage building or as evidence of the cultural heritage life. This is also stated by the informant regarding the importance of conserving the heritage buildings in the city area.

Every past life experience in a particular place is certainly different from the experience of life in other places and definitely the heritage building, sites and area provide evidence for the memories. It is true that heritage building is a product and brand to the city identity.

(Informant ID003, 2016)

An interview with one of the informants, reveals the relationship between experience and satisfaction with heritage buildings as a unique product. That is, they have a profound impact on their lives. It is also said by the informant during the interview, the heritage is very close to the experience and the existence of the heritage building.

I still remember during those day, my childhood days that my parents always brought me to the place…. I still remember the fun that I had with my siblings running around, playing in front of the historic building… the historic landscape… the famous restaurant that provide unique taste of cultural dishes. And, still every time I walk or passed by the area, I do feel and smell the memories. The life experience is not the same at any place and it is uniquely that conveyed as the city brand.

(Informant ID004, 2018)

Nevertheless, nowadays, according to the data of 'Informant ID001' stated that the tourist, whether local or foreign, is no longer merely looking at the building of sophisticated or modern building; uninteresting design but, in fact, some prefer historic buildings that are rich in cultural elements, or historic characteristics. There is also a heritage building that reflects romantic memories or brings back memories of traditional local area life that attracts more visitors to visit. Places can be branded as products and services (Anholt, (2010); Killingbeck & Trueman 2002; Hankinson 2001).

4.12.2 The Sense of Place to Individual, Community and Society

The findings from thematic analysis for theme 2 conclude that perception of the local public of the conservation of indicating that the heritage buildings and sites provide a sense of place to individuals, communities and wider society. According to the interviews from 'Informant ID001' stated that heritage buildings are very important because they have a profound effect on cognitive experience.

The heritage building, historical or cultural building… showed a perception of individual or group on relationship with the place, a special feeling, a cultural belief, aesthetic and subjective values with the surrounding and environment of the heritage either physical or social elements.

(Informant ID001, 2016)

According to Basso (1996) mentioned about certain places prompt acts of self-reflection, 'inspiring thoughts about who one presently is, or memories of who one used to be, or musings about who one might become'. The symbolic and practical continuity with a locality can give meaning to a place and recreate it through personal history and the memory of lived experiences (Harrington, 2004). About heritage buildings as the sense of place also mentioned and expressed by 'Informant ID006' and 'Informant ID02' during the interview where their perception on the importance to conserve the heritage building in the city area.

I am so happy because here, there are various historical building that are still maintained and preserved in this urban area. Thank you to the authority. This is because the heritage building gives meaningful to the people as a sense of belonging.

(Informant ID006, 2016)

…..…the function of heritage property is a place for meditation, spiritual and religion that continuously gives responsibility and connection to the individual, community and society. Also, as community engagements or as social attachment when they go the place.

(Informant ID002, 2016)

Where, the questions asked about ‘is there any tendency of local public not satisfied in the destruction, modification or rebuilding the heritage in the city area, the most informant was not happy, however, they do understand the nature of administrative or business activities around the area. For example, the informant id003 mentioned:

Even though there is a modification or restoration done to the heritage building which will conserve and preserve it, we do feel the remembrance of the past with the local identification of historical place.

(Informant ID003, 2016)

Most of the informants during the interviews described the perception of the heritage buildings and sites that are mostly about feelings, connections and relationships by which the purpose of the heritage, cultural or historical building to provide a sense of a place to the individual, community and society.

4.12.3 The Lack of Motivation and Support

Various programs and fundraising activities have been conducted by non-profit organizations or non-government offices (NGOs) related to conservation heritage property, buildings and sites. However, there is still s lack of support for the involvement or participation in decision making from the local public. This was explained by interviews by 'Informant ID004' stating:

As non-profit organization, we have been organizing various of event and program relates to the heritage conservation. But, when we called out for participation, for example to get input on decision making for conservation, they still have doubt and feels that it is the local authority or government responsibility to do any arrangement and decision.

(Informant ID004, 2018)

The interviews from the focus group below clearly expressed that conservation activities were based on the decision to accommodate the public benefits. Also, the necessary support from related stakeholders makes the process of conservation and sustainability more organized and methodical. Consequently, the local community had not participated in the decision making process of any proposed developments and the absolute power to decide was handed to the government (Marzuki, 2015).

However, according to the informant during the interview, the local public allow the involve in the decision making process from the early stage of related planning procedure and input on specific issues with aspirations and public interest.

The improvement in decision making process from the individual, community and society is needed and need to investigate it seriously because it would benefit to the quality of life in the city area. ……lack of motivation from the individual to fight for the conservation of heritage building, lead to poor process and the essential from the public perspective will be ignored. So, the important view from local public will be dismissed. There was occasion where we… the public…. fight for it…but still the historic building was turn down. Furthermore, the important of heritage property and building able to contribute to the economic, social and environmental benefits. With the involvement of public, can save a lot of money for professional fees such as conducting market or feasibility studies that can involve the community or society in getting the information about the heritage sites for public benefit.

(Informant ID002, 2016)

According to Fitri (2007) that the conservation efforts and development has been criticized by various social groups, due to that there were increasing awareness amongst the experts and decision makers and local, national or global social classes; and '*Perhaps it is too late, but this is a progress that raises hope for local cultural heritage preservation'* (Fitri, 2007).

In my opinion, the support from the stakeholder such as the government, the politician, local authority, private organization and society for the protection is crucial. The heritage building in the city area must be protected. Without the support such as fund, professional contribution from stakeholder, of course the community unable to run any relevant development programs that relates to the conservation of heritage.

(Informant ID006, 2016)

However, if decision making or the involvement of the local public was not involved the possibility of removal or the conservation of heritage buildings would not be known publicly. This will cause the public to feel unfair and feel unsatisfied when the building has to be demolished, remove or not conserve.

The removal of the historic or like an old building which disuse or no functional, will make the public unsatisfied or disappointed. There will be no more historic or architecture style.

(Informant ID001, 2016)

Not only the support in terms of involvement but financial, budget or grant perhaps can also be imposed to the local public that interested in preserving their private property in the city area rather than the property was being neglected or unused. Successful restoration and valorization of cultural heritage can have both significant cultural and economic benefits at the local, regional and even national levels, in terms of improving a region's standing for investments, increasing or redirecting tourism flows and spending, creating and upgrading local employment (Clausse, 2013).

Other than that, apart from financial difficulties, there is no legacy awareness, mostly around the heritage site was heritage business or shop houses that their business prospects were decline, no continuity of ownership interest and no business operation continuation has caused the building to fail to be properly maintained, some of which have been damaged and waiting to collapse.

(Informant ID005, 2016)

4.12.4 Education and Knowledge

Another important element in the perception of the local public about the heritage building and sites conservation is that of education and knowledge which is theme 4. According to one of the informant mentioned that each of individual or member of the public needs to be educated and knowledgeable about the value of heritage.

What is so important about our heritage? Well, we've got to conserve because it is a physical evidence. The evidence that shows the significant history on certain places, occasions, events, or life memories. But, evidence without meaning, to me, it's sad. So, at least, we need to know what, why, where, when and how…….

(Informant ID005, 2016)

I think a person who appreciate heritage should have a good knowledge or at least minimal knowledge of the historical or cultural heritage, or else, the aesthetic value or subjective value will be no value to a person.

(Informant ID002, 2016)

In the opinion of some informants during the interview that if an individual or a person takes knowledge or adds knowledge about historical or background of the heritage buildings will indirectly increase value and appreciation to heritage buildings.

My recent visit to one of the cities that well-known of their cultural, historical building symbolic and unique architecture… I did some research before I went to the historical building so that I can understand the meaning, the sociocultural of a place. And, I am glad I did that, the gathering information and seek relevant info. So I learned and increased my awareness of the important of preservation and conservation.

(Informant ID006, 2016)

In addition, improving education and knowledge about the heritage will also increase the sense of responsibility for the preservation and conservation needs of the heritage buildings especially in the city area.

Public should educate themselves about the important of preservation and conservation the cultural or heritage building. Or know about what they should do, what their responsibility, what benefits that they will gaining as well as benefits to society. From my observation, the engage merit of the community towards conservation of the heritage is very poor. This is not in line with the concept of city harmony with heritage sustainability. The community involvement is voluntary, so the number of persons who are involved with conservation activities is only a particular group or people who feel the heritage in important to them. Another example is that although most urban communities settled in the area or around the heritage sites, they still lack knowledge about heritage surrounding them.

(Informant ID005, 2016)

From the results, it may be seen that education and knowledge of the local public is important to increase their perception on behavior towards the conservation and preservation of heritage property or building in the city area. The results summarize that the heritage building as follows; (1) an evidence that shows the significant history on certain place, occasion, event or life memories, (2) a person who appreciates heritage should have a good knowledge or at least minimal knowledge about the historical or cultural heritage; (3) research beforehand to the historical building able to understand the symbolic, elements and also the sociocultural of a place; (4) public should educate themselves and the responsibility that will benefit society; (5) no legacy awareness, no continuity of ownership interest and no business operation continuation has caused the building to fail to be properly maintained, some of which has been damaged and waiting to collapse.

4.13 Triangulation Analysis

The term triangulation refers to the practice of using multiple sources of data or multiple approaches to analyzing data to enhance the credibility of a research study (Salkind, 2010). The data analysis between positivist and empiricist from quantitating data and interpretive perspective from the qualitative data guided the overall research framework and complemented with significant results. The idea is that to have a strong implication in the findings.

The triangulation analysis was using the data triangulation that obtained from the quantitative data collected first, followed by qualitative data collection (Creswell, 2014). However, the results from qualitative or interviewed achieved from the stakeholders' perspective about the local public behavior on conserving the heritage buildings in the city area. The purpose is to use the qualitative results to further explain and interpret the findings from the quantitative phase (Denzin, 1970). The procedures for analyzing the data are as follow:

a. Identify the units of analysis from each focus group. All the data will be transcribed from the video recording and also voice recording during the interview.

b. All the data that have transcribed will be code according to the words, phrases, sentences and some sentences by paragraphs.

c. Then, separation of data will be done if the sentences are long or by paragraphs. This will be going through several processes so that the code will be able to justify the relevant data.

d. The researcher will go through again the transcript and the coding, the code should describe the meaning of the text as open coding.

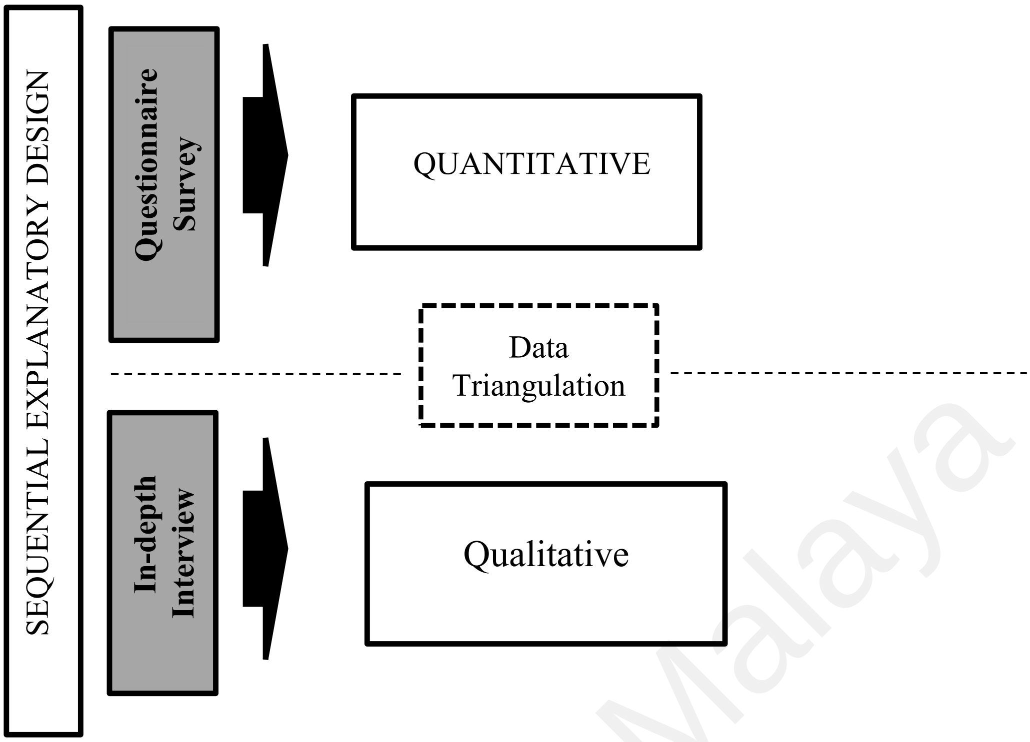
e. Next, all codes that have been done will be listed. The researcher will examine the codes; this is to reduce the long list of coding to the manageable code of data.

f. Then, the researcher will do the closed coding from the large number of coding to the specific theme such as from 25 codes to sub-codes, then narrowing to final code.

g. The final themes will be done to reflects the objective of the research and the purpose of the research.

The analysis indicates the results from the thematic analysis on public perception of behavior are; Theme 1: The product and brand as city identity; Theme 2: The sense of place to individual, community and society; Theme 3: Education and Knowledge and Theme 4: Lack of motivation and support. With the process of using more than one data collection technique to make the research findings more reliable and variable for this research on the local public perception of behavior towards the intention to conserve the heritage buildings in the city area.

Data Triangulation Analysis



Source: Shahariah, Shaharuddin (2014)

Figure 4.34: Data Triangulation Analysis

4.14 Summary

This chapter has presented the analysis that has been discussed in chapter 3 which is the research design and research procedures in obtaining the data collection. Hence, in this chapter discusses the findings of data to answer the research questions and to achieve the objective of the study. This chapter provides an interpretation of data analysis by using the descriptive analysis and inferential analysis by using PLS-SEM Path Analysis for quantitative from questionnaire survey at there (3) heritage building and sites in Kuala Lumpur and Berlin. For qualitative data collection, in this chapter also discussed about the interpretation data by using the thematic analysis by using NVivo 12 from six (6) focus group in Kuala Lumpur and Berlin.

CHAPTER 5: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter explains the data analysis process using the statistical methods and non-statistical method that have been described earlier in Chapter Four. All the data from the questionnaire and in-depth interviews from focus group was analyzed according to the objectives of this research stated early in Chapter One. Findings from each objective will be explain in this chapter. Furthermore, this chapter will discuss the implication according to the research done in terms of the public perception on behavior towards the heritage buildings and sites conservation in the city area.

5.2 Attitude of Local Public to Conserve the Heritage Buildings in the City Area

The first objective of this research is to examine the perception of the attitude of the local public in Berlin and Kuala Lumpur that influence the behavior regarding the conservation of heritage and sites in the city area. The objective has been achieved from literature review, the descriptive analysis and inferential analysis with the theory used in this research.

The terminology of attitude by Crano et al (2010) states that when someone who has a positive or negative assessment of certain behavior from human factor. Meanwhile, based on the theory that has been used in this research, namely the, TRA and TBC theory of Ajzen (1991 & 2015), we may see that if a person has a distinctive positive behavior, that person will have a positive attitude in performing the behavior or behavior intention.

Hence, the attitude can influence the intention to the conservation of heritage and sites. However, the variables that measure the attitude are knowledge and experience. This is because, according to Bock et al., (2005) knowledge was used as an attitude to investigate the influence of behavior intention as well as research conducted by Poudel & Nyaupane (2012). There are various scholars (referred to chapter 2) who have used experience as variable in their studies and research. This is because the perception from experience, thought or feelings can predict and influence the individual and subsequent outcome.

The results of the descriptive analysis revealed that the highest variable of knowledge that has been selected by the local public in research about heritage building and sites has increase the local public knowledge about the past and present of the place. Both cities, in Berlin and Kuala Lumpur obtained the equivalent result from the local public. The potential in decision-making to sustain the heritage building and site in the city area from the perspective of local public or intention to conserve is high there is an increase in awareness and knowledge. An understanding of significant history is critical to the local public with a sense of the existence of this heritage building and site.

As for the experience, both local public also choose the same thing with the local public going to heritage building and site, they will have a good experience and satisfied when visited to the heritage building and sites. This shows that the existence of heritage building and sites will indirectly improve the quality of life. This is highly recommended and in line with UNESCO's sustainability. Hence, in inferential analysis that has been conducted to test the hypothesis (refer figure 4.32)

The results show that there is relationship with the attitude of local public towards the intention to conserve the heritage building and sites in the city area in Kuala Lumpur. The research on ‘Predicting Residential Water Conservation’ by Marandu, Moeti and Joseph (2010) indicated that attitude has significantly predicted the residential towards the water conservation in Botswana. However, the results for local public in Berlin were different that the hypothesis is rejected and the decision was not supported that there is a negative relationship in terms of the attitude towards behavior intention to conserve the heritage building and sites in the city area (refer to figure 4.32).

H1: *There is a positive relationship on attitude of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area. -* ***Supported***

H4: *There is a positive relationship on attitude of local public towards intention to conserve the heritage buildings in Berlin city area. –* ***Not supported***

Nevertheless, this research focuses on the attributes of heritage building and sites in the city area only. Even though, the local public significantly strongly agree with knowledge and experience for heritage buildings for both countries in Berlin and KL (refer to descriptive results in section 4.3.2) however, there are other factors and elements contribute to positive and negative impact towards the intention to conserve which can be continuous or further research. Also, during the assessment of measuring the validity and reliability of the construct or variables, data item 'Exp5' was removed for KL, but not data in Berlin, because construct 'Exp5' was acceptable for validity and reliability (see figures 4.14 and 4.15). However, the results are contrary to the H1 and H4 hypotheses. Remove item also a contributing factor to the mean construct imbalance. Further studies or repeat studies are suggested for further investigation. Besides, the relationship between the attitude of local public and the intention to converse the heritage buildings in the city area was not supported in Berlin because every area or whether in Asia and Europe has a distinctive cultural style for each urban and city area which give the impact to results (further explanation in section 6.3).

5.3 Subjective Norms Influence or Motivate the Local Public to Conserve the Heritage Buildings in the City Area

The second objective of this research is whether subject norms influence or motivate the local public the heritage and sites in the city area. Subjective norms or known as subject norms is referring to perceptions of relationship where a group of people had a major influence on people's behavior (Prabandari & Sholihah, 2014) and in Ajzen (1991) the purpose of a belief that is called normative belief, which is the belief of consent and or disapproval of referent another influential person and group. When the researcher conducted pilot study, this variable was obtained firstly from literature sources, observations and interviews indirectly to obtain a variable that was appropriate to the study, namely; (1) family; (2) educator; (3) community and society which has been described in chapter 2.

The results show that community and society have a high impact on the influence, support and help to provide better knowledge or to involve the local public either in Kuala Lumpur or Berlin to conserve the heritage building and sites in the city area. Similarly, both countries in Berlin and Kuala Lumpur obtain the equivalent result from the local public in descriptive analysis. This shows that the involvement of community and society is very important, as described in chapter 2. Public engagement such has community and society support of the safeguarding the urban heritage will increase recognition and sustainability (Göttler & Ripp, 2017). Meanwhile, the results of testing hypothesis through inferential analysis (refer to figure 4.32) which is:

H2: *There is a positive relationship on subjective norms of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area. -**Supported***

H5*: There is a positive relationship on subjective norms of local public towards intention to conserve the heritage buildings in Berlin city area.* ***-Supported***

The results show that there is a relationship with subject norms of local public towards the intention to conserve the heritage building and sites in the city area in Berlin, as well as Kuala Lumpur. The positive in the hypothesis results shows a group of people having a significant influence on people's behavior, such as in the study by Prabandari & Sholihah (2014). Meanwhile, research by Goldenhar & Connell (1991) on predicting the recycle behavior, illustrates the subjective norms were directly related to intentions but only for females.

5.4 Perceived Behavior Control to Conserve the Heritage Buildings in the City Area

The third objective is to determine perception on relationship with perceived behavior control towards the intention to conserve the heritage building and sites in the city area. These variables are also derived from the literature source and past studies associated with this study which are; (1) education resources; (2) cultural element, art, fashion and lifestyle; (3) historical, aesthetic or original structural and material; (5) social gathering & community activities; (6) good facilities. According to Ajzen (2015), the more the individual feels the influential support, the greater the control they feel or the behavior and vice versa.

From the results found, the local public in Kuala Lumpur prefer good facilities and heritage architecture view and heritage surrounding as the main interest to sustain the heritage building and sites in the city area. Meanwhile in Berlin, local public preference are good facilities and social gathering and community activities as the choices for the main interest to sustain the heritage building and sites. This shows that both countries from the local public perspectives select good facilities for one of the interest as intention to sustain the heritage building and sites in the city area.

According to one of the informants too good facilities or maintaining the heritage building with increase the interest of public will be able to sustain the heritage building and reduce the damages and dilapidation. Meanwhile, the local public in Berlin that prefer the social gathering and community activities, as perceived behavior control is supported by Scheffler Annual Report (2017) that the urban heritage and the institution should have geared towards a more participatory cultural and introducing innovative approaches to the governance of heritage. It also shows that the local public in Europe is more aware than the social and community approach in participation and is very important in sustainability and development of heritage building and sites in the city area. It is also possible that the exposure is more extensive than in other Asian countries but this is still blurry and can be further developed for research.

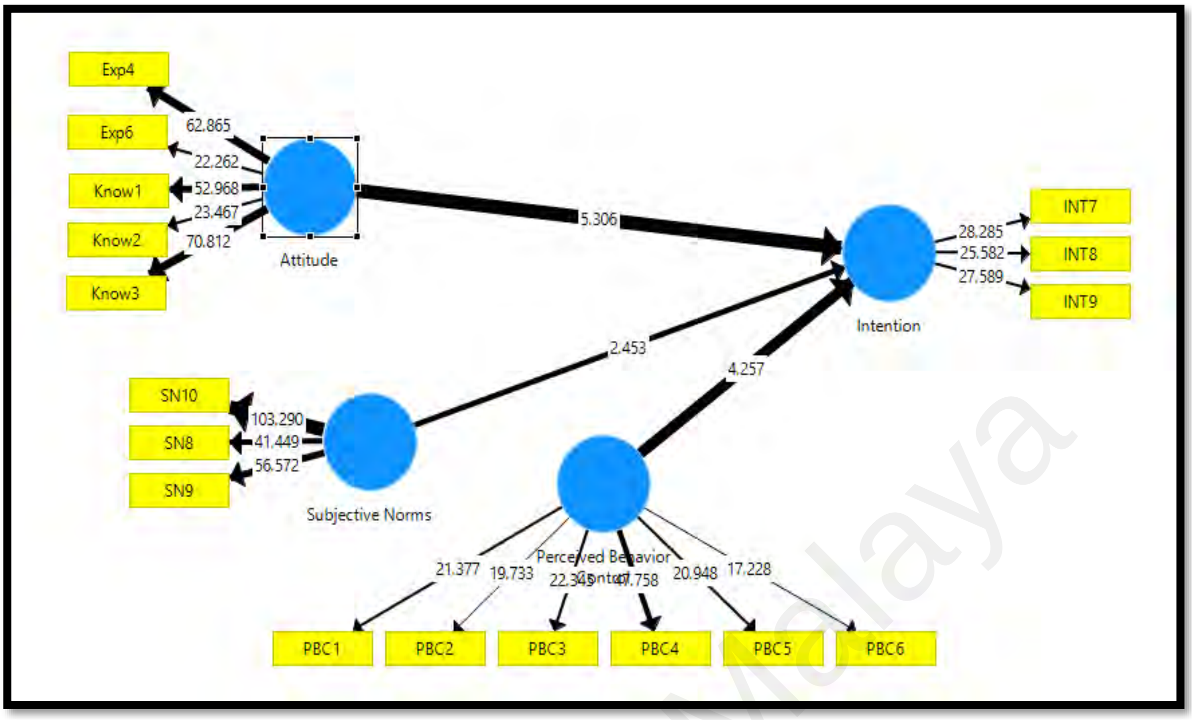
In the inferential analysis by using the SEM Smart PLS 3.0 as described in Chapter 3, we tested the hypothesis that shows in the results (refer to figure 4.32) there is a positive relationship on perceived behavior control towards the behavior intention in Berlin and Kuala Lumpur. The positive in hypothesis results shows that control using variables of interest, facilities or self-satisfaction gives effectiveness or is significant towards the behavior intention (Prabandari & Sholihah, 2014; Ajzen, 2015; Ramdhani, 2011).

H3: *There is a positive relationship on perceived behavior control of local public towards intention to conserve the heritage buildings in Kuala Lumpur city area.* ***-Supported***

H6: *There is a positive relationship on perceived behavior control of local public towards intention to conserve the heritage buildings in Berlin city area.* ***-Supported***

In this research, as shown in figure 4.32 and 5.1 illustrated on the hypothesis testing using the bootstrapping direct effect results in Kuala Lumpur and Berlin. The model indicating the research variables path that shows relationship of the effect to behavior intention to conserve the heritage building and sites. The inner and outer model are using the t-values that reflects the highlighted path from relative values.

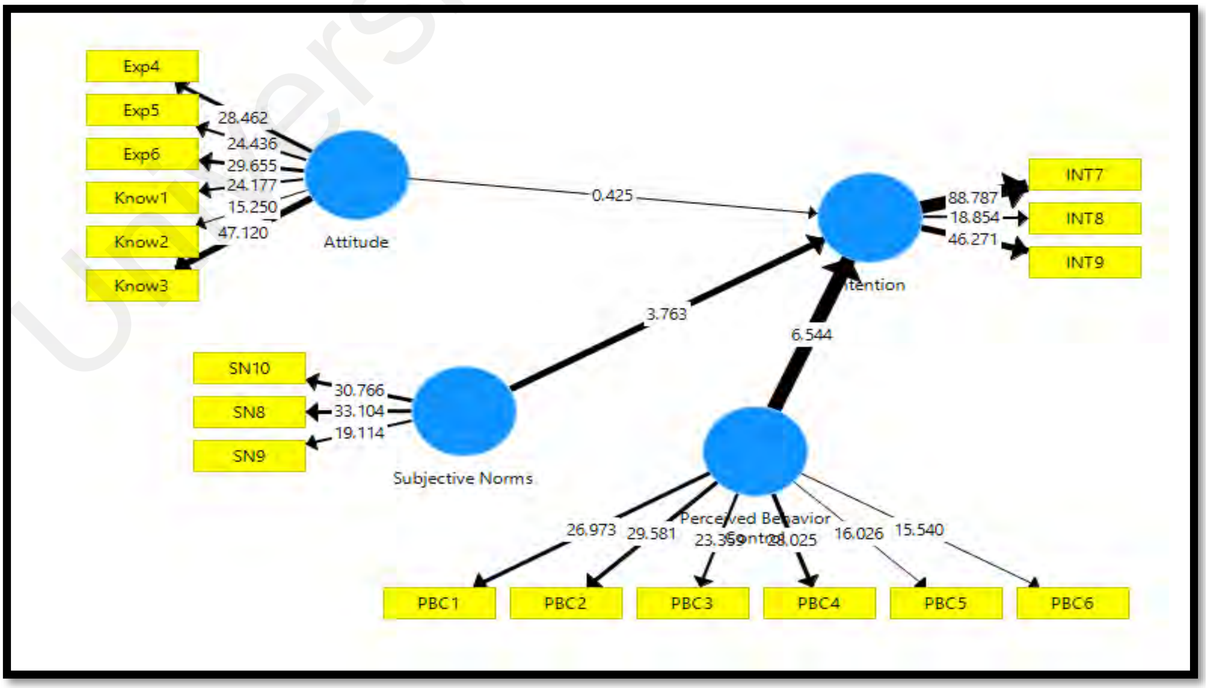
Table A -Hypothesis Testing: Bootstrapping Direct Effect Results in Kuala Lumpur



Source: Results Data by Shahariah, Shaharuddin (2018)

Figure 5.1: Hypothesis Testing Results in Kuala Lumpur

Table B -Hypothesis Testing: Bootstrapping Direct Effect Results in Berlin



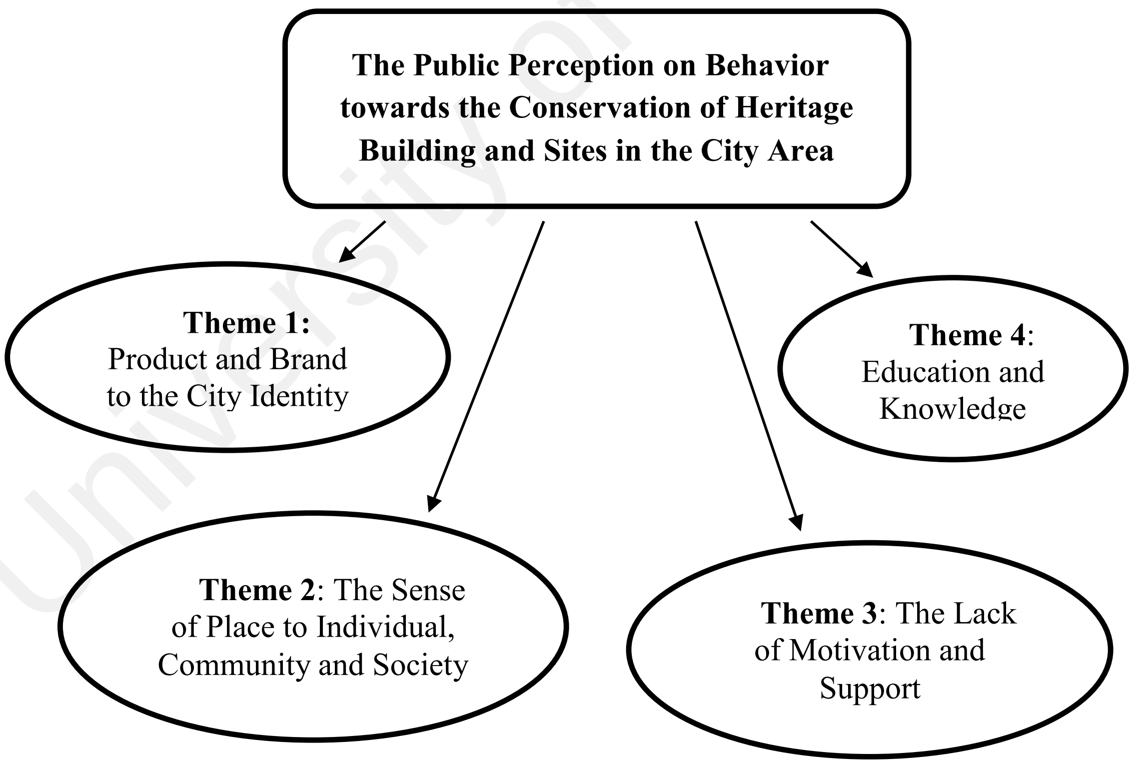
Source: Results Data by Shahariah, Shaharuddin (2018)

Figure 5.2: Hypothesis Testing Results in Berlin

5.5 Perception of Behavior from the Perspective of Stakeholders

The researcher has interviewed about six stakeholders consist of public, non-government officer (NGO), academicians and related to the subject areas (refer to topic 2.9 on explanation criteria of stakeholders). This is to explore the behavior of the local public and the opinion of stakeholders towards the conserving the heritage building sites in the city area in Berlin and Kuala Lumpur. Overall, through thematic analysis that has been carried out with the use of NVivo 12 software, the researcher has presented results for four themes as shown below (refer figure 5.3). The following is an analysis based on the flowchart over an interview that has been conducted. Further explanation of the results and findings are discussed as follows:

Thematic Analysis from Interview



Source: Results from Thematic Analysis done by Shahariah, Shaharuddin (2018)

Figure 5.3: Thematic Analysis from Interview

According to Riza, Doratli and Fasli (2012), branding cities is a part of strategy that aims to promote the image of the city, its products, tourism and attract investment. The researcher also revealed that the brand of a city enables its description, interpretation and connections with specific characteristics, values and emotions. This is in line with theme 1 that namely the local public feels the need for conservation as being important because heritage building and sites are the product or brand for the city identity. Brands represent a set of tangible and intangible values of the product for its consumer, however, according to Sevin (2014) the cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that in our minds about a specific state, a city or a region.

The result for theme 2 is 'The sense of place to individual, community and society'. indicating that the heritage building and sites provide the sense of place to individual, community and society because it has a profound effect on cognitive experience. Through the findings of the interview it is also revealed that heritage buildings have a perception of individual or group on relationship with the place, a special feeling, a cultural belief, aesthetic and subjective values with the surrounding and environment of the heritage either physical or social elements.

In addition, for a heritage building with a spiritual value, such as a house of worship which regardless of religion and race, allows for a place for meditation, spirituality and religion also makes establishes continuously giving responsibility and provides a connection to the individual, community and society as well as community engagements or as social attachment.

For theme 3, 'The lack of motivation and support through a qualitative study on perception of local public the intention to conserve the heritage building and sites. Through the findings, one of the reasons for perception and intention to conserve from local public perspective is that they lack of motivation. This is because despite various programs, activities and fundraising that have been conducted, there are still lacking in the support in terms of involvement or participation in decision making from the local public. Some, feel that it is the local authority or government responsibility do to all the arrangement and decision about the conservation in the city area.

Meanwhile, one of the informants mentioned that there is also a lack of motivation from the individual to fight for the conservation of heritage building, lead to poor process and their voices have been ignored. It makes them feel that their participation or involvement will not significantly help to the initial process for safeguarding the heritage building and sites. Furthermore, with the removal of the historic or like an old building which disuse or no functional will make the public unsatisfied or disappointed. There will be no more historic or architecture style which they do feel that the relevant authority not include the public beneficial. Thus, without the support such as funds, professional contribution from stakeholder and of course the community, it will not be possible to run any relevant development programs that relate to the conservation of heritage.

Nevertheless, theme 4 which is ‘Education and knowledge’ is important to the local public to sustain the heritage building and sites in the city area. This will increase awareness, sense of responsibility and responsibility for the heritage that reflects the local cultural heritage whereby there will be more local people involved in safeguarding our heritage. Through the interviews, there are informants state that when he made research or added information before visiting historic places, he indirectly increased awareness and appreciated our evidence of history. The local public need to know their responsibilities that actually benefit indirectly to them.

Although, community involvement is voluntary, however, the responsibility and role of the public towards the heritage is very important. From the findings through interviews in urban or city areas, the heritage buildings were not properly maintained, damaged and some were waiting to collapse. This is due to non-concern or not feeling responsibility for the property such as where there is no continuity of ownership interest and continuation of business operations. However, the building still has its own distinctive uniqueness and aesthetics.

5.6 Summary

In conclusion, chapter 5 has described the findings for each research objective that has been obtained from the data collection and analysis that has been carried out as described in chapter 4. Among these are the perception of behavior from the attitude of the local public, the subjective norms influence or motivate the local public to conserve the heritage building and sites, the perceived behavior control as interest to the local public and the perception on behavior of local public in the perspective of stakeholders. The chapter also discussed the results from the thematic analysis on public perception of behavior which are; Theme 1: The product and brand as city identity; Theme 2: The sense of place to individual, community and society; Theme 3: Education and Knowledge and Theme 4: Lack of motivation and support.

CHAPTER 6: RECOMMENDATION AND CONCLUSION

6.1 Introduction

This chapter provides the conclusions of the research which is related to the topic of which are the perception of behavior towards intention to conserve the heritage buildings and sites in the city area. The researcher will also explain about the proposed future study based on the analysis of the findings for better knowledge in related field and as benefits to relevant industries. Finally, researchers will summarize the research studies that have been conducted.

6.2 Summary of Findings

The research design by using quantitative and qualitative method has successfully achieved the results. The research has adopted the theory of TRA and TPB whereby the theory able to distinguish a person that if they have a positive attitude, subject norms and PBC, likely they will positively perform the behavior or behavior intention. The results in the descriptive analysis for Kuala Lumpur and Berlin has shown that both countries have positive results for attitude. This shows that the potential in the decision or intention to conserve is high. However, in hypothesis results for local public in KL indicated that there is a positive relationship but a negative relationship for the local public in Berlin on attitude towards the behavior intention.

From the results of the analysis and findings conducted through questionnaires survey and interviews, the local public plays an important role in decision-making to conserve the heritage property in the city area. Although, all objectives have achieved, therefore, objective one has contradicted hypothesis whereby the relationship on the attitude of the local public towards the intention to conserve in KL has differed from the local public in Berlin. One of the factors is due to the elimination of data while measuring the validity and reliability. This cause the means of the results were imbalance. According to

Patterson (2001), the danger in the elimination of the indirect-measure variables in the loss of valuable information, which may suggest that the removal of items in KL may influence for local public behavior to be further studied. Possibility, the variables or construct item need to be emphasized because of the differences between Asian and European cultures that can be further studied as well. Results in-depth interview or qualitative studies from the theme could also be include as further recommendation studies as one of the variables or construct item for future research.

The second objective which is the subjective norms, where it was referring to a group or a people that influence the local public behavior. The findings show that community and society have a high impact on the influence, support in the intention to conserve the heritage building in the city area for descriptive analysis and hypothesis results shows that there is a positive relationship on subject norms towards the behavior intention. As well as, the hypothesis for perceived behavior control that there a positive relationship for both countries which has been the measure for objective three (3) which supported the Intention to Conserve the Heritage Building and Sites in the City area.

The findings of the qualitative method by using the thematic analysis which is for objectives four (4), demonstrates that there a four (4) theme which are theme 1: Product and Brand to the City Identity; theme 2: the sense of place to individual, community and society; theme 3: the lack of motivation and support and theme 4: Education and knowledge. The triangulation analysis has achieved to provide significant results on the perception of behavior on local public towards the heritage buildings in the city area. In addition, the heritage buildings and sites are a tangible heritage that is essential in terms of existence and stresses the necessity for conservation especially in city areas. The results and findings that have been presented in this research on the benefits and importance of conservation of heritage buildings and sites and relevant stakeholders proved that public will influence the outcome to conserve.

6.3 Limitation of Research

In conducting this research, there are limitations faced by researcher mainly involving statistical analysis. The research focused on two (2) local public perspectives in Kuala Lumpur and Berlin that emphasize city attributes. Therefore, there is a difference in the results although descriptive analysis shows positive results but during the analysis conducted for inferential analysis, there is a difference results such as beta coefficient to be very low indicating to weak relationship for attitudes, subjective norms and perceived behavior control. According to Edward (1976) in Flower et. al (2017), the results in TRA may vary across cultures because there are two types namely high context culture and low context culture. In the study by Edward (1976) for water conservation studies, most Asian countries are classified as high context culture when compared to western cultures that in deemed to be low context culture.

With the small sample size despite accuracy of data and even though it is accurate and the convenience sampling, if the sample uses stratified sampling then this study will be more targeted to a specific group to investigate. Moreover, there is an inevitable limitation in qualitative research whereby there are situations where the contributors of information refuse or are unable to assist in providing information because the information is considered confidential. Due to this, the researcher has to adjust questions and foreign explanations for the interview so that the question can be answered and the objective of this study is achieved. Besides that, the economic value or heritage value were the limitation which could be research for future studies. This is because it is an aspect of the worth or importance attached by people to qualities of places.

6.4 Further Research Recommendation

For future research, it is recommended that the intentions such towards socio-cultural and local distinctiveness be explored, so as to relates between the attitude, subjective norms, perceived behavior control and intention to conserve the heritage building. In addition, the further recommendation for this research is to include the geo-cultural and local distinctiveness to theoretical studies. This will allow for a closer study of the perspective.

This is because every area, whether in Asia or Europe has a distinctive cultural style for each urban and city area. Perhaps, a difference research site is recommended such as in Penang or Malacca in Malaysia that has been recognize as World Heritage Sites or others Asian country such as Thailand, Indonesia or Vietnam. Meanwhile for Europe country such as France, Italy or Greece. A follow-up study would serve to provide a more recognized and increased socio-economy for local areas, adding a place function to local public, buildings and sites in the city area. The proposed review of the study is to further develop the potential as well as to enhance the benefits the community can gain and to improve the quality of the study of significant heritage tourism and city development.

Furthermore, the intention behaviors able to raise awareness among stakeholders for further research for sustainability of heritage and city development. The larger sample size is recommended that able to seek substantial local public perception by using stratified sampling then this study will be more targeted to a specific group to investigate. Finally, assessing the rights of local public in the conservation and preservation of heritage should be carried out in the future. This is because various aspects of the research need to be studied to develop the heritage product in the city that is beneficial to the local public.

Through the results of this study, the need to review and revise the procedures, policy and guidelines to strengthen the process of conservation activities with local public perspective appropriate in each area is essential. The guideline issued by the international authority is comprehensive but not specific to the areas according to factors and element heritage. Through these appropriate guidelines, the local public can learn and increase awareness and knowledge about their responsibilities and their role in preserving and conserving heritage buildings. For example, World Declaration on the Urban Development Cities 2030, which took place in the Kuala Lumpur on 7- 13th February 2018. The new implementation of policy and guideline of city development whereby will be safeguarding our heritage building and sites in the city area. From the public's perspective, the act of inviting to engage in the decision-making process consider as a sign of acceptance by the government (Marzuki, 2015).

6.5 Research Implication

The main implication of this study is the benefits of the theory. The researcher has used the theory of Reasoned Action (TRA) and Theory Planned Behavior (TPB) to identify perceptions on behavior from local public perspective for the intention to conserve the heritage building and sites in the city area. Nevertheless, this research focuses more on the decision and importance from the perspective of local public towards the heritage conservation in the city area as the behavior intention. This study has taken two (2) perspectives of local public in Berlin and Kuala Lumpur about the heritage conservation and the theory as associated with the study. Hence, the result of this theory can give exemplary, experience, group or individual influence on the local public as well as perceived control factor for the intention to conserve the heritage.

6.5.1 Theoretical Implication

The theory initially used in social psychological that was introduces by Martin Fishbein in 1967. Nowadays, the theory of TRA and TBC has widely used for perception and human behavior (Trafimow, 2015). This theory is also used to obtain the prediction of intention to perform a certain behavior. The theory is also to obtain the prediction of intention to perform a certain behavior. But still not used to obtain the perception of behavior from the local public on conserving the heritage building in the city area. By using the theory of Reason Actioned and theory of Planned Behavior that effectively used to examine the human behavior this allows the related industries and policy maker to identify the perception towards the conservation of heritage building in the city area. This study is a reference as well as an initial for generating ideas and devising a framework for research on importance or decision-making towards conservation.

By participating in the decision making process, the public will realize the importance of their involvement in deciding their future.

(Chadwick, 1971).

6.5.2 Implication to Individual, Community and Society

Furthermore, this study has provided implications for individuals, community and society whereby the public, community and society play important roles and responsibilities through their knowledge, experience or expertise to assist in the heritage conservation process and activities. For example, in the study conducted by Thornley & Waa (2009) for the department of conservation in New Zealand about experience of public, the barriers to experiencing the historic heritage include lack of knowledge or awareness, lack of facilities or opportunities, poor condition of facilities and lack of companions. This causes the individual or public perception that the intention to conserve is low. Thus, it is essential to educate and increase knowledge of the local public is towards the conservation and preservation of heritage property or building in the city area by promoting the heritage buildings and sites in the cities, increase activities or social involvement. As results from one of the informants that *....a person who appreciates heritage should have a good knowledge or at least minimal knowledge of the historical or cultural heritage, or else, the aesthetic value or subjective value will be no value to a person.*

In addition, engaging the local public is about strengthening their ability to participate or income involved in the process of making conservation and management decisions for themselves and their heritage. The local public or communities can benefit by achieving economic, social and cultural opportunities and an increased emotional attachment to their urban heritage through a greater sense of ownership (Göttler & Ripp, 2017). Thus, this study helps with further research on the behavior of local public through indicators that have been tested through the theory and also the findings of the results.

6.5.3 Implication to Tourism Industry in the City Area

The results of this study provide information that indirectly impacts the tourism industry. The research is concentrated in urban areas and its impact in improving city development together with better city environment. Developing Cultural Identity Cultural learning by locals as a result of creative tourism helps to develop a stronger creative identity, which in turn provides the basis for the creative industries

Meanwhile, the results of the research also provide indications to the heritage tourism that the authorities should intensify efforts to introduce heritage tourism within the city area. This is because heritage tourism can demonstrate the local cultural heritage. During the research in the final stage, and the researcher finishing her writing this research, a budget announcement was made in 2019 by the Minister of Finance of Malaysia on 2nd

November 2018 whereby one of the budgets is to improve the economy against conservation in the city area. The budget is for redevelopment and restoration of the Sultan Abdul Samad Building in the federal capital and Khazanah Nasional Bhd was given the responsibility to lead the project with the cooperation of private company, Think City and the UNESCO (Malaysia Annual Budget 2019, 2018). This shows that improving the heritage of the city area is now a priority.

As defined by The National Trust for Historic Preservation (2018), *"Cultural heritage tourism is traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources."* This is relevant to the local public which is covered in this study. Moreover, everyone is important in preserving and conserving the heritage building and sites in the city area.

6.5.4 Implication to Entrepreneurship, Economy and City Development

This research is relevant because as the city development, the heritage should be preserved and conserve because nowadays more visitors or people visited the urban and the city due to the cultural environment. This will implicate the increasing in entrepreneurship and economy surrounding or related to industry. Finally, this research has links parallel to the UNESCO and Sustainability Development Goal, ie sustainability cities and communities. The number 11 of sustainable development goal represent making cities safe and sustainable (refer to figure 6.1) means ensuring access to safe and affordable housing, and upgrading slum settlements and also the heritage sustainable in the city. It also involves investment in public transport, creating green public spaces, and improving urban planning and management in a way that is both participatory and inclusive (United Nation Development Program, 2018). It shows that the city development compliance with the entrepreneur and economy activities in the city area in line with the cultural, green and safety environment.

The Sustainable Development Goal

Source: UNESCO, (2018)

Figure 6.1: The 17 sustainable development goals (SDGs)

6.6 Conclusion

This research study on 'The Public Perception on Behavior towards the Intention to Conserve the Heritage Buildings and Sites in the City Area: Berlin, Germany and Kuala Lumpur, Malaysia' has successfully solved the research questions. This study has also succeeded in achieving each objective of the survey which has been measured and studied through the suitability of research design. The findings suggest that people attribute has a significant impact to the conservation and preservation the heritage buildings and sites.

This research has taken two (2) perspectives of the local public in Berlin and Kuala Lumpur about heritage building in the city area. The results of the study also provide indications to the heritage tourism, city development that engage the local public to participate or involvement in the process of making conservation and management decisions for themselves and their heritage. Thus, the people, the local public, society or communities can benefit by achieving economic, social and cultural opportunities and an increased emotional attachment to their urban heritage through a greater sense of ownership.

Also, the heritage building and sites are essential to city development because those heritages are the reflection of community and society history, it will able to understand and respect people who lived before for the benefits to generation. According to Ahmad (2010), building rehabilitation is vital shaping the minds and the identity of the young age of the nation to appreciate the nation's heritage and treasures. Thus, the presence of a great diversity of cultural heritage areas, places or cities may thus create local economic advantages from recreation and tourism (Nijkamp & Riganti, 2008).

Lastly, the implications are best summarize by following quotation:

> *Historic cities are perceived not so much as static objects to be admired for their history and architecture, but as living spaces to be occupied and appropriated by local communities as an essential part of the process of safeguarding those communities' identity and sense of belonging.*
>
> (Rodwell, 2007).

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