

Centre for Studies of Urban and Regional Real Estate (SURE), Faculty of Built Environment

IMPORTANT CRITERIA FOR OFFICE SPACE DECISION MAKING BY TENANTS OF TOP GRADES PURPOSE BUILT OFFICE BUILDINGS IN THE CITY CENTRE OF KUALA LUMPUR

(This survey shall be confidential and will maintain the anonymity of the respondents. No person or company shall be identified in any report arising from this survey).

This research project (which is also a PhD study) is funded by the University of Malaya Research grant. The survey is a continuation of a survey conducted earlier to determine the important factors/criteria by tenants at purpose built office buildings in the city centre of Kuala Lumpur. The main objective of this survey is to determine the relative importance of the factors/criteria that have been chosen earlier.

You are required to select criteria in your office space decision making by circling/ticking the appropriate number. Kindly complete all selections in both Section B and C of this questionnaire survey.

	SECTION A: Respondent's Particulars	
1.	Name (optional) :	
2.	Position :	
3.	Company/Nature of business	
4	Legal StatusPublic LimitedPartnershipIndividual ProprietorshipPrivate Limited	d
5.	Size of Business :Sales Turnover <200,000Sales Turnover 200,000 to less 1 MillioSales Turnover 1 Million to 5 MillionSales Turnover > 5 Million	.0f
6.	No of Staff: < 5 5 to 19 20 to 50 51 to 150 > 150	
7	Business Coverage : Local International	
8	Location of Office Building:	
9	No of Years in Tenanted Building in Kuala Lumpur:	
10.	Contact Particulars (optional):	
	360	

SECTION B : SELECTION OF MAIN FACTORS/CRITERIA

Kindly consider the relative importance of the following main factors/criteria and by comparing each of the factors/criteria, please select the number that represents your selection for the level of importance (how much more important is one factor/criterion against the other within each pair). The scaling shall be the following:

1	Equally Important (Two elements contribute equally)
3	Slightly More Important (Experience and judgment slightly favour one element over another)
5	More Important (Experience and judgment strongly favour one element over another)
7	Much More Important (An element is strongly favoured and its dominance is demonstrated in practice)
9	Very Much Important (An element is more strongly favoured and its dominance is demonstrated in practice)

Example:

Linumpi	•									
Main Factor	Ver	y Much	Import	ant			Main Factor			
		-	_		Equal		-			
Butter	9	7	5	3	1	3	5	7	9	Jam

If **7** (inclined towards Butter) has been chosen, then **Butter** has much more importance than **Jam** and visa versa. If **1** has been chosen, then both **Butter** and **Jam** has equal importance.

PLEASE CIRCLE OR TICK YOUR PREFERENCE FOR THE FOLLOWING MAIN FACTORS:

Main	Ve	ry Muc	h Impor	tant		Very	Much I	mporta	nt	Main Factor
Factor		-	_		Equal	-		_		
Location	9	7	5	3	1	3	5	7	9	Lease Features
Location	9	7	5	3	1	3	5	7	9	Building
Location	9	7	5	3	1	3	5	7	9	Monetary Consideration
Lease Features	9	7	5	3	1	3	5	7	9	Building
Lease Features	9	7	5	3	1	3	5	7	9	Monetary Consideration
Building	9	7	5	3	1	3	5	7	9	Monetary Consideration

SECTION C : SELECTION OF SUB FACTORS/SUB CRITERIA

Kindly consider the relative importance of the following sub factors/sub criteria and by comparing each of the sub factors/sub criteria, please select the number that represents your selection for the level of importance (how much more important is one factor/criterion against the other within each pair). The scaling shall be the following:

1	Equally Important (Two elements contribute equally)
3	Slightly More Important (Experience and judgment slightly favour one element over another)
5	More Important (Experience and judgment strongly favour one element over another)
7	Much More Important (An element is strongly favoured and its dominance is demonstrated in practice)
9	Very Much Important (An element is strongly favoured and its dominance is demonstrated in practice)

I - LOCATION

Sub Factor	Very	Much I	Importa	nt		Ι	/ery Muc	tant	Sub Factor		
	-		-		Equal		•	-			
Branding/Image	9	7	5	3	1	3	5	7	9	Access to Market	
Branding/Image	9	7	5	3	1	3	5	7	9	Access to Amenities	
Branding/Image	9	7	5	3	1	3	5	7	9	Accessibility to Public Transportation & Terminal	
Branding/Image	9	7	5	3	1	3	5	7	9	Level of Criminal	
Access to Market	9	7	5	3	1	3	5	7	9	Access to Amenities	
Access to Market	9	7	5	3	1	3	5	7	9	Accessibility to Public Transportation &	
Access to Market	9	7	5	3	1	3	5	7	9	Level of Criminal	
Access to Amenities	9	7	5	3	1	3	5	7	9	Accessibility to Public Transportation & Terminal	
Access to Amenities	9	7	5	3	1	3	5	7	9	Level of Criminal	
Accessibility to Public Transportation & Terminal	9	7	5	3	1	3	5	7	9	Level of Criminal Rate	

II - LEASE

Sub Factor	Ver	y Much	n Impor	tant		Ver	Sub Factor			
					Equal					
Termination Clause	9	7	5	3	1	3	5	7	9	Payment of Monies
										terms

III – BUILDING ELEMENT

Sub Factor	Ve	ry Muc	h Impo	rtant			ery Muc	ch Impo	ortant	Sub Factor	
	Equal										
Security and Access Control	9	7	5	3	1	3	5	7	9	Responsible Management	
Security and Access Control	9	7	5	3	1	3	5	7	9	Maintenance Policy	
Security and Access	9	7	5	3	1	3	5	7	9	Cleaning/House	
Control Security and Access Control	9	7	5	3	1	3	5	7	9	Keeping Safety Policies & Procedures	
Security and Access Control	9	7	5	3	1	3	5	7	9	Fire Prevention	
Security and Access Control	9	7	5	3	1	3	5	7	9	After Hours Operation	
Security and Access Control	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities	
Security and Access Control	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
Security and Access Control	9	7	5	3	1	3	5	7	9	Electrical System & Provision	
Security and Access Control	9	7	5	3	1	3	5	7	9	Modern IT & Telecommun	
Security and Access Control	9	7	5	3	1	3	5	7	9	Building Automation	
Security and Access Control	9	7	5	3	1	3	5	7	9	Control of Building Services	
Security and Access Control	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
Security and Access Control	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility	
Security and Access Control	9	7	5	3	1	3	5	7	9	Building Way findin	
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Maintenance Policy	
Responsible Management and Maintenance	9	7	5	3	1	3	5	7	9	Cleaning/House Keeping	
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Safety Policies & Procedures	
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Fire Prevention & Protection	
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	After Hours Operation	

Sub Factor	Ver	y Much	n Impor	tant	Faual	Ver	y Mucł	n Impo	rtant	Sub Factor	
Responsible	9	7	5	3	Equal	3	5	7	9	Toilet, Sanitary &	
Management and	9	/	5	3	1	5	5	/	9	Facilities	
Maintenance Team										Tacinues	
Responsible	9	7	5	3	1	3	5	7	9	Air Cond &	
Management and	2	/	5	5	1	5	5	/	2	Ventilation	
Maintenance Team										System	
Responsible	9	7	5	3	1	3	5	7	9	Electrical System &	
Management and	,	/	5	5	1	5	5	1)	Provision	
Maintenance Team										1 10 131011	
Responsible	9	7	5	3	1	3	5	7	9	Modern IT &	
Management and	,	7	5	5	1	5	5	T	,	Telecommunication	
Maintenance Team										receonnitumeation	
Responsible	9	7	5	3	1	3	5	7	9	Building	
Management and	-	1	5	5	1	5	5	1	,	Automation &	
Maintenance Team										EMS	
Responsible	9	7	5	3	1	3	5	7	9	Control of Building	
Management and	,	/	5	5	1	5	5	1)	Services	
Maintenance Team										50111005	
Responsible	9	7	5	3	1	3	5	7	9	Passenger Lifts	
Management and	,	7	5	5	1	5	5	T	,	Performance &	
Maintenance Team										Control	
Responsible	9	7	5	3	1	3	5	7	9	Car park Provision &	
Management and	,	/	5	5	1	5	5	1)	Accessibility	
Maintenance Team										recessionity	
Responsible	9	7	5	3	1	3	5	7	9	Building Way finding	
Management and	,	/	5	5	1	5	5	/)	Dunding way midning	
Maintenance Team											
Maintenance Policy	9	7	5	3	1	3	5	7	9	Cleaning/House	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Safety	
Maintenance Foney		1	5	5	I	5	5	1		Policies &	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Fire Prevention &	
										Protection	
Maintenance Policy	9	7	5	3	1	3	5	7	9	After Hours	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Toilet, Sanitary &	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Air Cond &	
										Ventilation	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Electrical System &	
										Provision	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Modern IT &	
										Telecommunication	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Building Automation	
										&	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Control of Building	
										Services	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Passenger Lifts	
										Performance &	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Car park Provision &	
										Accessibility	
Maintenance Policy	9	7	5	3	1	3	5	7	9	Building Way finding	
Cleaning/House	9	7	5	3	1	3	5	7	9	Safety Policies &	
Keeping										Procedures	
Cleaning/House	9	7	5	3	1	3	5	7	9	Fire	
Keeping	1									Prevention	

Sub Factor	Ver	y Much	n Impor	tant		Ver	y Much	Sub Factor		
					Equal					
Cleaning/House	9	7	5	3	1	3	5	7	9	After Hours
Keeping										Operation
Cleaning/House	9	7	5	3	1	3	5	7	9	Toilet, Sanitary &
Keeping										Facilities
Cleaning/House	9	7	5	3	1	3	5	7	9	Air Cond &
Keeping										Ventilation
Cleaning/House	9	7	5	3	1	3	5	7	9	Electrical
Keeping										System &
Cleaning/House	9	7	5	3	1	3	5	7	9	Modern IT &
Keeping										Telecommunication
Cleaning/House	9	7	5	3	1	3	5	7	9	Building Automation
Keeping										&
Cleaning/House	9	7	5	3	1	3	5	7	9	Control of Building
Keeping										Services
Cleaning/House	9	7	5	3	1	3	5	7	9	Passenger Lifts
Keeping										Performance &
Cleaning/House	9	7	5	3	1	3	5	7	9	Car park Provision &
Keeping										Accessibility
Cleaning/House	9	7	5	3	1	3	5	7	9	Building Way finding
Keeping										
Safety Policies &	9	7	5	3	1	3	5	7	9	Fire
Procedures										Prevention
Safety Policies &	9	7	5	3	1	3	5	7	9	After Hours
Procedures										Operation
Safety Policies &	9	7	5	3	1	3	5	7	9	Toilet, Sanitary &
Procedures										Facilities
Safety Policies &	9	7	5	3	1	3	5	7	9	Air Cond &
Procedures										Ventilation
Safety Policies &	9	7	5	3	1	3	5	7	9	Electrical System &
Procedures										Provision
Safety Policies &	9	7	5	3	1	3	5	7	9	Modern IT &
Procedures										Telecommun
Safety Policies &	9	7	5	3	1	3	5	7	9	Building Automation
Procedures										&
Safety Policies &	9	7	5	3	1	3	5	7	9	Control of Building
Procedures										Services
Safety Policies &	9	7	5	3	1	3	5	7	9	Passenger Lifts
Procedures										Performance &
Safety Policies &	9	7	5	3	1	3	5	7	9	Car park Provision &
Procedures										Accessibility
Safety Policies &	9	7	5	3	1	3	5	7	9	Building Way finding
Procedures										0,0
Fire Prevention &	9	7	5	3	1	3	5	7	9	After Hours
Protection										Operation
Fire Prevention &	9	7	5	3	1	3	5	7	9	Toilet, Sanitary &
Protection										Facilities
Fire Prevention &	9	7	5	3	1	3	5	7	9	Air Cond &
Protection			-			-	-	-	-	Ventilation
Fire Prevention &	9	7	5	3	1	3	5	7	9	Electrical System &
Protection			-			-	-	-	-	Provision
Fire Prevention &	9	7	5	3	1	3	5	7	9	Modern IT &
Protection	-	,	č	~	-	~	č	*	,	Telecommunication

Sub Factor	Ver	y Much	Impor	tant	Equal	Ver	y Much	n Impo	Sub Factor	
Fire Prevention &	9	7	5	3	1	3	5	7	9	Building Automation
Protection										&
Fire Prevention &	9	7	5	3	1	3	5	7	9	Control of Building
Protection										Services
Fire Prevention &	9	7	5	3	1	3	5	7	9	Passenger Lifts
Protection										Performance &
Fire Prevention &	9	7	5	3	1	3	5	7	9	Car park
Protection										Provision &
Fire Prevention &	9	7	5	3	1	3	5	7	9	Building Way finding
Protection										
After Hours	9	7	5	3	1	3	5	7	9	Toilet, Sanitary &
Operation										Facilities
After Hours	9	7	5	3	1	3	5	7	9	Air Cond &
Operation										Ventilation
After Hours	9	7	5	3	1	3	5	7	9	Electrical System &
Operation										Provision
After Hours	9	7	5	3	1	3	5	7	9	Modern IT &
Operation										Telecommunication
After Hours	9	7	5	3	1	3	5	7	9	Building Automation
Operation										&
After Hours	9	7	5	3	1	3	5	7	9	Control of Building
Operation										Services
After Hours	9	7	5	3	1	3	5	7	9	Passenger Lifts
Operation										Performance &
After Hours	9	7	5	3	1	3	5	7	9	Car park Provision &
Operation										Accessibility
After Hours	9	7	5	3	1	3	5	7	9	Building Way finding
Operation										
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Air Cond &
Facilities										Ventilation
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Electrical
Facilities										System &
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Modern IT &
Facilities										Telecommunication
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Building Automation
Facilities	-									&
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Control of Building
Facilities	-									Services
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Passenger Lifts
Facilities										Performance &
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Car park Provision &
Facilities	-									Accessibility
Toilet, Sanitary &	9	7	5	3	1	3	5	7	9	Building Way finding
Facilities	9	7	-	2	1	2	~	7	0	F1 (1
Air Cond & Ventilation System	9	/	5	3	1	3	5	/	9	Electrical
	0	7	~	2	4	2	~	-	0	System &
Air Cond &	9	7	5	3	1	3	5	7	9	Modern IT &
Ventilation System	0	7	~	2	4	2	~	7	0	Telecommunication
Air Cond &	9	7	5	3	1	3	5	7	9	Building Automation
Ventilation System	0	7	~	2	4	2	~	-	0	&
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Control of Building
	1									Services

Sub Factor	Ver	v Much	Impor	tant		Ver	y Mucł	Impo	Sub Factor		
		y 112001	- in poi		Equal		<i>y</i> 1.1401	p	- tuiit		
Air Cond &	9	7	5	3	1	3	5	7	9	Passenger Lifts	
Ventilation System										Performance &	
Air Cond &	9	7	5	3	1	3	5	7	9	Car park Provision &	
Ventilation System										Accessibility	
Air Cond &	9	7	5	3	1	3	5	7	9	Building Way finding	
Ventilation System										0,0	
Electrical System &	9	7	5	3	1	3	5	7	9	Modern IT &	
Provision										Telecommun	
Electrical System &	9	7	5	3	1	3	5	7	9	Building Automation	
Provision										&	
Electrical System &	9	7	5	3	1	3	5	7	9	Control of Building	
Provision										Services	
Electrical System &	9	7	5	3	1	3	5	7	9	Passenger Lifts	
Provision										Performance &	
Electrical System &	9	7	5	3	1	3	5	7	9	Car park Provision &	
Provision										Accessibility	
Electrical System &	9	7	5	3	1	3	5	7	9	Building Way finding	
Provision											
Modern IT &	9	7	5	3	1	3	5	7	9	Building Automation	
Telecommunication										&	
Modern IT &	9	7	5	3	1	3	5	7	9	Control of Building	
Telecommunication										Services	
Modern IT &	9	7	5	3	1	3	5	7	9	Passenger Lifts	
Telecommunication										Performance &	
Modern IT &	9	7	5	3	1	3	5	7	9	Car park Provision &	
Telecommunication										Accessibility	
Modern IT &	9	7	5	3	1	3	5	7	9	Building Way finding	
Telecommunication											
Building Automation	9	7	5	3	1	3	5	7	9	Control of Building	
& EMS										Services	
Building Automation	9	7	5	3	1	3	5	7	9	Passenger Lifts	
& EMS										Performance &	
Building Automation	9	7	5	3	1	3	5	7	9	Car park Provision &	
& EMS										Accessibility	
Building Automation	9	7	5	3	1	3	5	7	9	Building Way finding	
& EMS											
Control of Building	9	7	5	3	1	3	5	7	9	Passenger Lifts	
Services										Performance &	
Control of Building	9	7	5	3	1	3	5	7	9	Car park Provision &	
Services										Accessibility	
Control of Building	9	7	5	3	1	3	5	7	9	Building Way finding	
Services											
Passenger Lifts	9	7	5	3	1	3	5	7	9	Car park Provision &	
Performance &										Accessibility	
Control		_	-	-			_		~	15 H H H H H	
Passenger Lifts	9	7	5	3	1	3	5	7	9	Building Way finding	
Performance & Control											
	-									D 11 11	
Car park Provision &	9	7	5	3	1	3	5	7	9	Building Way finding	
Accessibility											

IV – FINANCIAL

Sub Factor	Very Much Important					Very Much Important			Sub Factor	
		-	_		Equal		-	_		
Rental Rate	9	7	5	3	1	3	5	7	9	Cost of Fit Out
Rental Rate	9	7	5	3	1	3	5	7	9	Total Occupancy
Cost of Fit Out	9	7	5	3	1	3	5	7	9	Total Occupancy

Thank you for completing the questionnaire. Should you have any queries, please contact:

Researcher	Supervisor				
Yasmin Mohd Adnan	Assoc Professor Dr Md Nasir Daud				
Department of Estate Management/Centre for Studies	Department of Estate Management/Centre for Studies				
in Urban and Regional Real Estate (SURE)	in Urban and Regional Real Estate (SURE)				
Faculty of Built Environment	Faculty of Built Environment				
University of Malaya	University of Malaya				
Kuala Lumpur	Kuala Lumpur				
Email: yasmin_alambina@um.edu.my	Email: mdnasir@um.edu.my				
Tel No: 03-79676845/79676899/79677620	Tel No: 03-79676880/79676899				

Kindly send the completed survey questionnaire to Puan Yasmin Mohd Adnan by using the self addressed envelope or fax it to no: 03-79677620 or you may call us at 03-79677620/79676845 for the collection of the said document at your office.