



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 Status

	Public Limited		Partnership
	Individual Proprietorship		Private Limited
5. Size of Business :

	Sales Turnover <200,000		Sales Turnover 200,000 to less 1 Million
	Sales Turnover 1 Million to 5 Million		Sales Turnover > 5 Million
6. No of Staff:

	< 5		5 to 19		20 to 50		51 to 150		> 150
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7. Business Coverage :

	Local		International
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8. Location of Office Building: _____
9. No of Years in Tenanted Building in Kuala Lumpur: _____
10. Contact Particulars (optional): _____

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:

Main Factor	Very Much Important	Equal	Very Much Important	Main Factor
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 Factor	Very Much Important	Equal	Very Much Important	Main Factor
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 Important		Equal			Very Much Important		Sub Factor		
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	Very Much Important Equal Very Much Important									Sub Factor
	9	7	5	3	1	3	5	7	9	
Termination Clause	9	7	5	3	1	3	5	7	9	Payment of Monies terms

III – BUILDING ELEMENT

Sub Factor	Very Much Important Equal Very Much Important									Sub Factor
	9	7	5	3	1	3	5	7	9	
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 Control	9	7	5	3	1	3	5	7	9	Cleaning/House Keeping
Security and Access Control	9	7	5	3	1	3	5	7	9	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 finding
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Maintenance Policy
Responsible Management and Maintenance Team	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	Very Much Important Equal Very Much Important									Sub Factor
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation System
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Electrical System & Provision
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Modern IT & Telecommunication
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Building Automation & EMS
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Control of Building Services
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance & Control
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Responsible Management and Maintenance Team	9	7	5	3	1	3	5	7	9	Building Way finding
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 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 Keeping	9	7	5	3	1	3	5	7	9	Safety Policies & Procedures
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Fire Prevention

Sub Factor	Very Much Important					Very Much Important					Sub Factor
	Equal										
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	After Hours Operation	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Electrical System &	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Modern IT' & Telecommunication	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Building Automation &	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Control of Building Services	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility	
Cleaning/House Keeping	9	7	5	3	1	3	5	7	9	Building Way finding	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Fire Prevention	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	After Hours Operation	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Electrical System & Provision	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Modern IT' & Telecommun	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Building Automation &	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Control of Building Services	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility	
Safety Policies & Procedures	9	7	5	3	1	3	5	7	9	Building Way finding	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	After Hours Operation	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Electrical System & Provision	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Modern IT' & Telecommunication	

Sub Factor	Very Much Important					Very Much Important					Sub Factor
	Equal										
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Building Automation &	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Control of Building Services	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Car park Provision &	
Fire Prevention & Protection	9	7	5	3	1	3	5	7	9	Building Way finding	
After Hours Operation	9	7	5	3	1	3	5	7	9	Toilet, Sanitary & Facilities	
After Hours Operation	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
After Hours Operation	9	7	5	3	1	3	5	7	9	Electrical System & Provision	
After Hours Operation	9	7	5	3	1	3	5	7	9	Modern IT & Telecommunication	
After Hours Operation	9	7	5	3	1	3	5	7	9	Building Automation &	
After Hours Operation	9	7	5	3	1	3	5	7	9	Control of Building Services	
After Hours Operation	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
After Hours Operation	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility	
After Hours Operation	9	7	5	3	1	3	5	7	9	Building Way finding	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Air Cond & Ventilation	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Electrical System &	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Modern IT & Telecommunication	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Building Automation &	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Control of Building Services	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility	
Toilet, Sanitary & Facilities	9	7	5	3	1	3	5	7	9	Building Way finding	
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Electrical System &	
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Modern IT & Telecommunication	
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Building Automation &	
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Control of Building Services	

Sub Factor	Very Much Important				Equal	Very Much Important				Sub Factor
	9	7	5	3		3	5	7	9	
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Air Cond & Ventilation System	9	7	5	3	1	3	5	7	9	Building Way finding
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Modern IT & Telecommun
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Building Automation &
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Control of Building Services
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Electrical System & Provision	9	7	5	3	1	3	5	7	9	Building Way finding
Modern IT & Telecommunication	9	7	5	3	1	3	5	7	9	Building Automation &
Modern IT & Telecommunication	9	7	5	3	1	3	5	7	9	Control of Building Services
Modern IT & Telecommunication	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &
Modern IT & Telecommunication	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Modern IT & Telecommunication	9	7	5	3	1	3	5	7	9	Building Way finding
Building Automation & EMS	9	7	5	3	1	3	5	7	9	Control of Building Services
Building Automation & EMS	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &
Building Automation & EMS	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Building Automation & EMS	9	7	5	3	1	3	5	7	9	Building Way finding
Control of Building Services	9	7	5	3	1	3	5	7	9	Passenger Lifts Performance &
Control of Building Services	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Control of Building Services	9	7	5	3	1	3	5	7	9	Building Way finding
Passenger Lifts Performance & Control	9	7	5	3	1	3	5	7	9	Car park Provision & Accessibility
Passenger Lifts Performance & Control	9	7	5	3	1	3	5	7	9	Building Way finding
Car park Provision & Accessibility	9	7	5	3	1	3	5	7	9	Building Way finding

IV – FINANCIAL

Sub Factor	Very Much Important					Very Much Important					Sub Factor
	9	7	5	3	1	3	5	7	9		
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
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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.