



UNIVERSITI PUTRA MALAYSIA

**PLACE ATTACHMENT TOWARDS SHOPPING DISTRICTS
IN KUALA LUMPUR CITY CENTRE, MALAYSIA**

NORSIDAH UJANG

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**PLACE ATTACHMENT TOWARDS SHOPPING DISTRICTS
IN KUALA LUMPUR CITY CENTRE, MALAYSIA**

By

NORSIDAH UJANG

**Thesis Submitted to the School of Graduate Studies,
Universiti Putra Malaysia, In Fulfilment of the Requirements for the
Degree of Doctor of Philosophy**

January 2008



DEDICATION

In the Name of Allah swt. , I dedicate this work to :

Those who love good and meaningful places and find peace in them

Those who believe that we can make better places in this world

Those who have special place in my heart : my beloved husband,
my son and my parents

and

The ONE who has created this PLACE and always PRESENCE
in the course of the search of His knowledge



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

**PLACE ATTACHMENT TOWARDS SHOPPING DISTRICTS
IN KUALA LUMPUR CITY CENTRE, MALAYSIA**

By

NORSIDAH UJANG

January 2008

Chairman : Kamariah Dola, PhD

Faculty : Design and Architecture

One of the urban design issues concerning Kuala Lumpur is the weakening of the city identity. Changes in the city's physical environment and the subsequent shift in the users' perception will continue to be translated into interventions that proved to have altered the urban fabric and disrupted its sense of place. Concurrently, place meanings and attachment are diminishing. In urban design research, much has been discussed on the significance of the physical elements and activities in creating the sense of place and identity; however the role of place attachment as a component of place that gives meaning(s) has not been adequately explored. The aim of the research is to examine place attachment of users from selected places within the city centre of Kuala Lumpur and its associated meanings and influencing factors.



The research adopted a mixed methodological approach and strategy in data collection and analysis. Surveys and face-to-face interviews were conducted with users of three selected shopping districts comprising four main shopping streets of Kuala Lumpur to elicit relevant data. The streets are Jalan Tunku Abdul Rahman (JTAR) together with Jalan Masjid India (JMI), Jalan Petaling (JP) and Jalan Bukit Bintang (JBB). A total of 330 randomly selected respondents participated in the survey and 36 purposely chosen respondents were interviewed in the locations. Systematic field observation was carried out to gather evidence of the actual scenes of the places. Urban character appraisal was done to determine the capacity of the places to support users' activities based on performance indicators established by the researcher. Multiple sources of evidence are gathered, analysed and triangulated and the findings of the research were derived from the convergence of the data.

The research has found that place attachment influences the users' perception of the shopping streets. The places were not only identified based on the quality of the physical elements and diversity of human activities but also based on the attachment and meanings associated with the experience of the places. The form and degree of attachment to the places were influenced by the level of familiarity, the length of engagement, the degree of economic dependency, the role of the users and the ethnic background. The research has established that in securing local place identity, place attachment is one of the factors that should be considered in the design of urban places in Malaysia.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**IKATAN TEMPAT PENGGUNA TERHADAP KAWASAN MEMBELI-
BELAH DI PUSAT BANDAR KUALA LUMPUR, MALAYSIA**

Oleh

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Salah satu daripada isu rekabentuk bandar bagi Kuala Lumpur ialah identiti bandarnya yang semakin lemah. Perubahan fizikal persekitaran dan perubahan persepsi pengguna terhasil dari perubahan kepada fabrik (rupa bentuk) bandar dan suasananya. Dalam masa yang sama, makna tempat dan ikatannya dengan pengguna semakin terhakis. Dalam kajian rekabentuk bandar, banyak perbincangan telah dibuat mengenai kepentingan elemen fizikal dan aktiviti dalam membina suasana dan identiti tempat tetapi kajian tentang ikatan tempat masih tidak banyak diterokai. Matlamat kajian ini adalah untuk meneliti ikatan dan persepsi pengguna terhadap tempat-tempat terpilih di pusat bandaraya Kuala Lumpur, kaitannya dengan makna dan faktor-faktor yang mempengaruhinya.

Kajian ini menggunakan pendekatan dan strategi kuantitatif dan kualitatif didalam pengumpulan dan analisis data. Untuk mendapatkan data yang berkaitan, kajiselidik dan temubual secara bersemuka telah dijalankan dengan pengguna dari tiga tempat terpilih yang mengandungi empat jalan membeli-belah utama di pusat bandar Kuala Lumpur. Jalan-jalan tersebut ialah Jalan Tunku Abdul Rahman (JTAR), Jalan Masjid India (JMI), Jalan Petaling (JP) and Jalan Bukit Bintang (JBB). Seramai 330 responden dipilih secara rambang mengambil bahagian didalam kajiselidik tersebut dan 36 responden terpilih ditemubual dilokasi tersebut. Pemerhatian tapak secara sistematik telah dilakukan bagi merekodkan karakter fizikal dan visual jalan. Berdasarkan petunjuk kualiti yang dibentuk oleh pengkaji, penilaian karakter bandar dibuat untuk mengetahui tahap keupayaan tempat tersebut memenuhi aktiviti pengguna. Data kajian dari pelbagai sumber dikumpulkan dan dianalisa menggunakan kaedah triangulasi dan penemuan kajian adalah diperolehi dari hasil pertemuan data-data tersebut.

Kajian mendapati bahawa ikatan tempat mempengaruhi persepsi pengguna terhadap jalan membeli-belah tersebut. Tempat tersebut tidak hanya dikenali berdasarkan kualiti fizikalnya tetapi juga melalui ikatan dan maknanya terhadap pengguna dan pengalaman mereka ditempat tersebut. Bentuk dan tahap ikatan tempat tersebut dipengaruhi oleh tahap kebiasaan, jangkamasa hubungan, tahap pergantungan, peranan pengguna dan latarbelakang etnik. Kajian ini telah membuktikan bahawa ikatan tempat boleh menjadi salah satu

faktor yang perlu diambilkira di dalam mereka bentuk sesuatu tempat di Malaysia jika sekiranya ingin memelihara identiti setempat.

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I certify that an Examination Committee has met on 15th January 2008 to conduct the final examination of Norsidah Ujang on her PhD thesis entitled "Place Attachment Towards Shopping District in Kuala Lumpur City Centre" in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the degree of Doctor of Philosophy.

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

NORSIDAH UJANG

Date: 4 February 2008



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