

Strata Residents' Satisfaction with Property Management to handle Short-Term Residential Accommodation (STRA): Case Study in Majlis Bandaraya Johor Bahru (MBJB)

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Abstract

This study examines the impact of property management's commitment in addressing challenges posed by Short-Term Residential Accommodation (STRA) in strata properties towards the resident's satisfactions. STRA has introduced issues such as safety concerns, overcrowding, noise pollution, and the deterioration of shared facilities. The research aims to assess how housing satisfaction factors including cleanliness and maintenance services, facilities, housing environment, and safety and security are influenced by the management's commitment to resolving these issues. Using a quantitative approach, data were collected through online surveys from 310 residents of MBJB strata properties residence and analyzed using SPSS software, including Spearman's correlation. The findings reveal that cleanliness and maintenance services are the most critical factors contributing to resident satisfaction. This study underscores the importance of proactive and efficient property management practices in enhancing residents' quality of life and suggests strategies for improving management approaches to address STRA-related challenges effectively.

1. Introduction

The rise of Short-Term Residential Accommodation (STRA) platforms like Airbnb and Agoda has transformed the global tourism industry. In Malaysia, with 20 million tourist arrivals in 2023 (Statista, 2024), STRA plays a vital role in the sharing economy, contributing over RM 5 billion to GDP and supporting nearly 57,000 jobs in 2022 (Oxford Economist, 2023). Following the lifting of COVID-19 restrictions, Malaysia aims to attract 26.1 million tourists by 2026, generating RM 97.6 billion in domestic spending (MOTAC, 2023). STRA's integration into strata-titled buildings has sparked challenges, including disputes over noise, overcrowding, and shared facility misuse, affecting residents' satisfaction. These issues place pressure on property managers to mediate and maintain harmony. This study explores the relationship between housing satisfaction factors and management's commitment to resolving STRA-related concerns, highlighting their influence on residents' satisfaction.

STRA exposes the residents to potential harm through the stranger renting the properties. Strata development in Malaysia has grown significantly, with over 1.4 million strata titles registered by 2020 (JKPTG,

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2020). These properties, featuring modern facilities and strategic urban locations, are popular among permanent residents and tourists alike. The rise of STRA has capitalized on this demand, allowing property owners to rent out their units for short-term stays. However, regulatory inconsistencies across Malaysian states have exacerbated challenges. For instance, Sabah has banned STRA operations in residential properties, while Penang imposes strict caps and mandates 75% resident consent before approving STRA activities (Syahril Ibrahim *et al.*, 2021). Meanwhile, Kuala Lumpur and Selangor adopt a more lenient stance, delegating regulatory oversight to Joint Management Bodies (JMBs) or Management Corporations (MCs).

The fragmented regulatory landscape creates uncertainty for both residents and property managers. STRA operations have been linked to noise disturbances, overcrowding, and privacy breaches, undermining residents' satisfaction and community harmony. Landmark cases, such as *Innab Salil & Ors v Verve Suites Mont Kiara Management Corporation* [2020], highlight the need for enforceable by-laws to maintain residential order. Effective strata management is crucial for mitigating STRA-related disruptions, as well-managed properties foster community cohesion and sustain property values (Hunter, 2022). However, without a unified regulatory framework, balancing the economic benefits of STRA with the rights of permanent residents remains a pressing challenge.

The rapid expansion of strata properties in Malaysia has transformed the housing market, offering modern living solutions tailored to urban lifestyles. However, this growth has also intensified disputes within strata communities, particularly due to STRA operations. In 2023, the Housing and Strata Management Tribunal resolved over 11,000 cases, underscoring the pervasive nature of strata disputes (The Sun, 2024). STRA guests, often unfamiliar with community norms, contribute to challenges such as noise pollution, overcrowding, and the misuse of shared facilities, further straining relationships between residents and management teams. The absence of a comprehensive legal framework to regulate STRA operations compounds these issues. While some states enforce strict guidelines, others rely on property managers to address conflicts without clear federal mandates. This ambiguity often leads to unresolved tensions, as STRA hosts argue that guest behavior is beyond their control, while long-term residents face compromised privacy and diminished quality of life. These ongoing disputes threaten the harmony of strata communities and highlight the importance of effective management practices. As housing satisfaction plays a critical role in overall well-being, the unresolved issues surrounding STRA emphasize the need for robust regulatory and management solutions. Poorly managed strata environments can deteriorate living conditions, negatively impacting residents' satisfaction and mental health (Emerald Publishing Limited, 2020). Addressing these challenges requires examining the factors influencing residents' dissatisfaction and identifying strategies to enhance management commitment in mitigating STRA-related conflicts. This research aims to provide insights into balancing the interests of all stakeholders within Malaysia's strata-titled developments.

The scope of this study was limited to residents of strata residential properties with Short-Term Residential Accommodation (STRA) operation in the area of Majlis Bandaraya Johor Bahru (MBJB). Studying the resident's satisfaction towards the management commitment to address STRA issue is crucial due to its multifaceted significance. The study helps to empower property managers to understand and mitigate the consequential damages of STRA and eventually optimize property performance, focusing to deliver the aspects of value that they needed to focus on while carrying out their operations in ensuring housing satisfaction of their residents which is the biggest, and contribute positively to the overall dynamics of strata-titled buildings and their surrounding communities. The study also critical in gaining awareness on the importance of quality property management among property managers, JMB and also residents.

2. Literature Review

2.1 Short Term Residential Accommodation (STRA)

Short-Term Residential Accommodation (STRA), commonly known as short-term rentals, has become a prominent feature of the modern tourism landscape. STRA allows property owners or agents to list residential spaces on platforms like Airbnb, Agoda, and Booking.com for temporary stays, ranging from one night to several months (Syahril Ibrahim *et al.*, 2021). These accommodations are often un-hosted, meaning guests stay without the property owner's presence, which appeals to both tenants and landlords (WA Government, 2023). STRA properties include a wide variety of housing options, such as condominium units, apartments, terrace houses, and bungalows, offering travelers flexibility and diverse choices (Asiah Mohamad, 2020). As part of the sharing economy, STRA exemplifies the peer-to-peer (P2P) economic model, enabling homeowners to monetize underutilized spaces while providing affordable and convenient alternatives to traditional hotels (Hati *et al.*, 2021).

STRA has gained popularity in urban areas and tourist hotspots due to its affordability, convenience, and ease of online booking through platforms or messaging apps like WhatsApp and Telegram (Asiah Mohamad, 2020). Key factors driving its growth include strong internet connectivity, robust infrastructure, and accessible transportation. Additionally, STRA's un-hosted nature, which allows operations without the owner's physical presence, is often preferred by both guests and property owners. However, in strata-titled buildings, STRA presents unique challenges due to shared facilities and the need to comply with strata regulations. This research focuses on STRA within strata schemes, exploring its operational complexities and the associated impacts on long-term residents and property management practices.

2.2 Strata Building

The limited use of land in big cities has led to the rapid development of strata buildings to meet housing demands. Initially a necessity in expensive metropolitan areas, strata living is now a trend among city dwellers (Che Ani *et al.*, 2010). Strata schemes divide buildings or land into parcels, accessory parcels, and common property, with a management system in place. Examples include flats, apartments, condominiums, townhouses, and gated community houses (JKPTG, 2024). Stratified property development maximizes density within planning standards and is prevalent in cities like Kuala Lumpur, Pulau Pinang, and Johor Bahru due to land scarcity and high costs (Khalid *et al.*, 2017; Azmin N., 2006) (Zan *et al.*, 2018).

2.2.1 Strata Management

Being a strata resident involves sharing common areas like parking lots, swimming pools, and elevators, which can lead to conflicts. To manage these properties, Malaysia implemented the Strata Management Act 2013 (SMA) (ACT 757), replacing the Building and Common Property Act 2007. The SMA introduced self-regulated administration through the Joint Management Body (JMB) and the Management Corporation (MC). The MC, elected by the JMB, sets rules and files additional by-laws with the Commissioner of Buildings (COB). The SMA also established the Strata Management Tribunal (SMT) to resolve disputes related to strata management, with a jurisdictional limit of RM250,000. The SMT offers a cost-effective and efficient alternative to court litigation, handling cases like non-performance of duties and claims for charges or repairs. For short-term letting, strata management bodies can regulate schemes through specific by-laws. Clear contractual terms between landlords and tenants are essential to minimize disputes.

2.2.2 Act governing strata building

(a) Strata Title Act 1985

The Strata Titles Act 1985 (Act 318) enables the subdivision of buildings or land into individual units with separate titles, crucial for high-rise buildings in Peninsular Malaysia. It provides a framework for managing strata properties, including the process for developers to obtain subdivision approval and the establishment of a Joint Management Body (JMB) to oversee common areas, ensuring organized living environments and clarifying individual ownership rights and responsibilities.

(b) Strata Management Act 2013 (Act 757)

It enhances strata property management by establishing bodies like the JMB and Management Corporation (MC) to maintain common areas, manage funds, and enforce bylaws. It mandates a sinking fund for financial transparency and provides dispute resolution through the Strata Management Tribunal (SMT). Owners can vote at meetings, claim defects, and file disputes under the SMT. The Act, supported by regulations, ensures well-managed strata developments with clear stakeholder responsibilities and allows management bodies to regulate short-term letting through by-laws

2.3 Property Management

Strata developments, especially in major cities, have emerged to address housing needs on scarce land. These developments present unique management challenges once occupied, including facilities management issues (Linariza and Ashok, 2003) and frequent disputes among residents over by-law breaches, common property usage, repairs, maintenance, and management agent concerns. Today, people are beginning to realize that effective property management in high-rise residential property can sustain the property value and maintaining high returns on their investment (Aizuddin *et al.*, n.d.). Property management in high-rise residential buildings is also involved in managing the building and its common areas (common property) and ensuring that all facilities are managed prudently for safe habitation (Ramly, 2002). As highlighted by Au Foong Yee at the Property

Management Symposium 2017, the condition of a building significantly affects its value. Effective management requires collaboration between property managers and residents, with active participation from owners to ensure the management's efficiency and high maintenance standards.

Strata owners are required to pay monthly maintenance fees and sinking funds, as mandated by the Strata Management Act 2013. These fees cover the upkeep of common areas, security, cleaning, landscaping, utilities, lift servicing, and minor repairs. The sinking fund, calculated as 10% of the maintenance fee, serves as an emergency reserve. Maintenance fees are based on the property's size and facilities, with rates varying by location. Failure to pay these fees can result in penalties, restricted access to facilities, legal action, and potentially the auction of the property.

2.3.1 Property Management Job Scope

Property management is essential for the successful and sustainable management of buildings. Competent management ensures building longevity despite challenges and sets skill standards for the industry (Dave, 1975). Lack of management skills leads to poor building performance, as seen in frequent maintenance failures in public properties (Syamilah, 2005). Property Managers oversee the management and maintenance of residential and commercial properties, linking them to their occupants and influencing energy consumption and performance (Aune *et al.*, 2009). Key responsibilities include managing properties, designing business plans, arranging maintenance, and maintaining positive tenant relationships. They also negotiate lease contracts, advertise vacant spaces, collect receivables, handle operating expenses, and manage annual budgets. They ensure compliance with regulations, maintain financial goals, and build client relationships. Essential skills include work experience, understanding financial aspects, knowledge of regulations, software proficiency, strong communication and presentation skills, time management, and a valid real estate license.

2.4 Residential Satisfaction

Measuring residents' satisfaction is a critical aspect in ensuring the management of strata property have delivered a satisfactory level of services that fulfill the expectation of the strata residents. Residential satisfaction refers to residents' perceptions and feelings about their housing and surrounding environment (Ogu, 2002). It is a multi-dimensional concept influenced by physical, social, and psychological factors (Bechtel, 1997). Onibokun (1974) emphasized the spatial dimension, defining residential satisfaction as satisfaction with both the dwelling unit and the neighborhood. Galster (1985) defined residential satisfaction as a key social indicator, often used by housing developers and policymakers to evaluate housing projects. It is influenced by factors such as amenities, neighbors, and the surrounding environment, as well as the alignment of the dwelling with residents' expectations after occupancy (Galster, 1985). Francescato *et al.* (1986) further noted that residential satisfaction involves responses not only to physical aspects, such as housing and neighborhoods, but also to social, economic, and organizational factors. Evaluating residential satisfaction helps identify areas for improvement in housing developments, as dissatisfaction can lead to relocation, particularly if better options are available (Pimchan & Darawong, 2022). This makes it a critical tool for assessing the success of residential projects and ensuring they meet residents' evolving needs (Khalfan & Ulhaq, 2019). Residents' satisfaction is often tied to their attachment and sense of belonging, particularly for homeowners with emotional and financial stakes in their communities (Elsinga & Hoekstra, 2005; Tan, 2011).

2.5 Housing Satisfaction indicators

Housing satisfaction is a critical indicator of individuals' quality of life, reflecting their perceptions and feelings about their housing and surrounding environment. This concept encompasses both physical and social dimensions, including dwelling quality, facility maintenance, accessibility to amenities, and neighborhood environment (Francescato *et al.*, 1979; Said & Martin, 2013). Proper planning and design that address residents' needs and expectations play a vital role in enhancing satisfaction (Hashim, 2003; Mohit & Azim, 2012). As a key measure of housing quality, housing satisfaction also predicts resident behavior, such as the decision to remain in or leave a community (Weidemann & Anderson, 1985). Positive housing experiences are significantly influenced by the presence of well-maintained social and physical facilities, while poor management and inadequate maintenance are frequent sources of dissatisfaction (Musa *et al.*, 2020). Furthermore, housing satisfaction intersects with broader quality-of-life factors, including health, safety, and sustainability (Toscano & Amestoy, 2008). The integration of amenities like green spaces and community facilities fosters better lifestyles and social cohesion (Kim *et al.*, 2005). Policymakers and developers can use housing satisfaction as a comprehensive metric to address gaps in housing quality, enhance residents' well-being, and ensure successful housing projects.

2.5.1 Cleanliness and maintenance services

Cleanliness is an essential aspect of daily life, influencing both hygiene and illness prevention. While cleanliness is often taken for granted, neglecting it can quickly lead to the accumulation of dust, fungi, spider webs, and even pests. In residential settings, particularly in condominiums, cleanliness is maintained through structured practices such as regular cleaning schedules for common areas and effective waste management systems. Common spaces like hallways, elevators, and lobbies are cleaned frequently to maintain a tidy and welcoming environment. Additionally, proper waste disposal practices, such as communal garbage chutes or designated trash bins, play a key role in minimizing odors and preventing pests. Maintaining cleanliness in shared residential environments is a collaborative effort between management and residents. According to Pimchan and Darawong (2022), ensuring high cleanliness standards promotes the overall health and well-being of residents while preventing the spread of diseases and infections. Furthermore, cleanliness contributes to tenant satisfaction by creating a pleasant living environment and fostering positive first impressions. Effective cleanliness and maintenance services not only enhance housing satisfaction but also support healthier and more comfortable living conditions by reducing the risks of illnesses. These practices underscore the critical role of cleanliness in improving the quality of life for residents and ensuring sustainable property management.

2.5.2 Facilities

Safe and clean air, water, waste disposal, optimal temperature and humidity management, security, and visual and aural comfort are fundamental requirements for human habitation and must be ensured by modern buildings (Osborn & Greeno, 2007). To sustain resident satisfaction, building performance must be consistently maintained, as higher-quality facilities and services lead to better satisfaction levels. These facilities are designed to support a building's performance, with aspects such as thermal comfort, noise control, safety, hygiene, fire prevention, lighting, and airflow playing crucial roles in determining the efficiency and livability of a building. The emergence of Short-Term Residential Accommodation (STRA) in residential neighborhoods often results in overcrowding, as it increases the number of visitors and tourists in the area. This influx places significant pressure on local facilities, including parking spaces and public transportation systems, and creates competition for common areas among residents. The coexistence of STRA can cause stress for long-term residents, disrupting their comfort and reducing their satisfaction with the living environment.

2.5.3 Housing environment

An ordinary shelter has evolved into a symbol of status and an asset, offering security, access to amenities, and fostering social relationships. This shift in housing expectations has pressured developers to meet Malaysia's growing demands. However, the rise of short-term rentals, such as Airbnb, has disrupted housing environments. Transient guests often violate noise regulations, causing conflicts and dissatisfaction, particularly in strata communities. The inability to enforce noise restrictions effectively has led some residents to relocate for a more peaceful environment (STRA, 2019). Short-term rentals also influence sociocultural dynamics, with touristification and gentrification driving up property values and displacing long-term residents, thus altering neighborhood identities. According to Chen *et al.* (2019), Airbnb's prevalence increases noise, pollution, and parking shortages, further straining residential areas. Zhang (2019) noted that negative feedback often highlights these impacts more reliably. Moreover, frequent guest turnover erodes community cohesion, limiting meaningful interactions and reducing shared responsibility for property upkeep. Environmental impacts, such as increased energy and water consumption due to frequent turnovers and operational activities like cleaning and laundry, further strain resources. STRA (2019) highlighted that shared utilities in high-rise buildings exacerbate dissatisfaction among residents due to disturbances caused by short-term rentals. These issues underscore the challenges of maintaining harmonious housing environments amidst the growing influence of short-term rental operations.

2.5.4 Safety and security

Safety and security are critical factors affecting housing satisfaction within strata schemes in Malaysia. Despite the presence of guardhouses, CCTV, and access control systems such as key cards and fobs, concerns about the adequacy of these measures persist. Tiun (2009) highlighted inefficiencies in security services, with residents expressing discomfort over the reliability of foreign security personnel and their ability to maintain a safe environment. The effectiveness of these measures is often undermined by additional challenges posed by the influx of short-term rental guests. Platforms like Airbnb facilitate transient occupancy, bypassing traditional vetting processes that ensure accountability among tenants. This creates significant safety concerns, as the presence of unfamiliar individuals can disrupt established security measures and increase risks of disturbances or criminal activities (Richards *et al.*, 2019). Long-term residents frequently report feelings of insecurity and

invasion of privacy due to the frequent turnover of short-term guests. Moreover, issues such as theft, property damage, and misuse of facilities have been linked to the lack of accountability in short-term rental arrangements. These challenges highlight the need for stricter enforcement of safety regulations and better management practices within strata schemes to address both fire safety and the impact of short-term rentals on the overall sense of security and resident satisfaction.

Table 1: Summary of Housing Satisfaction Indicator

Themes	Key Findings	References
Cleanliness and Maintenance Services	<ul style="list-style-type: none"> - Cleanliness is critical for hygiene and illness prevention. - Regular cleaning schedules and effective waste management ensure a healthy living environment in shared residential spaces. - Cleanliness promotes tenant satisfaction, reduces illnesses, and enhances overall living conditions. 	Pimchan & Darawong (2022)
Facilities	<ul style="list-style-type: none"> - Essential facilities include safe air, water, waste disposal, and security. - Building performance factors (e.g., thermal comfort, noise control) are crucial for satisfaction. - STRA operations lead to overcrowding, increased pressure on local facilities, and resident dissatisfaction. 	Osbourn & Greeno (2007); STRA (2019)
Housing Environment	<ul style="list-style-type: none"> - Housing has evolved into a symbol of status and an asset. - Short-term rentals disrupt community dynamics, increase noise, pollution, and reduce neighborhood cohesion. - Frequent guest turnover erodes responsibility for property upkeep and strains resources. 	Chen <i>et al.</i> (2019); Zhang (2019); STRA (2019)
Safety and Security	<ul style="list-style-type: none"> - Security measures (e.g., CCTV, key cards) face challenges due to transient occupants in short-term rentals. - Short-term rentals create risks such as theft, property damage, and reduced privacy. - Stricter regulations and management are needed to address safety concerns. 	Tiun (2009); Richards <i>et al.</i> (2019)

2.6 Conceptual Framework

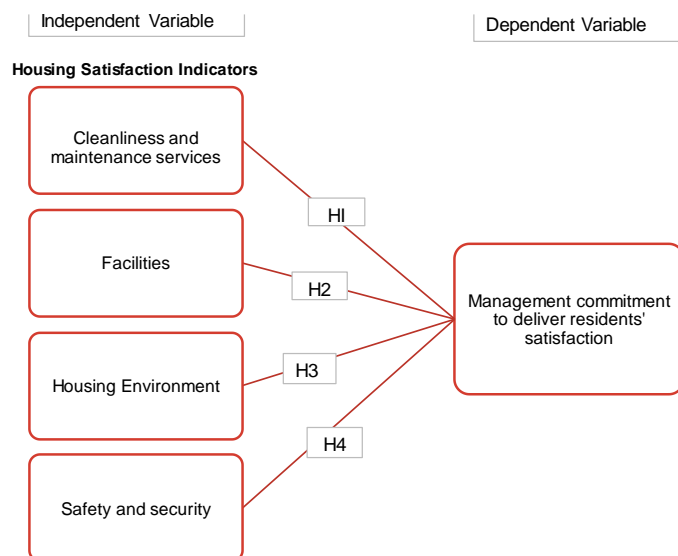


Figure 1: Conceptual Framework

H1: Cleanliness and maintenance services has significant relationship with management commitment to deliver excellent residents' satisfaction

H2: Facilities has significant relationship with management commitment to deliver excellent residents' satisfaction

H3: Housing environment has significant relationship with management commitment to deliver excellent residents' satisfaction

H4: Safety and security have significant relationship with management commitment to deliver excellent residents' satisfaction

3. Research Methodology

3.1 Research Design

In this study, quantitative research is a method used to collect data. This method is chosen to achieve the goals and obtain the required data and information. Both descriptive analysis and correlation analysis were used to analyse the relationship with the variables. Descriptive research makes the data presentation easier for readers to understand. Therefore, descriptive analysis is to analyze the demographic information of the respondents. Then, correlation analysis is also used to determine the relationship between housing satisfaction indicators and residents' satisfaction with management commitment in addressing issues of Short-Term Residential Accommodation (STRA) in strata buildings.

3.2 Research Flowchart

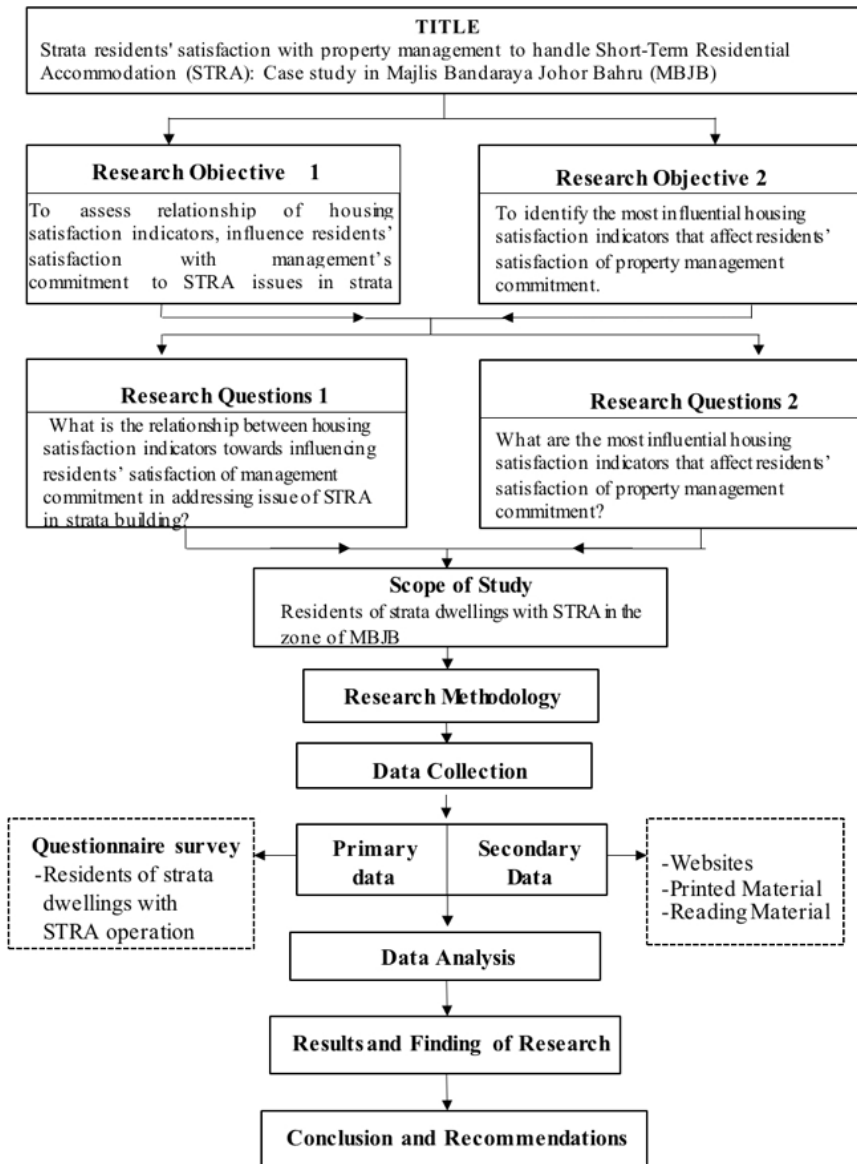


Figure: ResearchFramework (Researcher, 2024)

Figure 2: Research Flowchart

3.3 Research Area

The study was conducted in the Johor Bahru region in the area of Majlis Bandaraya Johor Bahru (MBJB). The justification for choosing this city stems from the mushrooming construction of strata buildings in the region, as well as the high STRA services provided by STRA hosts in the strata buildings. There is a total of 1,123 strata building with 184,165-unit parcel (2022) in there. According to data from Airbtics, Johor Bahru with 4,685 active short-term lettings as of April 2024, is booked for 168 nights a year, with median occupancy rate of RM 223. The occupancy rate for STRA in Apartment or Condominium in Johor Bahru are the highest among other type of property with 47% occupancy rate. Therefore, it was feasible to gather all essential and relevant data from the local population regarding the study's aims.

3.4 Population and Sampling

The sampling group in this research, will be the person who in the strata dwellers of Majlis Bandaraya Johor Bahru (MBJB). Thus, the population for this study is the number of strata residents with STRA in Majlis Bandaraya Johor Bahru (MBJB). In conducting this study, the population target in this study consists of 1,123 strata building or

184,165-unit strata parcel. Therefore, based on the Sample Size Table by Krejcie & Morgan (1970), a minimum of 384 respondents were required in this study. In this study, the non-random sampling. Convenience sampling was a method to enable the researcher to complete a large number of the questionnaire. Convenient sampling has been employed.

3.5 Pilot Test

A pilot study is a version of a small-scale study conducted in a study to test the reliability of a questionnaire, method, feasibility of a technique and track how it works in a particular context (Doody & Doody, 2015). Prior to the actual study, the researcher conducted a pilot study of 38 selected non-respondent respondents for this study.

Table 2: Pilot Study (Researcher,2024)

Variable	Cronbach's alpha	n-item	Indicator	Respondent
Cleanliness and maintenance services	0.738	6	Acceptable	38
Facilities	0.805	6	Good	38
Housing environment	0.767	6	Acceptable	38
Safety and security	0.723	5	Acceptable	38
Management Commitment	0.784	7	Acceptable	38

3.6 Research Instruments

The instrument used for data collection in this study was a questionnaire survey form, which is using Google Form. The questionnaire is divided into three parts which are section A, section B and section C. Section A focuses on the demographic background of the respondents such as gender, age, race, marital status, level of education, and other questionnaires that relate. Section B and C will submit questions related to housing satisfaction indicator and satisfaction towards management commitment. This questionnaire survey form uses two languages that consist of English language and Malay language. In this research, a quantitative study was used as a tool to obtain data related to the research.

3.7 Method Distribution

In this study, the data was collected through online questionnaires. The survey was posted using the Google Survey Form online and shared on various social media such as WhatsApp, FB, and other social media. The questionnaire is a very important tool to get the views and opinions from the respondents. In this study, a questionnaire will be prepared and distributed to a total of 310 respondents who currently reside in strata building with STRA operation in the area of Majlis Bandaraya Johor Bahru (MBJB). The questionnaire should be prepared in connection with the current issues studied, brief and orderly. Furthermore, according to Chua (2008), used items in preparing the questionnaire should be easy to understand. Therefore, the questionnaire will be come out with friendly question which align with the study to be conducted.

3.8 Data Analysis

In this research, the IBM Statistical Package for Social Sciences was used to analyze the data of research questions. The results were used to justify the five hypotheses in this research. Descriptive analysis was used to analyze in the form of mean, percentage and standard deviation. In this study, the comparison and test hypotheses were used for Spearman's correlation. Moreover, the description analysis, scale measurement and inferential analysis were used in this study. To analyse the quantitative data collected in this study, software SPSS (Statistical Package for Social Science) will be used. In general, SPSS is a software that is effective and conducive to analyse all data collected on the form of charts, tables and histograms.

4. Results and Discussion

4.1 Respondents' Demographic profiles

The demographic profile of the respondents as shown in Appendix A reveals a nearly balanced distribution of gender, with males constituting 52.6% and females comprising 47.4%. This slight male dominance highlights an

equitable representation of gender within the study. The majority of respondents have resided in their current strata dwellings between 1 to less than 3 years (25.2%), followed closely by those with a residency period of 5 to less than 7 years (26.8%), and 3 to less than 5 years (23.9%). A smaller proportion of respondents have lived in their residences for over 7 years (14.8%) or less than 1 year (9.4%).

In terms of age distribution, the largest group of respondents are in their 40s, accounting for 39.4%, followed by those in their 30s at 33.2%. Respondents in their 20s comprise 15.2%, while individuals over 50 years old represent 12.3%. This data indicates a higher prevalence of middle-aged individuals among the participants.

Ethnic representation among respondents shows that Chinese respondents form the majority, at 35.8%, followed by Indian participants at 29.7%, Malays at 15.5%, and others at 19.0%. Regarding academic background, respondents with a Diploma form the largest group (23.2%), followed by those with bachelor's degrees and master's degrees, at 20.0% and 17.7%, respectively. Primary or secondary education constitutes 8.7% of respondents, while 18.7% hold a PhD qualification, reflecting an overall high level of educational attainment.

When analysing the reasons for purchasing or renting strata dwellings, luxurious lifestyle and location were equally significant, with both cited by 20% of respondents. Facilities and amenities were also a key factor for 16.1% of respondents, followed by privacy (14.8%) and security (7.4%). Income levels among respondents reveal that the majority earn between RM 2000-2999 per month (27.1%), followed by those earning RM 3000-3999 (25.5%). Individuals earning RM 4000-4999 and RM 5000 and above make up 24.5% and 11.0%, respectively, while the smallest group earns below RM 2000 (11.9%).

4.2 Scale Measurement

Table 3 presents the reliability test results for the constructs used in the study, evaluated using Cronbach's Alpha. All constructs achieved acceptable reliability levels, as their Cronbach's Alpha values exceeded 0.7. Among the constructs, "Management Commitment" exhibited the highest reliability with a Cronbach's Alpha of 0.775, followed by "Housing Environment" (0.768) and "Facilities" (0.755). "Safety and Security" and "Cleanliness and Maintenance Services" obtained values of 0.720 and 0.710, respectively. These results indicate that all constructs are reliable and suitable for further analysis.

4.2.1 Reliability Test

Table3: Reliability Test (Researcher, 2024)

Variable	Cronbach's alpha	n-item	Indicator	Respondents
Cleanliness and maintenace services	0.710	6	Acceptable	310
Facilities	0.755	6	Acceptable	310
Housing environment	0.768	6	Acceptable	310
Safety and security	0.720	5	Acceptable	310
Management Commitment	0.775	7	Acceptable	310

(b)Normality test

The normality of the data was assessed using the Kolmogorov-Smirnov and Shapiro-Wilk tests, as shown in Table 4. The results indicate that the significance values for all constructs are less than 0.001 for both tests, suggesting that the data deviates from a normal distribution. Despite this, non-normality is common in social sciences research, and alternative statistical methods, such as non-parametric tests, are appropriate for analysis.

Table4: Normality Test (Researcher,2024)

Normality test	
Variable	Kolmogorov-Smirnov

	Shapiro-Wilk					
	Statistic	df	Sig.	Statistic	df	Sig.
Cleanliness and maintenance	.324	310	<.001	.794	310	<.001
Facilities	.318	310	<.001	.790	310	<.001
Housing environment	.263	310	<.001	.870	310	<.001
Safety and security	.285	310	<.001	.849	310	<.001
Managemnet commitment	.241	310	<.001	.884	310	<.001

4.3 Hypotheses Testing

Table 5 illustrates Spearman's correlation coefficients for the relationship between the constructs. All variables are significantly correlated at the 0.01 level, indicating strong positive relationships. The highest correlation was observed between "Safety and Security" and "Management Commitment" (0.885), followed closely by "Housing Environment" and "Management Commitment" (0.873). Additionally, "Facilities" showed high correlations with "Management Commitment" (0.828) and "Housing Environment" (0.804). The lowest correlation was between "Cleanliness and Maintenance Services" and "Safety and Security" (0.787). These findings highlight the interrelated nature of the variables and their collective impact on the study's objectives.

Table 5: Hypotheses testing (Researcher, 2024)

<i>Spearman's rho</i>	Cleanliness and maintenance	Facilities	Housing environment	Safety and security	Management Commitment
Cleanliness and maintenance	1.000				
Facilities	.846**	1.000			
Housing environment	.801**	.804**	1.000		
Safety and security	.787**	.821**	.892**	1.000	
Management Commitment	.813**	.828**	.873**	.885**	1.000

4.4 Major Finding

4.4.1 Cleanliness and maintenance services

H₀: There is no significant relationship between cleanliness and maintenance services and management commitment to ensure residents' satisfaction in strata.

H₁: There is a significant relationship between cleanliness and maintenance services and management commitment to ensure residents' satisfaction in strata.

The correlation coefficient ($r = 0.813$) indicates a strong positive relationship, supporting **H₁** and rejecting **H₀**.

4.4.2 Facilities

H₀: There is no significant relationship between facilities and management commitment to ensure residents' satisfaction in strata.

H₁: There is a significant relationship between facilities and management commitment to ensure residents' satisfaction in strata.

The correlation coefficient ($r = 0.828$) suggests a strong positive relationship, supporting **H₁** and rejecting **H₀**.

4.4.3 Housing Environment

H₀: There is no significant relationship between the housing environment and management commitment to ensure residents' satisfaction in strata.

H₁: There is a significant relationship between the housing environment and management commitment to ensure residents' satisfaction in strata.

The correlation coefficient ($r = 0.873$) reveals a very strong positive relationship, supporting **H₁** and rejecting **H₀**.

4.4.4 Safety and security

H₀: There is no significant relationship between safety and security and management commitment to ensure residents' satisfaction in strata.

H₁: There is a significant relationship between safety and security and management commitment to ensure residents' satisfaction in strata.

The correlation coefficient ($r = 0.885$) highlights the strongest positive relationship, supporting **H₁** and rejecting **H₀**.

4.5 Discussion

4.5.1 The relationship between housing satisfaction indicators towards influencing residents' satisfaction of management commitment in addressing issue of STRA in strata building.

Table 6: Level of coefficient correlation (Researcher, 2024)

Item	Correlation coefficient	Level
Correlation between cleanliness and maintenance and management commitment	0.813	Strong
Correlation between facilities and management commitment	0.828	Strong
Correlation between housing environment and management commitment	0.873	Strong
Correlation between safety and security and management commitment	0.885	Strong

Table 7: Hypothesis testing result (Researcher, 2024)

Hypothesis	Result
H1: Cleanliness and maintenance services have significant relationship with management commitment to deliver excellent residents' satisfaction	Accepted
H2: Facilities have significant relationship with management commitment to deliver excellent residents' satisfaction	Accepted
H3: Housing environments have significant relationship with management commitment to deliver excellent residents' satisfaction	Accepted
H4: Safety and security have significant relationship with management commitment to deliver excellent residents' satisfaction	Accepted

The findings indicate a strong positive correlation between the four housing satisfaction indicators (cleanliness and maintenance services, facilities, housing environment, and safety and security) and management commitment to delivering excellent residents' satisfaction. Spearman's correlation coefficients for all factors range from 0.813 to 0.885, which demonstrates a statistically significant and robust relationship. Furthermore, all

hypotheses (H1 to H4) are accepted, confirming the substantial influence of these indicators on residents' satisfaction with management responses. The objective of the study has been achieved for this research question. The results clearly validate the relationship between the identified housing satisfaction indicators and residents' satisfaction with management responses, supporting the aim of the study.

4.5.2 The most influential housing satisfaction indicators that affect residents' satisfaction of property management commitment

Table 8: Ranking of items in housing satisfaction indicators (Researcher,2024)

No	Items	Min	Sd	Rank
1	Cleanliness and maintenance services	3.81	1.182	1
2	Facilities	3.76	1.203	2
3	Housing environment	3.76	1.204	3
4	Safety and security	3.75	1.183	4

Table 8 highlights that cleanliness and maintenance services rank as the most influential factor in residents housing satisfaction, with a mean score of 3.81. Facilities and housing environment follow closely, with mean scores of 3.76 each, while safety and security rank fourth with a mean score of 3.75. The standard deviation values suggest consistent responses among participants, underscoring the reliability of the rankings. The objective of the study has been achieved for this research question as well. The findings successfully identify and rank the housing satisfaction indicators, offering actionable insights for property management to prioritize areas of improvement.

5. Conclusion

This study examines the relationship between housing satisfaction indicators and residents' satisfaction with property management's response to Short-Term Residential Accommodation (STRA) in strata dwellings. The findings reveal that cleanliness and maintenance services, with a mean score of 3.81, are the most influential factor in residents' satisfaction. Additionally, there is a strong positive correlation between housing satisfaction indicators (cleanliness and maintenance services, facilities, housing environment, and safety and security) and management commitment to addressing STRA-related issues. These results highlight the importance of maintaining high standards in these areas to ensure resident satisfaction. Property management can use these insights to improve service quality, address residents' concerns, and enhance the overall living experience in strata properties.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Authors Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Nur Alia Fateha Yaakob, Zarina Shamsudin; **data collection:** Nur Alia Fateha Yaakob; **analysis and interpretation of results:** Nur Alia Fateha Yaakob; **draft manuscript preparation:** Nur Alia Fateha Yaakob, Zarina Shamsudin, Indera Syahrul Mat Radzuan, Masfaliza Mohsen. All authors reviewed the results and approved the final version of the manuscript

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