CHAPTER I

INTRODUCTION

1.0 BACKGROUND OF STUDY

Pahang is located at the south east of Malaysia. It is the largest state in Peninsular Malaysia which consist of 14 district. Kuantan is the state capital of Pahang which have about 1623 200 people on year 2015. The population density are being estimated on (year 2010) is 43.8 km\(^2\) while its population are 1500.8 (‘000) on the same year. The immensity of Kuantan area are about 35960 (km\(^2\)) which is 10.9 % from total of the area around Pahang state.

Kuantan is the main town in Pahang, it is a busy place where it have a lot of attractive places, such as mall, recreation place and many more. Berjaya Megamall, East Coast Mall, Kuantan Parade, Kompleks Teruntum are a few famous malls that are located in Kuantan.
Berjaya Megamall is one of the malls at Kuantan that attract people’s attention to go. It is located at the center of Pahang which is near the East Coast Mall and near the UTC Kuantan. Berjaya Megamall, Jalan Tun Ismail, Sri Dagangan, Kuantan 25000, Malaysia, is a mall with 3th floor storey building, including Golden Cinema Complex, Bowling, Popular, Kfc, Pizza Hut and many more. It also includes the multi-level parking which use the autopay machines (RM2.00 per entry).

Parking bays provided by the malls usually not enough especially when there is an event or on the salary week. People keeps going to the malls, to buy food, accessories and many more, but they will reluctant to go to the malls due to no parking bays for their vehicles. Due to not enough parking bays, there will be vehicles that make double-park, which will make the road crowded. These situations will slow down the traffic circulation which will make the vehicles moves slowly.
1.1 PROBLEM STATEMENT

Parking supply (number of parking bays) is less than the demand (number of vehicles to park). Therefore, the unmet demand will try to find available parking bays elsewhere (outside the building, on the adjacent roads), which will affect traffic circulation. It is necessary to make assessment of the levels of supply and demand of parking spaces in order to propose a solution to the problem.

1.2 OBJECTIVES

To study on:

1) To determine the parking characteristics (duration, turn-over, demand, accumulation) at Berjaya Megamall.
2) To determine the required number of parking bays.
3) To suggest improvement of Berjaya Megamall parking.