ABSTRACT

The performance of workers has always been linked to the workers’ satisfaction. The principal objective of this study is to examine the effectiveness of International Business Park (IBP) in providing a work environment that leads to workers’ satisfaction and to investigate which features of IBP satisfies its workers.

It was found that workers are generally satisfied with the features of the IBP. A further analysis of six occupations showed that while all are generally satisfied with the high quality work environment, respondents holding technical or clerical positions and operators/labourers are dissatisfied with its accessibility. They are however satisfied with the image which IBP projects and the amenities and facilities provided. The same group is indifferent to the integration of entire business operations within the IBP. The professionals, managers and sales personnel, on the other hand, are generally satisfied with its accessibility, portrayed image, and integration of entire business operations under one roof while being unhappy with the amenities and facilities provided.

A cross-analysis is also done for Singaporean and non-Singaporean workers who are professionals and managers. The findings showed that both groups are generally satisfied with the high quality work environment and quality building design. However, the proportion of non-Singaporeans workers satisfied with amenities and facilities, landscaping and mixed-use development are higher than their Singaporean counterparts. Singaporean workers are indifferent towards features such as landscaping and mixed-use development.
With the above results, it can be observed how business parks cater to the needs of people across occupations and nationality. The results from this study are useful in the sense that they can aid in improvements to the current IBP as well as provide a guide to future business parks. It gives developers an insight on the features to incorporate when working on the feasibility of developing more of such business parks.

(Key words: International Business Park, work environment, workers’ satisfaction, occupation, nationality)