

# **The Critical Success Factors of Integration Between Residential and Retails of Railway Station Using Transit-Oriented Development: A Survey Among Residents and Retail Operators in Northern Malaysia**

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## **ABSTRACT**

In this study, the critical factors that contribute to the success of transit-oriented development adoption were identified and examined from the perspective of the residents and retail operators. Five critical success factors namely land-use diversity, density, walkable design, distant/destination accessibility, and demand management were derived from the principles of transit-oriented development. Only walkable design demonstrated a positive impact on residents' quality of life, measured from the neighbourhood and mobility aspects. On the other hand, only density positively influenced retailers' quality of life from the business performance and business well-being views. Meanwhile, GIS analysis revealed that none of the studied station area fulfil land-use benchmark for residential development. Only Alor Setar and Sungai Petani stations fulfilled land-use benchmark for institutional and commercial development.

Keywords: Transit-oriented Development, Quality of Life, 5D Principles, PLS-SEM, GIS.