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| Title of Thesis     | A Study on Demand of Co-Working Space among Young Adult in Miri Case Study: Genesis Coworking Space |
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### **ABSTRACT**

Co-working space has become trending instead of a traditional office. In considering that co-working space is still at an early stage of development in Miri, there are know little about customer perception toward adopting this new business concept and factors that influence the demand towards it. The purpose of this study is to examine the demand for co-working space among young adults in Miri. The decision making of co-working space members towards different co-working space is influenced by physical and psychological factors.

For this research, the researcher adopted a quantitative method and the collection was through the self-designed questionnaire to get the research data. The sample size of the questionnaire had prepared 50 sets for young adults who walk in Genesis Coworking Space and aware of the co-working space in Miri. Totally will has 39 questions came with 7 pages. The questionnaires structure designed based on two types of answering techniques which are selective-based and rating-based. The data were collected and analyzed by using the simple statistic method.

As a result, the awareness of young adults in Miri to co-working space is still high. The physical environment provided co-working space is the most influential factor young adults when choosing a co-working space. In addition, high-speed internet availability also is the other factor that influences the most when young adults choose a co-working space. The future potential of co-working space is still good and looking forward to develop.

Furthermore, future research can investigate to analyse differences with regard to user preferences between different types of multi-tenant offices in more detail. As co-working spaces seem to be the new norm for an increasing number of organizations, these can deserve a lot more attention from academics. The future research also can use a large data set with data on co-working space like extend the research to other town areas and cities in Malaysia.