

ABSTRACT

One of the challenges to improve the quality of construction industry is through the application of Value Management concept that should be practiced by the construction industry players. Value Management and life cycle cost concept should be practiced in procurement and making decision; not only at the inception stage but to consider the whole life cycle cost of construction project. The application of Value Management can optimize the cost for the necessary quality (Construction Industry Master Plan, 2006-2015). Nevertheless, what is the Malaysian construction industry player's level of knowledge towards the Value Management concept in the realization of its application to improve Malaysian construction industry? Therefore, this study has been carried out to identify the consultant organizational level of knowledge towards Value Management concept in Kedah construction industry. Besides, this study try to identify the Value Management application rate by those consultant. This study also try to investigate the factors that encourage and inhibit the Value Management application in Kedah construction industry. Questionnaires have been distributed to 46 consultant organizations with 31 organizations have given their feedback.