

THE IMPACT OF NEIGHBOURHOOD
FACILITIES TOWARDS THE HOMEBUYER'S
BUYING DECISION FOR RESIDENTIAL
PROPERTY IN JOHOR BAHRU

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SUPERVISOR'S DECLARATION

I hereby declare that I have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of
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STUDENT'S DECLARATION

I hereby declare that the work in this thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

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ABSTRAK

Setiap jenis hartanah mempunyai ciri-ciri tersendiri yang memberi impak kepada hubungan dengan keputusan pembelian membeli rumah. Daripada kajian lepas, antara ciri yang memberi kesan kepada keputusan pemilihan lokasi adalah fizikal, ekonomi, sosial dan persekitaran. Dalam kajian ini, penyelidik mengkaji kesan kemudahan kejiranan terhadap keputusan pemilihan lokasi oleh pembeli yang berpotensi di kawasan kajian kes.

Objektif penyelidikan kajian ini adalah untuk menilai kesan kemudahan kejiranan serta menentukan ciri-ciri yang paling kritikal bagi kemudahan kejiranan yang memberi kesan kepada keputusan pembelian pembeli dalam kawasan kajian kes. Selain itu, kajian ini bertujuan untuk menyiasat tahap pengaruh ciri demografi pembeli individu terhadap tingkah laku pembelian mereka untuk harta kediaman dalam kawasan kajian kes. Kajian ini menggunakan kaedah penyelidikan tinjauan untuk mendekati dan mengumpul pandangan daripada responden dalam bidang kajian kes. Dalam kajian ini, skala Likert 5 points digunakan untuk memeriksa kesetujuan oleh responden dengan kenyataan tertentu.

Kajian ini menggunakan Relative Importance Index (RII) untuk menilai kenyataan menggunakan skala Likert 5 point. Dapatan umum kajian ini mendapati terdapat hubungan yang saling berkaitan antara ciri-ciri kemudahan kejiranan seperti kemudahan pengangkutan, kemudahan institusi pendidikan, kemudahan sukan dan rekreasi, kemudahan perubatan, kemudahan runcit dan kemudahan hiburan terhadap keputusan lokasi harta kediaman di Johor Bahru.

ABSTRACT

For each type of property has its own imposed significant that impact to the homebuyer's buying decision. From the past research that attribute which could gave impacts to the location decision were physical, economic, social, and environment. In this study, researcher examined the impacts of the neighbourhood facilities towards the homebuyer's buying behaviour in case study area.

The research objectives of this study are to rank the impact of neighbourhood facilities as well as to determine the most critical attributes of identified neighbourhood facilities that affects the buyer's buying decision in case study area. Besides, this study aimed to study the degree of influence of individual buyer's demographics characteristics towards their buying behaviour for a residential property in case study area. The research adopted questionnaires survey method to approach and collect the view from respondents in case study area.

In this research, the Likert scale which arrange in 5 points denoted with a number is used to examine how strongly the respondents agree with the statements. The research using methods of analysis in this study which is Relative Importance Index (RII) was used to rank the statements using 5 points Likert scale. The general finding of this study reveals that there is significant relationship between some of the identified neighbourhood facilities such as transport facilities, education institution facilities, sports and recreation facilities, medical facilities, retail facilities, and entertainment facilities towards location decision of the residential properties in Johor Bahru.

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LIST OF ABBREVIATIONS

%	Percentage
>	More than
<	Less than

LIST OF SYMBOLS

SJER	South Johor Economic Region
9MP	Ninth Malaysia Plan
ETP	Economic Transformation Programme
PHPBD	Urban and Rural Planning Department
GPS	Global Positioning System
US	United State
CIA	Central Intelligence Agency
HR	Human Resources
CD-ROM	Compact Disc
DVD	Digital Versatile Disc
UMP	Universiti Malaysia Pahang
RII	Relative Important Index

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Johor Bahru, known as the Johor conurbation, situated at the southernmost part of the end of mainland Asia. As part of the 9th Malaysia Plan, Johor was identified as national development center and become South Johor Economic Region (SJER). Johor Bahru now plays a strategic and important role for economy booming with a great deal of foreign investment inflow here to develop mega developments project with infrastructure improvement. IQI Global Chief Executive Officer Kashif Ansari therefore recommends that Johor has become one of Malaysia's best investment destinations due to the opportunity for price and growth (Star Property, 2017). The location is strategically at the crossroads of culture and trade, in Malaysia in particular in Iskandar Malaysia, China's ' One Belt, One Road ' initiatives. In Iskandar Malaysia, there is a record of 10,058 transactions valued at RM 4.33bil (National Property Information Center, 2017).

Iskandar Malaysia is the combination of Johor Bahru, Kota Tinggi, Pontian, and Kulaijaya, the four major towns together. It contributes almost three-quarters of it to Johor's Gross Domestic Product and brings about 47% of employers to the state. One of Sunway Iskandar's successful points that turns out to be out of place with all the amenities around, such as college, water theme park, resort hotel, mall and bus system. There is an overlap result of Iskandar Malaysia's 2010 land use that includes about 12.61% of public facilities on that total area (Foziah at el., 2013).

The land use of public facilities, however, is becoming more than ever. According to the feasibility study of Khazanah Nasional Berhad (2017), the area of wholesale and retail includes 42.2%, professional and business (14.6%), transport and related industries (12.7%), hospitality (16.8%), medical and education (6.7%) and financial (6.6%). The percentage is significantly high to attract an investor's eyes as it provides neighbourhood facilities. Hence, the reason Iskandar Malaysia become a successful property because it builds to meet people's needs. It also offers affordable quality housing, excellent education, living communities and infrastructure for health care in that area.

It recognizes from Agenda 21 that people are the world's main point of sustainability. The importance of sustainability had been acknowledged by the Malaysian government, which is improving the quality and standard of living for the communities stated in the budget for 9MP and 2008. Thus, developers focus more on developing more neighbourhood distance facilities to deliver the plan of the Malaysian government. It is an action that ensures Malaysian's good quality life. On the other hand, it can waste money and lead to our country's social problem if the developer invests only in housing property alone but at the same time does not provide any neighbourhood facilities. It can be said that in terms of economic, environmental and social terms, neighbourhood can influence the community in several ways.

On the other hand, the presence of the neighbourhood facilities can determine the value of a residential property. It looks like a reliable indicator to the people determines the value of it. The kind of service quality of neighbourhood that offers by that area much influence the popularity of a residential property. Whether the facility had met the community's needs, or their preference can be determined. Nowadays, property buyers can take into consideration much more variables such as accessibility, environmental amenities and space (Fujita, 1989). They are preferred for the property house, which is the accessibility to the facilities that could save their travel time and enable them to enjoy the activities at the different location but still within reach (Hurtubia, Gallay & Bierlaire, 2010).

1.2 Problem Statement

This research purpose to study the impact of neighbourhood facilities influencing the homebuyer's decision for residential properties in Johor Bahru. The location advantages of Johor Bahru as near to Singapore and space to economic growth, developers were flourishing at this area, such as Eco World Development Group Berhad, Sime Darby Property Berhad, SP Setia Berhad Group, IOI Properties Group and more. According to Tan (2011), the developers have been competing for the branding, marketing, sales and market shares due to the supply of the properties increase drastically. It is therefore crucial for a residential developer to consider as precisely what exactly a market needs to ride out for the worse situation of the property market. There are many developers in Johor Bahru offering a different type of property such as residents, commercial property and offices. It makes the developers difficult sell the properties due to the high competition and varies in choices (Tan, 2010).

For an investor standpoint, they will consider the neighbourhood factor when purchasing a residential house. This is to turn it into a reliable investment property to guarantee the best return. For instance, if the renter is a student, they might consider a house which have a walking distance of neighbourhood to school or college be more accepting with furnished houses. Hence, people nowadays are looking for a house which has a walking distance with the store, schools, and even a shopping center. This can allow them to reduce the travel time in their car and spend less on the transportation fee. In addition, Mattias (2006) suggested that the distance between house and workplace also one of the factors to their work's satisfaction. He explained in the way of abundant free time and financial incentive. Therefore, if the residential property which is located at the undesirable neighbourhood will take a longer time to sell it than a desirable one as well.

Due to the oversupplies of the residential properties, the purchaser will take the facilities issue into consideration for the location decision. Ruilin et al (2017) revealed that the demand for service and product of facilities provided designed to become one of the main driven for a decision on location. The neighbourhood facilities in this study include school, shopping center, sports center, and another neighbourhood consideration. These variables are the major factors for location decision due to their accessibility, space and environmental

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