



UNIVERSITI TEKNOLOGI MARA

EFFECTIVENESS DIGITALISATION TOOLS IN PROPERTY MANAGEMENT

A CASE STUDY OF HIGH RISE BUILDING

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CENTRE OF STUDIES FOR ESTATE MANAGEMENT

COLLEGE OF BUILT ENVIRONMENT

UNIVERSITI TEKNOLOGI MARA

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Academic Project Submitted in Partial Fulfilments of the Requirements

For the award of the Degree

Bachelor of Estate Management

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STUDENT'S DECLARATION

Title of Academic Project:

EFFECTIVENESS DIGITALISATION TOOLS IN PROPERTY MANAGEMENT

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I hereby declare that I have read this academic project and in my opinion it is sufficient for the award of Bachelor of Estate Management (Hons)

Signature :
Name of Student : Nur Halisa Natasha Binti Hisamuddin
Date : 18 June 2025

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ABSTRACT

While digital transformation has accelerated across various industries in Malaysia, property management especially in Penang, still struggles with inefficient manual systems, slow communication, and poor financial tracking. This study explores how digitalisation tools such as IoT, mobile applications, and blockchain are perceived and implemented in Penang's property management sector. It highlights both the potential of these tools in improving operational efficiency and the challenges that hinder their widespread adoption. The aim of this study is to: (1) To evaluate the effectiveness of digitalisation (2) To identify challenges to digitalisation adoption , and (3) To recommend and implement the best practise in digitalisation. This research adopts a qualitative approach through semi-structured interviews with property management professionals in Penang. Findings reveal that digital tools have significantly improved communication, maintenance tracking, and cost control. However, challenges such as high implementation costs, lack of technical expertise, and resistance to change continue to limit their full adoption. This study provides valuable insights to guide property managers, industry players, and policymakers in enhancing digital integration for a more efficient and sustainable property management system.

Keywords: Digitalisation, Property Management, Efficiency, IoT, Challenges