



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**The Impact of Noise Pollution on Resident's Housing Preferences: An
Analysis on Kiara Residence, Kuala Lumpur**

**Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree Bachelor of Estate Management (Hons)**

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SEMESTER FEB 2025 – AUGUST 2025

STUDENT'S DECLARATION

Title of Academic Project:

**THE IMPACT OF NOISE POLLUTION ON RESIDENT'S HOUSING
PREFERENCES: AN ANALYSIS ON KIARA RESIDENCE, KUALA
LUMPUR**

**I hereby declare that this academic project is the result of my own
research except for the quotation and summary which have been
acknowledged**

Signature :

Name of Supervisor : Luqmannul Hakim bin
Noor Azman

Date : 20 June 2025

SUPERVISOR'S DECLARATION

Title of Academic Project:

**THE IMPACT OF NOISE POLLUTION ON RESIDENT'S HOUSING
PREFERENCES: AN ANALYSIS ON KIARA RESIDENCE, KUALA
LUMPUR**

**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 Supervisor : Syahmimi Ayuni Ramli

Date : 20 June 2025

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ABSTRACT

Noise pollution has become one of the main environmental issues that affects residential comfort and housing preferences, especially in urban areas such as Bukit Jalil, Kuala Lumpur. This study was conducted to examine the impact of noise pollution on housing preferences using the Hedonic Pricing Analysis (HPA). The study was focused on Kiara Residence, a high-rise residential development located near major roads, public transport lines and ongoing construction activities. In this research, two key elements were studied which are the sources of noise pollution and how it affects buyer perception and pricing of residential property. The respondents chosen for this study include property owners, tenants and potential investors living in or around Kiara Residence. The data collection was done using two methods which are primary data from a questionnaire survey and secondary data from literature review. A total of 154 responses were successfully collected. The analysis was done using descriptive statistics and Likert-scale interpretation through SPSS software. Based on the findings, majority of the respondents agreed that noise pollution exists in the area and has a negative effect on their comfort, well-being and property decision-making. Traffic, railway and construction noise were identified as the main contributors to the disturbance. In terms of housing preferences, most respondents believe that noise pollution lowers the desirability of a property and may influence their decision to move or not invest in the area. This finding is important for developers, valuers and city planners to consider noise pollution in future development planning and valuation processes.

Keywords:

Noise Pollution, Housing Preferences, Hedonic Pricing Analysis, Buyer Perception, Urban Residential Area