



COLLEGE OF BUILT ENVIRONMENT  
UNIVERSITI TEKNOLOGI MARA

FACTORS CONTRIBUTE B40 TOWARDS BUYING AFFORDABLE HOUSING IN  
JELAPANG, IPOH, PERAK

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

MOHD AMIR LUKMAN BIN MOHD RIZAL

2022859246

SEMESTER MARCH 2024 – AUGUST 2024

STUDENT'S DECLARATION

Title of Academic Project:

FACTORS CONTRIBUTE B40 TOWARDS BUYING AFFORDABLE HOUSING IN  
JELAPANG, IPOH, PERAK

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 : .....Mohd Amir Lukman Bin Mohd Rizal  
Name of Student : .....8/7/2024.....  
Date : .....

SUPERVISOR'S DECLARATION

Title of Academic Project:

FACTORS CONTRIBUTE B40 TOWARDS BUYING AFFORDABLE HOUSING IN  
JELAPANG, IPOH, PERAK

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 : .....~~Dr. Hairul Nizam Bin Mansor~~..

Name of Supervisor : .....~~8/7/2024~~.....

Date : .....

## ACKNOWLEDGEMENT

By Allah's mercy, I was able to find the motivation, the stamina, and sufficient time to finish this study. Without His will, I most surely would not be able to complete my dissertation within the allocated time.

I would first want to thank my supervisor, Dr. Hairul Nizam, for his encouragement and motivation in seeing this research project through to completion. I would also want to express my gratitude to any and all of my professors for any of their support and guidance throughout my degree programme.

I would especially want to express my appreciation to my family for their unfailing support from the moment I was born. I extend my sincere gratitude to my dear friends, siblings, and everybody else who has supported me over my academic journey. The continuous support and encouragement have been a huge source of motivation for me to successfully complete my academic assignment.

Lastly, I would like to thank each and every respondent for their outstanding assistance in the collection and arrangement of the research's data. Only Allah is able to repay me for the kindness, moral support, and grace that any and all of you has given me. I really appreciate your help.

## ABSTRACT

Presently, affordable housing becomes a major worry for Malaysians, particularly those in the lower income bracket. The tastes of this group need to be taken into account because the demand for homes has been rising. Finding the variables determining B40' decisions to purchase affordable homes is the main goal of this study. A survey questionnaire was utilized to gather data from B40 within Jelapang, Ipoh, Perak. The survey was returned by 270 respondents, and the collected data was analysed. The data was analysed using Microsoft Excel and the Statistical Package for Social Science (SPSS) via descriptive as well as statistical analyses. It was discovered that the factors that influenced B40' preferences regarding purchasing affordable housing were credit facilities/house price, location, housing structural factors, neighbourhoods, and affordable housing. The neighbouring component, on the other hand, showed negligible correlation. Low-income groups are additionally found to be cognizant of and have the opportunity to be influenced by Malaysia's cheap housing policy, particularly in Ipoh City Centre. As a result, this research will assist developers in creating housing projects that cater to customer preferences for the future need in Jelapang, Ipoh, Perak as well as Malaysia.