



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**HOUSING PRICES AND AFFORDABILITY AMONG
YOUNG PEOPLE IN SUNGAI PETANI**

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

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SEMESTER MARCH 2024 – AUGUST 2024

STUDENT’S DECLARATION

Title of Academic Project:

HOUSING PRICES AND AFFORDABILITY AMONG
YOUNG PEOPLE IN SUNGAI PETANI

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 Student : NUR ANIS NABILAH BINTI YUSHAINI

Date : 15/6/2024

SUPERVISOR'S DECLARATION

Title of Academic Project:

**HOUSING PRICES AND AFFORDABILITY AMONG
YOUNG PEOPLE IN SUNGAI PETANI**

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 : PROF MADYA DR MOHD HASROL HAFFIZ BIN ALIASAK

Date : 15/6/2024

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ABSTRACT

In this academic project research explores the perception of housing prices and affordability among young peoples in Sungai Petani have been investigated. Through comprehensive data analysis and evaluation, the study aims to analyze the current housing market trends in Sungai Petani, focusing on prices and availability of housing units suitable for young peoples and to identify the factors that influence the affordability of young peoples to purchase a property. Therefore, this research is conducted as to investigate the conditions of property market that are affordable in Sungai Petani area. There are four main factors have been identified from the literature search such as location, income levels, market demand and supply, and government interventions are examined to provide insights into the current housing market trends and potential solutions. The researcher adopted quantitative approach in which a set of questions that consists 15 items excluding socio-demographic has been distributed using online survey. This research has gathered 131 responses, making it an acceptable for sampling size. Descriptive statistics were used in the data analysis process to obtain the results from the people who lived and want to purchase a property in Sungai Petani. Majority of the respondents agreed with the factors listed by the researchers. Various policies and strategies have been introduced by the government to increase homeownership among Malaysians. However, this issue has not been solved comprehensively until today.