



**UNIVERSITI TEKNOLOGI MARA**

**SATISFACTION OF HOMEBUYERS TOWARDS  
AFFORDABLE HOUSING ISSUES IN HARMONI 1, ELMINA.**

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

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## **STUDENT'S DECLARATION**

ACADEMIC PROJECT TITLE:

### **SATISFACTION OF HOMEBUYERS TOWARDS AFFORDABLE HOUSING ISSUES IN HARMONI 1, ELMINA.**

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

Student's Signature

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Date of Declaration : 3 July 2024

## **ACKNOWLEDGEMENT**

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## ABSTRACT

Housing is described as one of the most universal concerns for a country's welfare that reflects its people's perception of living standards. This is where each homebuyer must have their own issue satisfaction either price, location, facilities, quality and time of project development in buying houses. Apart from that, this study focused on the issue satisfaction of affordable housing under the "*Rumah Selangorku*". The case study of the affordable housing chosen is Harmoni 1, Elmina Apartment in Bukit Raja, Selangor, Malaysia. Additionally, the case study is an affordable housing with 1,700 unit by Sime Darby Property launched in 2015 and occupied by the homebuyers in year 2017. The questionnaire survey has been distributed towards 313 respondents which are the occupants of Harmoni 1, Elmina Apartment from March until May. After all the data collected, then the primary data was analyzed to determine the objectives of the study. The measuring scale indicate the level of satisfaction of the occupants regarding the criteria of affordable housing issues and the rank of the satisfaction of the occupants toward housing affordability issues in Harmoni 1, Elmina. Thus, the results shows the level of satisfaction such as price, quality, location, facilities and time of project development are reliable.

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