



**COLLEGE OF BUILT ENVIRONMENT  
UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS INFLUENCING DEMAND OF LANDED RESIDENTIAL IN  
DISTRICT OF JOHOR BAHRU  
CASE STUDY: JOHOR BAHRU**

**Academic Project Submitted in Partial Fullfillment 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:

**THE FACTORS INFLUENCING DEMAND OF LANDED RESIDENTIAL IN  
DISTRICT OF JOHOR BAHRU  
CASE STUDY: JOHOR BAHRU**

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 : **PUTERI ANIS SHARMILA BINTI  
NASHARUDDIN**  
Date : **8 JULY 2024**

## **SUPERVISOR'S DECLARATION**

Title of Academic Project:

**THE FACTORS INFLUENCING DEMAND OF LANDED RESIDENTIAL IN  
DISTRICT OF JOHOR BAHRU  
CASE STUDY: JOHOR BAHRU**

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 : NURULANIS BINTI AHMAD @ MOHAMED  
Date : 8 JULY 2024

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## **ABSTRACT**

This study investigates the factors influencing the demand for landed residential properties in the district of Johor Bahru. Given the rapid urbanization and economic growth in the area, understanding these factors is crucial for stakeholders, including developers, investors, and policymakers. The primary objectives of this research are to explore the various factors that influence the demand for landed residential properties in Johor Bahru and to determine the main factors among these that have the most significant impact. To achieve these objectives, a qualitative research methodology was employed, utilizing in-depth interviews with key stakeholders in the real estate market, including property developers, real estate agents, and potential buyers. This approach allowed for a comprehensive understanding of the perceptions and experiences of these stakeholders, providing rich, detailed insights into the factors driving demand. The findings from this study are expected to contribute to the existing body of knowledge on real estate demand in Johor Bahru and provide practical recommendations for enhancing the marketability and appeal of landed residential properties in the district.