



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE DEMAND OF AFFORDABLE HOUSING AMONG THE MIDDLE-
INCOME GROUP (M40) IN RUMAH SELANGORKU APARTMENT DANAU
RIA**

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

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2022602512
SEMESTER MAC 2024 - AUGUST 2024
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STUDENT'S DECLARATION

Title of Academic Project:

THE DEMAND OF AFFORDABLE HOUSING AMONG THE MIDDLE-
INCOME GROUP (M40) IN RUMAH SELANGORKU APARTMENT DANAU
RIA

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 :SITI AINI NADIAH BINTI SHAMSUL
ANUAR

Date :5/07/2024

SUPERVISOR'S DECLARATION

Title of Academic Project:

THE DEMAND OF AFFORDABLE HOUSING AMONG THE MIDDLE-
INCOME GROUP (M40) IN RUMAH SELANGORKU APARTMENT DANAU
RIA

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 :

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Date :5/07/2024

ACKNOWLEDGMENT

Alhamdulillah, I was able to complete this task. First, I would like to thank Allah for giving me the opportunity and good health to carry out this research without consent from Him. I might be unable to finish this report within the specified time.

Second, I would like to express our gratitude to our lecturer, Assoc. Prof. Sr. Dr. Hj. Nor Aini Binti Salleh, for assisting and guiding me in achieving our goal, as well as for her encouragement. As a result, I completed this task completely. My thanks also go to all of my lecturers for all of their assistance during my studies to obtain my degree.

My heartfelt gratitude goes to my beloved parents, who have always been there for me. I am sincerely grateful to my wonderful siblings, friends, and everyone who has been directly or indirectly involved in my educational experience. The continuous encouragement and support provided have provided great motivation for the completion of this Academic Project.

Finally, I would like to express my heartfelt appreciation to all the respondents for giving a good cooperation in the process of collecting and managing the data of this research. Only Allah can repay the kindness, moral support, and courtesy that you have all shown me. From the bottom of my heart, thank you.

ABSTRACT

The global supply and demand for affordable housing are insufficient, with only 13% of cities meeting housing needs. This has led to a preference for affordable housing over standard market offerings, especially in major urban areas such as Kuala Lumpur and Selangor. Moreover, Malaysia's current housing policy primarily serves the lower-income class, while overlooking the need for affordable housing in the M40 group. In the Gombak District, there is a shortage of affordable housing, with 41,598 households in need and only 40,786 units available. The research focuses on the demand for affordable housing in the Gombak District and examines the factors contributing to the success of projects despite the insufficient supply. This research aims to determine the success criteria for affordable housing projects from the demand perspective among the middle-income group (M40). It also provides valuable insights for decision-making, policy development, and improving housing options for the M40 group. The research outlines 3 objectives: To identify the high-rise "Rumah Selangorku" project available in Mukim Rawang, Gombak, to determine the criteria contributing to the success of affordable housing projects from the perspective of demand among the middle-income group (M40), and to evaluate the most successful criteria of affordable housing projects as perceived by the middle-income group (M40). The research study area is "Rumah Selangorku" Apartment Danau Ria. An online survey questionnaire was distributed to 126 respondents. Data from the questionnaire were analyzed quantitatively using the Relative Importance Index (RII). The findings have revealed 3 most successful criteria for affordable housing projects from the M40 demand perspective: neighborhood criteria, location criteria, and developer attributes criteria.