



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**FLOOD RISK AWARENESS AND ITS IMPACT ON RESIDENTIAL PROPERTY
PURCHASE CONSIDERATION IN THE DISTRICT OF KOTA BHARU**

**Academic Project Submitted in Partial Fulfilment of the
Requirements For the award of Degree
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STUDENT'S DECLARATION

Title of Academic Project

FLOOD RISK AWARENESS AND ITS IMPACT ON RESIDENTIAL PROPERTY PURCHASE CONSIDERATION IN THE DISTRICT OF KOTA BHARU

I hereby declare that this thesis was carried in accordance with the regulations of Universiti Teknologi MARA. This research project is the end result of my own work, and that due acknowledgement has been given in the references to all sources of information. No portion of this thesis has been submitted for any other degree or qualification of this or any other institution or non-academic institution.

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Declaration Date : 13 July 2025

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ABSTRACT

This research explores the relationship between flood disaster and the property market in Kelantan focusing particularly on residential property values in flood-prone areas like Kota Bharu. Flooding has been a common natural disaster in the state that causes both physical and major economic damage. Given Kelantan's vulnerability which is intensified by rapid urbanization and inadequate drainage systems, this study aims to understand the degree to which flood events influence the local housing market. The research was driven by two key objectives: first, to assess the level of residents' awareness of flood risks and flood-prone areas in the district and second, to examine how past flood experience influences residents' consideration of flood risks when purchasing residential property. A quantitative methodology was employed, utilizing structured questionnaires distributed to 105 respondents aged 30 to 59, an age group considered to be financially capable of participating in the property market. Kota Bharu was chosen as the study area due to its history of significant and frequent flooding. For the purpose of identifying trends, attitudes, and behavioral patterns among residents impacted by flood threats, the gathered data was subjected to descriptive statistics analysis using SPSS software. The findings reveal that flooding has a major structural and financial impact on residential property values. Environmental deterioration, location risk and structural damage were the main causes of the decline in property value. However, the study also discovered that the demand for real estate in safer zone of the district remain stable by elements like infrastructure development, accessibility, affordability and urban migration trends. This research is novel since it focuses on combining market valuation and flood risk perception providing a dual perspective on environmental vulnerability and economic decision-making. The study provides practical insights for policymakers, developers, and valuers to improve urban resilience and adopt risk-sensitive property planning in Kelantan.

Keyword: *flood events, residential property values, market valuation, flood risk perception, Kelantan.*

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