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**DRIVING FACTORS THAT INFLUENCE THE
DEVELOPMENT OF HOUSING PROJECT ON HILLY
AREA IN PENANG: DEVELOPER'S PERSPECTIVE**

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of the requirement for the award of
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ABSTRACT

Housing development on hillside still continue although it affects the surrounding environment. The nature condition of hillside areas has formed of numerous regulations and guidelines by government and private agencies to guide these developments in order to ensure safety and welfare of property owners. The research aim for this study is to determine the driving factors that influence the development of housing project on hilly area. This research takes integrated approach in identifying driving factors, impacts and ways to overcome housing development on hilly area. The research methodology is carried out through qualitative method where questionnaire is distributed to developers who registered under REHDA in Penang. This research involved 90 number of participants in answering the questionnaire and only 32 numbers of questionnaires were completely returned. The major findings are successfully identified through the driving factors rated according to the mean score with five major factors ranked as the most influential factor is scarcity of land. Second findings identified the impacts rated by the developers based on their perspective is landslides as it is recorded as the highest ranked among all impacts. The third findings where competent expertise by Local Authorities is required to verify and evaluate safety aspects of the project as one of the way to overcome the impacts of the housing development. This research outcome is valuable to all developers or other parties that involved as an aid of improvement in carrying out the housing development on hilly area during pre-construction of the project.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The first chapter of this dissertation opens with the background of study and further describes the issue regarding the factors that influence housing development on hillside in Malaysia. This is followed by the research objectives, research questions and significance of the study. The chapter concludes with the organization of the dissertation.

1.1 Background of the Study

Buildings and structures make it possible for human beings to meet their social needs and economic investment needs in order to meet their corporate objectives. It changes people's way of life and standards of living apart from modernization of the community (Zainul Abidin & Jaapar, 2008). The National Housing Department (2010) also stated the house is a fundamental requirement because it is "a home for all," and the government wants to make sure all Malaysians can own a house or at least rent one. The impact of family poverty on individual health, employment, economy, and other welfare measures is degraded by living in an undesirable neighborhood. (Centre for the Study of Social Policy, 2011). In Malaysia, there are several different types of housing. All housing developers can choose from are terrace house, town house, bungalow house, semi-detached, condominiums, apartments, and flats based on their own capital. In terms of design and cost, all the types of houses mentioned are different. In addition, there are limitations on buyers as well as on their earned salary. Most of the housing development is built in a landed area with different types of housing. The government has urged developers to preserve the environment by using a more green-building and sustainable