



UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING DEMAND FOR CONDOMINIUM IN KLANG VALLEY

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ABSTRACT

In recent years, condominium living has gained popularity among Malaysian. Many Malaysian have invested in this development because of its product attributes. It has become the mode of living for the country's middle and upper class families. Condominium developments have mushroomed in all parts of cities in Malaysia particularly in Kuala Lumpur, Penang and Johor Bahru. The resident can enjoy the convenience of having the facilities at their doorsteps, the abundance of greenery and open space.

Demand for condominium in Klang Valley is not certain and so this is a main problem to developers. The developers are in doubt about which factor and how much weight should be considered to come up with a condominium project. What are the real factors that influence the demand or what are the real factors that attract people to buy condominium? Based on theories and literature review, several factors have been identified which make up the demand factors for condominium. Among the factors are price, location, and recreational facilities and amenities facilities as the independent variables. The dependent variable will be the demand for condominium. Once these factors are known, it is easier for developers to consider these factors before they proceed with the condominium development effectively and efficiently.

This research is based on the primary data that is questionnaire. The questionnaire has been distributed to 100 employees of Tokio Marine Life Insurance Malaysia Berhad, Kuala Lumpur. By using SPSS software, the data has been generate and the finding of this research are shows that recreational facilities play as the main role of demand for condominium in Klang Valley.