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THE PERCEPTION OF PEOPLE TOWARDS THE FACTOR OF RISING HOUSE PRICE: A CASE STUDY IN KOTA KINABALU, SABAH

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ABSTRACT

The purpose of this research is to determine the perception of people towards the factors that influence the rise of house price in Kota Kinabalu, Sabah. Based on the research, three factors had determined in influence the rise of house price including urban area,building material and scarcity of land. The questionnaire had been used as an instrument to investigate the people's perception toward the factor that influence the rise of house price in Kota Kinabalu. Our respondent is public people in Kota Kinabalu. At the end of this case study, it can conclude that the factors that most influence the rise of house in Kota Kinabalu is an urban area.

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