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# Poster Book

**IIIDBEE X 2023**  
20 JANUARY 2023  
*International Invention, Innovation & Design Exposition  
for Built Environment and Engineering 2023*

**College of Built Environment  
UiTM Puncak Alam**  
20 January 2023 | Friday

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**Unleashing Potentials  
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# CONTENTS

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**01 Contents**

**02 Preface**

**03 Welcome remarks**

**04 Exhibition layout**

**05 Event programme**

**06 List of entries**

**07 Poster category: Academician &  
Professionals**

**08 Poster category: Postgraduate**

**09 Poster category: Undergraduate**

**10 Appreciation**



# FACTORS INFLUENCING REAL ESTATE BUYING BEHAVIOUR DURING COVID-19 (CASE STUDY : PETALING JAYA, SELANGOR)

**IIBBEE X 2023**  
20 JANUARY 2023  
International Invention, Innovation & Design Exposition for Built Environment and Engineering 2023



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## ABSTRACT



There has been an increasing rate in the property market over the years. However, because of Covid-19, the price of housing properties began to fall, despite home-buyers being unable to afford to purchase a home during this time period because most of them were losing their jobs. In early 2020, the sudden outbreak of the Covid-19 pandemic has continued to carry significant uncertainty and has led to real estate industry. The Malaysian lockdown has resulted in a substantial decrease in the number of buyers and sellers, as well as a shrinking of the property market. This study aim to identify the determinants that affect customers real estate purchasing behaviour in Petaling Jaya, Selangor during the Covid-19 outbreak. The research objectives proposed; (1) To determine the real estate purchasing behaviour; (2) To identify the real estate purchasing behaviour during COVID-19 outbreak; and (3) To identify the factors influencing real estate buying behaviour during COVID-19 in Petaling Jaya, Selangor. The research used mixed method and the main findings of the research shows that four (4) factors influencing real estate buying behaviours are; (1) location factor; (2) pricing and financial factor; (3) economic factor; and (4) interior and exterior design factor. This research is significance for the developer, an estate agent and house purchaser.

## INTRODUCTION

There has been an increasing rate in the property market over the years. However, because of Covid-19, the price of housing properties began to fall, despite customers being unable to afford to purchase a home during this time period because most of them were losing their jobs. The swift and massive impact of the coronavirus pandemic and shutdown measures to contain it have plunged the global economy into a severe contraction. The economy has an impact on housing property supply and demand. When there is a high demand and low supply, the price of properties will increase, vice versa (Romeli, 2020).

## PROBLEM STATEMENT

The diversity in housing choice in terms of size, category, location, design, cost, and materials remains a challenging process (Abdullah et. al., 2012).

The comprehension of housing preference is crucial for the buyers' decision-making, particularly first-time buyers (Khan et al., 2017).

Many businesses in Malaysia are losing around 40 to 80%, and they cannot pay their employees as before (Hamdan, 2020).

## RESEARCH SIGNIFICANCE

<b>PROPERTY DEVELOPER</b>	Property developer is more likely to build a project which suits clients requirement and preference.
<b>ESTATE AGENT</b>	Real estate agent provide through the whole house purchasing process, based on what the purchaser needs and wants.
<b>HOUSE PURCHASER</b>	Learning about the demographics and level of existing development and land under development

## MAIN FINDINGS

FACTORS INFLUENCING REAL ESTATE BUYING BEHAVIOUR DURING COVID-19	Mean	Std deviation	Rank	Overall Rank
<b>LOCATION FACTOR</b>				
presence of shops	3.9278	0.95736	3	6
availability of retail centres	3.8389	0.84008	5	18
presence of schools	3.7889	0.95712	7	22
adjacent to all important emergency services, road rail transport accessibility	4.2389	0.75015	2	3
provision of recreational areas	3.9056	0.75015	4	17
distance travelled to work	4.3	0.88375	6	21
free from noise and pollution	4.3222	0.74486	1	2
<b>PRICING AND FINANCIAL FACTOR</b>				
effects of Real Property Gains Tax (RPGT)	3.7722	0.84451	6	24
Developer Interest Bearing Scheme (DIBS) given by developers	3.8944	0.77313	4	20
Home Ownership Campaign (HOC) given by government	4.00	0.82557	3	14
importance of Mortgage Loan to Value Ratio	4.00	0.76953	2	15
Base Lending Rate by Bank Negara	4.1667	0.66433	1	8
able to get 90% loan	3.7833	0.94115	5	23
able to pay a premium / deposit	3.3167	0.98862	7	29
eligible to get bank loan	3.9	0.83298	8	19
<b>ECONOMIC FACTOR</b>				
decrease in price	3.2778	1.10386	6	30
gaining profit in the long-run	3.5556	0.98719	5	27
able to sustain a job	4.0722	0.92773	4	10
average price of different properties	4.0722	0.74766	3	11
complete amenities and better quality, as it represents the higher the real estate value	4.5222	0.55386	1	1
future development	4.2833	0.68727	2	4
<b>INTERIOR &amp; EXTERIOR DESIGN FACTOR</b>				
landed property	3.7278	1.03476	5	25
high rise property	3.4389	0.77072	6	28
size of the property	4.0722	0.81898	3	12
number of bedrooms	4.2556	0.66955	1	5
number of bathrooms	4.0833	0.73138	2	9
number parking	4.0167	0.86182	4	13
swimming pool	3.1278	0.90948	7	31
sports facilities	3.5833	0.90853	8	26
convenient store in the development	3.9556	0.81756	9	16
internal and external structure	4.2333	0.62624	10	7

## RESEARCH AIM

Identify the determinants that affect customers real estate purchasing behaviour in Petaling Jaya, Selangor during the Covid-19 outbreak.

## RESEARCH OBJECTIVES

- To determine the real estate purchasing behaviour.
- To identify the real estate purchasing behaviour during COVID-19 outbreak.
- To identify the factors influencing real estate buying behaviour during COVID-19 in Petaling Jaya, Selangor.

## RESEARCH METHODOLOGY

### FACTORS INFLUENCING BUYING BEHAVIOUR DURING COVID-19

#### Qualitative Data

**Method:** Direct interview & phone call  
**Purpose:** Extracting data for suggestions on factors influencing real estate buying behaviour  
**Respondents:**  
• Academician  
• Head of Director Estate Agency Company

#### Pilot Study Draft Questionnaire

#### Quantitative Data

**Method:** Online survey  
**Purpose:** Research on factors influencing real estate buying behaviours during covid-19 outbreak in Petaling Jaya, Selangor  
**Respondents:** Property home buyers which aged are over 21 years old

## NOVELTY

Conceptual framework of buying behaviour factors as it becomes a challenge and pressure for some researchers to produce innovative and relevant research.

## CONCLUSION

In the nutshell, in order to assess whether there is a association between real estate and purchasing behaviour in Malaysia, four factors were examined. Homebuyers in Malaysia should take into account a variety of criteria, according to the research. These include location, pricing and financial, economic, and interior and exterior design factors. In order to better understand the wants and needs of homebuyers in their target markets, housing developers should perform more in-depth research. Greater and wiser judgments should be made as a result of a better awareness of the elements that must be addressed in order to suit the needs of homebuyers.

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