



CENTRE OF STUDIES FOR ESTATE MANAGEMENT

COLLEGE OF BUILT ENVIRONMENT

UNIVERSITI TEKNOLOGI MARA

**COMMERCIAL FACTOR AFFECTING SERVICE APARTMENT
OVERHANG IN PETALING DISTRICT, SELANGOR
CASE STUDY : RHYTHM AVENUE USJ 19**

**Academic Project Submitted in Partial Fulfilment of the Requirements for the
award of the Degree Bachelor of Estate Management (Hons)**

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ABSTRACT

According to the Valuation and Property Services Department's (JPPH) 2022 Property Market Report, Selangor had 2,926 overhang serviced apartment/SOHO units worth RM1.74 billion in 2022. This was an increase of 624 units and RM310 million from 2021, when there were 2,302 overhang units worth RM1.43 billion. The study investigate on the commercial factors affecting service apartment overhang in Petaling District, Selangor Case Study is at Rhythm Avenue USJ 19. The objectives include to identify the commercial factor and to rank the commercial factor affecting service apartment overhang in Petaling District, Selangor Case Study is at Rhythm Avenue USJ 19 The study focuses on service apartment located at Rhythm Avenue USJ 19, where access to data allows for comprehensive analysis. Data collection involves a literature review and questionnaire surveys. the questionnaire are being divided into two sections Section A is about respondents' personal information. This section is for gathering personal information such as gender. Section B poses questions regarding on commercial factor affecting service apartment overhang. descriptive analysis of the primary data from the questionnaire survey will be done using frequency, mean score, and percentage. This level will also involve the use of computer software, such as Student Package for Social Science (SPSS). The findings reveals what are commercial factor affecting service apartment overhang and things that can improvised by developers to avoid overhang problem in the future. This study aims to measure data, identify commercial factors affecting service apartment overhang, and develop recommendations for future development. It will help attract buyers and make the process easier by identifying factors that can reduce overhangs. The research will also help in identifying building features to prevent overhang problems in future service apartment developments.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

This chapter aims to give understanding towards the research conducted. It gives an overview of the issue area that the study is focusing on, and it outlines the structure of the subject area. This chapter, in addition to discussing and identifying problems that result from earlier research, also helps to provide solutions to those problems, as well as to create the project's goals and objectives. The relevance of the research is divided down into its component parts and then highlighted

1.2 Problem Statement

According to the 2022 Property Market Report published by the Valuation and Property Services Department (JPPH), Selangor had 2,926 overhang serviced apartment/SOHO units worth RM1.74 billion in 2022, an increase of 624 units and an increase in value of RM310 million from the 2,302 overhang units worth RM1.43 billion in 2021.

Nowadays, the market demand and buyers preference are very important in order to buy a property. There is a continuing overhang in the service apartment business despite rising demand, reflecting an imbalance between supply and evolving buyer preferences. To reduce overhangs and boost occupancy rates, this study aims to identify the causes of the gap between the market's need and service apartments' ability to meet that need, gain insight into buyer changing preferences, and then recommend solutions.

Furthermore, there are many things that affect how residents decide whether or not to buy a service apartment. It's important for developers and legislators to figure out what these factors are and how important they are so that they can match their services to what the market wants and make residents happier. By understanding the main things that affect the choices of locals, plans can be made to bring in buyers and fill any gaps between supply and demand.