



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF INTERNET OF THINGS (IoT) APPLICATION IN ESTATE
AGENCY PRACTICE IN IPOH, PERAK**

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

**SARAH NOOR JAIRIN BT JAIRI
2021621884
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ABSTRACT

The Internet of Things refers to the interconnection of everyday objects with the internet, allowing them to send and receive data. IoT technology has the potential to revolutionize numerous industries by providing enhanced connectivity, automation, and data-driven decision-making. In the context of estate agency practice, the integration of IoT applications holds considerable promise to improve efficiency, customer experience, and overall operational effectiveness. However, there is a lack of comprehensive understanding regarding the types of IoT technology currently utilized in the estate agency practice in the and the effectiveness of their application. The influence of Internet of Things (IoT) technology in real estate agency practices in Ipoh, Perak was investigated in this research. The aim of this research is to study the types of Internets of Things (IoT) technology used among of the Estate Agency practice in Ipoh, Perak, and its effectiveness. Therefore, the research objectives are to identify the types of Internets of Things (IoT) technology used in the estate agency practice and to analyse the effectiveness Of the Application of Internet of Things (IoT) Technology in Real Estate Firm. The study was conducted among 30 respondents from estate agency firm using quantitative method. The questionnaire was distributed to respondents through Google Form using purposive sampling. The data gathered analysed using Social Statistic for Package Science (SPSS) version 27. Based on the findings, that websites were the most used IoT application. Following the section, some questions related with its functionality were asked. Through the answers that have been received, the researcher can find out the functionality indication of the application such as system integration, accessibility, intuitive interface etc. However, several challenges were identified during the implementation of IoT technology such as workflow and data integration and cost of adoption. Hence, this study recommends the future researcher to delve into understanding customer perceptions of IoT technology in the real estate sector.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Preliminary

The evolution of the wave of the globalization, as well as computer and automation technologies, demonstrates that firms must be better equipped to tackle difficulties to preserve a competitive edge. Various innovations and new ideas are being incorporated into the organization, which necessitates the participation of all stakeholders, including the real estate industry. Malaysia has been a successful Asian emerging country and is on its way to becoming a developed nation. The real estate sector is now witnessing a digital revolution that is impacting its growth as well as changing its character in terms of markets and work conditions. Therefore, the execution of latest technology has a significant influence estate agency professional in Ipoh.

Industrial Revolution can be interpreted as a fundamental change in the way people work because it introduces new things that can help and are needed in human life (Harahap, 2019). The Industrial Revolution 4.0 is a technological transition that emphasizes automation and collaboration across sophisticated and varied technologies. Industrial Revolution 4.0 is described as the complete transformation of all sectors of production occurring in the industrial world because of the integration of digital and internet technologies with conventional industries (German Angela Merkel, 2014). Real estate industries must adapt to shifting operating models and strategies in the face of the Industrial Revolution 4.0, which is full of changes, in order to sustain and build corporate value. The platform strategy is an operational model and strategy that may be used (Bianchi & Labory, 2018). The creation of global platforms that are inextricably linked to the physical world is a distinguishing aspect of the Industrial Revolution 4.