

UNIVERSITI TEKNOLOGI MARA

**SENSE OF BELONGING MODERATE THE
LEVEL OF RESIDENTIAL SATISFACTION
TOWARDS PUBLIC LOW COST HOUSING IN
PPR SERI SEMARAK, KUALA LUMPUR**

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Dissertation submitted in partial fulfillment of the requirements for the
degree of

EXECUTIVE MASTER OF ADMINISTRATIVE SCIENCE

Faculty of Administrative Science and Policy Studies

January 2018

ABSTRACT

Housing is the most vital basic needs of human. It is the responsibility of the government of the day to provide adequate housing to the citizen. Even though there are increasing in quantity of low cost housing provided by the government, there are still concern as to whether housing quality can be met. Due to this, the study is conducted with the aim to investigate sense of belonging as moderator in the level of residential satisfaction towards public low cost housing in PPR Seri Semarak Kuala Lumpur. A cross sectional study was a research design adopted. Questionnaires were distributed to 363 respondents. The findings indicate that the residents had moderate level of satisfaction with mean value of 3.11. The determinants of residential satisfaction (physical characteristics, public facilities, neighborhood characteristics) have significant association with residents' satisfaction with p value < 0.05. The moderation analysis conducted also shows that sense of belonging has moderating effect in the relationship between determinants of residential satisfaction with level of residents' satisfaction. In light of that, it is necessary for the government especially KLCH to come out with better development of public housing based on the determinants tested in this study. Hence, housing industry's goals can be achieved in the future in providing adequate and quality housing to all citizens.

Keyword: Residential Satisfaction, Sense of Belonging, Public Low Cost Housing

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

In the name of Allah S.W.T. Most Compassionate and Most Merciful

I am grateful to Allah SWT that I am able to embark on completing this long journey as assigned to me for this course entitled ‘Sense of Belonging Moderate The Level of Residents’ Satisfaction Towards Public Low Cost Housing In PPR Seri Semarak, Kuala Lumpur’

I sincerely would like to thank and extend my gratitude to dedicated and understanding supervisor, Dr. Nor Hafizah Mohamed Harith for her guidance and assistance as well as also the commitment throughout the duration of this dissertation. Her encouragement, suggestion and criticism were helpful and essential in competing this dissertation. Thank you very much for all your kindness and support on this research.

Last but not least, I would also like to thank my parents who have helped me in giving their endless support and understanding through the duration of conducting this dissertation. Not to forget, I would like to thank all who have made this written task a successful one.

SITI NABILA SUHATRIL

2016898034

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CHAPTER ONE

INTRODUCTION

1.1 PREAMBLE

Maslow's Hierarchy of Needs theory believes that housing is the most important need among the five levels of needs depicted in the hierarchy. Hence, housing forms one of the other basic needs of humans. By realizing its importance, the Malaysian government has delivered various policies to enhance homeownership among its citizen. This has resulted in the growth of housing industry over the last 30 years through the provision of housing to the people (Azriyati et al., 2010). In addition, rapid urbanizations demonstrate an urgent need for the government's policy to be changed. The government responded to the issue of increasing housing demand in urban areas through low-cost housing projects at subsidized sale prices and low monthly rentals.

However, with the growth of human populations and the increase of house prices, housing affordability has become an issue across the world. According to Baqutayan (2015), the main issue in housing sector is the housing affordability, as the price of house and cost of living continue to increase especially in urban areas. Hence, the government has taken measures by providing low-cost housing for the needy. Low-cost housing in Malaysia is provided by private sectors through private developers and cooperative societies as well as the public sectors (EPU, 2006). During the 10th Malaysian Plan, approximately 74,300 units of affordable houses were built by the private sectors and during the Eleventh Plan period, 653,000 units will be built by various other parties.

Due to the increase of demand for low-cost housing in urban areas, it is worthwhile to examine existing policies in relation to public low-cost housing. The specific policy for low-cost housing is associated with Program Perumahan Rakyat (PPR). Hence, this study will investigate the perceptions of residents toward public low-cost housing by examining their housing satisfaction. Therefore, this chapter discusses about the background of the study, problem statements, research questions