

**CENTRE OF STUDIES QUANTITY SURVEYING  
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SURVEYING  
UNIVERSITY TEKNOLOGI MARA  
PERAK**

**BARRIERS TO IMPLEMENTING SUSTAINABLE  
HOUSING DEVELOPMENT: FROM  
PERSPECTIVE OF DEVELOPERS**

Dissertation submitted in partial fulfilment  
of the requirement for the award of  
Bachelor of Quantity Surveying (Honours)

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SEMESTER: MARCH 2024 - AUGUST 2024**

## **AUTHOR'S DECLARATION**

I now declare that this dissertation was completed with the regulations of Universiti Teknologi MARA. It is my original work unless otherwise cited or acknowledged as a reference. This dissertation was not submitted to any other academic or non-academic institution for a degree or certification.

I confirm that I have received and understand the academic rules and regulations for undergraduate studies at Universiti Teknologi MARA, which regulate the course of my study and research.

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## ABSTRACT

This study investigates the barriers to implementing sustainable housing development in Selangor, Malaysia, from the developer's perspective and provides strategies to overcome these barriers. Data was obtained using a quantitative approach, with questionnaires distributed to housing developers and descriptive data analysis conducted. This study attempts to identify the barriers to implementing sustainable housing development and suggest strategies to overcome the barriers to implementing sustainable housing development in Selangor. The studies indicate significant institutional, economic, social, design technical, and technological barriers. In particular, the lack of government incentives and unfamiliarity with sustainable materials have been identified as significant barriers. The study suggests public procurement policies, green building codes, and green housing incentives to overcome these challenges. These solutions emphasise the role of policy and financial incentives in encouraging sustainable activities. The study provides significant information for policymakers and industry stakeholders to increase the adoption of sustainable housing development in Selangor. Future studies should investigate the influence of developing technology and undertake longitudinal studies to monitor the success of sustainable housing initiatives.

**KEYWORDS:** Sustainable housing, barriers, strategies, Selangor

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## TABLE OF CONTENT

<b>INTRODUCTION .....</b>	<b>1</b>
<b>1.0 BACKGROUND OF RESEARCH .....</b>	<b>1</b>
<b>1.1 PROBLEM STATEMENT .....</b>	<b>2</b>
<b>1.2 RESEARCH AIM.....</b>	<b>4</b>
<b>1.3 RESEARCH OBJECTIVES.....</b>	<b>4</b>
<b>1.4 RESEARCH QUESTIONS .....</b>	<b>4</b>
<b>1.5 SCOPE OF RESEARCH.....</b>	<b>5</b>
<b>1.6 RESEARCH METHODOLOGY .....</b>	<b>6</b>
<b>1.7 SUMMARY OF CHAPTERS .....</b>	<b>7</b>
<b>CHAPTER 2 .....</b>	<b>9</b>
<b>LITERATURE REVIEW .....</b>	<b>9</b>
<b>2.1 INTRODUCTION.....</b>	<b>9</b>
<b>2.2 SUSTAINABLE HOUSING DEVELOPMENT.....</b>	<b>10</b>
<b>    2.2.1 Definition of Sustainable Development.....</b>	<b>10</b>
<b>    2.2.2 Concept of Sustainable Development in Housing.....</b>	<b>13</b>
<b>2.3 DEVELOPER ROLES IN SUSTAINABLE HOUSING DEVELOPMENT .....</b>	<b>14</b>
<b>2.4 BARRIERS TO IMPLEMENTING SUSTAINABLE HOUSING DEVELOPMENT .....</b>	<b>17</b>
<b>    2.4.1 Policy and Regulation Barriers .....</b>	<b>17</b>
<b>    2.4.2 Social Barriers .....</b>	<b>22</b>
<b>    2.3.3 Economic Barriers .....</b>	<b>24</b>
<b>    2.3.4 Design and Technical Barriers .....</b>	<b>28</b>
<b>    2.3.5 Technologies Barriers .....</b>	<b>30</b>