



**PROGRAMME OF REAL ESTATE MANAGEMENT
DEPARTMENT OF BUILT ENVIRONMENT STUDIES AND TECHNOLOGY
UNIVERSITI TEKNOLOGI MARA PERAK**

**THE HOUSING AFFORDABILITY IN CONTRAST OF
MARKET DEMAND STATUS IN KOTA KINABALU, SABAH.**

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

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STUDENT'S DECLARATION

Title of Academic Project:

**THE HOUSING AFFORDABILITY IN CONTRAST OF
MARKET DEMAND STATUS IN KOTA KINABALU, SABAH.**

I hereby declare that this academic project is the result of my own research
except for the quotation and summary which have been acknowledged

Signature :

Name of Student : **DESLEY CALVIN LEUNG**

Date : **06/07/2024**

SUPERVISOR'S DECLARATION

Title of Academic Project:

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MARKET DEMAND STATUS IN KOTA KINABALU, SABAH.**

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Signature :
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Name of Supervisor : DR. HAIRUL NIZAM BIN MANSOR
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Date : 07/07/2024
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ABSTRACT

Housing affordability remains a critical issue that affecting many people intersecting with economic, social and government intervention. Malaysia's housing affordability tends to decrease, even though the housing sector has expended rapidly. However, rising of housing price have a wider socio-economic implication where they affect homebuyers in obtaining a house. Therefore, this study aims to examine the housing affordability in contrast of market demand status in Kota Kinabalu, Sabah with using quantitative method by distributing questionnaire to the individuals who work and live in the Kota Kinabalu area. This study uses descriptive analysis approach, analysis of ranking and Pearson's correlation. The results of the descriptive analysis show means score for each factor. While the results of ranking analysis have ranked the each of the factor to determine which factors has the highest ranking for the factors. The results of the Pearson's correlation analysis confirm a positive and significant relationship with the factors that affect homebuyers on housing affordability. The main findings on this research are the factors that affect homebuyers in purchase a house. Through the analysis, the researcher found out that financial analysis is the most important factor on housing affordability. This study concludes with an overall discussion of the three objectives. This study helps individuals a better understanding regarding housing affordability, enable them to plan in purchasing a house.