



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**HOUSING PREFERENCES AMONG YOUNG GENERATION IN KINTA
PERAK**

**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:

HOUSING PREFERENCES AMONG YOUNG GENERATION IN KINTA
PERAK

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 : Muhammad Daniel Lukman Bin Jamirun

Date : 15/6/2024

SUPERVISOR'S DECLARATION

Title of Academic Project:

**HOUSING PREFERENCES AMONG YOUNG GENERATION IN KINTA
PERAK**

I hereby declare that I have read this academic project and in my opinion this report is sufficient for the award of Bachelor in Estate Management (Hons)

Signature :

Name of Supervisor : Dr. Junainah Binti Mohamad

Date : 15/6/2024

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ABSTRACT

One of the most important factors influencing urban dwellers' quality of life has always been housing. Housing preferences among youths are an important issue because the housing unit prices nowadays are often unaffordable. This research focuses on identifying the preferred types of houses chosen by youths, involving features such as location, neighbourhood, financial, structures and developer factors. The significance of this research offers two key benefits. Firstly, it provides a rural development guide to increase property values and attract developers through preference purchasing, reducing risks and enhancing marketability, secondly, it aids homebuyers in selecting residential properties by emphasizing quality amenities that benefit both current homeowners and potential investors. Data was gathered from a survey questionnaire answered by 219 Kinta Ipoh, Perak youths aged from 18 to 35, and then analysed using SPSS. The results also showed what are the housing preferences among young generation and the highest-ranked preferred factors were the neighbourhood safety, house pricing, surrounding cleanliness and developer reputation.