

**IMPOSITION OF QUOTA AND THE ABILITY
OF THE DEVELOPER TO SELL HOUSING
UNITS ALLOCATED FOR BUMIPUTERA IN
MALACCA**

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TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
 CHAPTERS	
1.0 INTRODUCTION	
1.1 Background of the Study	1
1.2 Background of the Problem	4
1.3 Research Question	8
1.4 Research Objective	8
1.5 Scope and Coverage of the Research	9
1.6 Significance of the Study	10
1.7 Limitation of the Research	10
1.8 Definition of Terms	11
 2.0 LITERATURE REVIEW	
2.1 An Overview of House Sales in Malacca	14
2.1.1 The residential property	14
2.1.2 The commercial property	16
2.2 Selling	17

2.2.1	The selling concept versus the marketing concept	18
2.2.2	The selling process	20
2.3	Imposition of Selling Quota Allocated for Bumiputera and Non-Bumiputera	22
2.3.1	Status of property / land	26
2.3.2	Site selection	26
2.3.3	Price	27
2.3.4	Materials selection	28
2.3.5	Before CF and after CF – a comparison	28
2.4	Theoretical Framework	29
2.5	Hypothesis	31
3.0	RESEACRH METHODOLOGY AND DESIGN	
3.1	The Choice of Area Understudy	33
3.2	Source of Data	33
3.2.1	Primary data	33
3.2.2	Secondary data	34
3.3	Target Population and Sampling Frame	35
3.4	Sampling Procedures	36
3.5	Questionnaire Design	36
3.6	Pilot Testing of Questionnaire	38
3.7	Administration of Questionnaire and Field Interview	38

ABSTRACT

In Malacca, any developers who wanted to develop a residential areas or housing estates must allocate quotas for Bumiputera and Non-Bumiputera quota. To assist the developers to sell the allocated units, The Government has developed a subsidiaries “PERTAM Properties Sdn Bhd (PPSB)” to manage and guide the developers in the disposal of such quota. Despite of the helps given by PERTAM, majority of the quota allocated for Bumiputera cannot be sold by the developers. Thus this study is undertaken to examine what are the pertinent factors that lead to the existing problem. The data for this study is sourced from questionnaires administrated used personal interviews on 50 selected developers (98% response rate). A set of questionnaires is designed using 68 items – instruments. The 68 items were analyzed. Four factors grouped into status of property, site selection, price, and material selection used and tested for its reliability and produced an alpha Cronbach value of 0.782.

The findings conclude that the four factors analyzed in this study do not have a significant relationship with the selling performance as every P value for each factors resulted $P > 0.05$ which; $P = 0.084 > 0.05$ before CF and $P = 0.209 > 0.05$ after CF for the status of property, $P = 0.005 < 0.05$ before CF and $P = 0.814 > 0.05$ after CF for site selection, $P = 0.376 > 0.05$ before CF and $P = 0.665 > 0.05$ after CF for price and for materials selection the P value before CF is $P = 0.440 > 0.05$ and $P = 0.885 > 0.05$ after CF. It is found that the quota allocated cannot be sold mainly because the Bumiputera prefers to buy units which have the Certificate of Fitness (CF) as being tested that the selling performance before CF is highly significant with the selling performance after CF as the t value of – 7.773 with P value of 0.000.