



اوتنوورسيٲتي تيكنولوگي مارا

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN**

**“THE MEDIATING EFFECT OF HOUSING
SATISFACTION IN QUALITY OF LIFE OF LOW-COST
HOUSING”**

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“Glory to Allah S.W.T, Most Gracious, the Most Merciful, and peace upon his messenger Holy Muhammad S.A.W.”

All the worship belongs to only Allah. I seek refuge to Allah from wickedness within and from the devil deeds. I also praised to Allah S.W.T for giving me courage, time, strength, and knowledge to complete this project paper properly.

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ABSTRACT

The challenges facing Malaysia in the new millennium is not only in providing affordable housing for everyone particularly for the low income group but also in providing good and quality housing in a sustainable environment where people can live and work in harmony. This study examined the factors influencing housing satisfaction that affect quality of life among residents in low-cost housing. The proposed model was tested with a sample of 100 respondents in Wadi Iman housing, Kok lanas, Kelantan and home buyers of Kelantan, Malaysia. Findings indicated that housing satisfaction significantly contributes to residents' quality of life. The result also revealed that housing satisfaction was not only a strong predictor of quality of life but also the significant mediator for housing perception, and neighborhood perception. The study are usefeul for future home buyers especially home buyers of low-cost housing, housing industry and future research.

LIST OF TABLES**PAGE**

Table 1.1	Selection Of Variables By Authors	9
Table 1.2	Measurement Of Variables.....	10
Table 4.1	Demographic Profiles.....	32
Table 4.2	Rules Of Thumb For Cronbach's Alpha.....	34
Table 4.3	Reliability Analysis For Housing Perceptions.....	35
Table 4.4	Reliability Analysis For Neighborhood Perceptions.....	35
Table 4.5	Reliability Analysis For Housing Satisfaction.....	36
Table 4.6	Reliability Analysis For Quality Of Life.....	36
Table 4.7	Descriptive Statistics Of Variables.....	37
Table 4.8	Rules Of Thumb (Strength Of Correlation Coefficients).....	39
Table 4.9	Model Summary	40
Table 4.10	Anova Analysis	40
Table 4.11	Coefficients	41
Table 4.12	Baron And Kenny (1986) Approach.....	42
Table 4.13	Regression Analysis For Testing Mediating Variable.....	43

LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF MARKETING PROJECT PAPER (MKT662)

It is was great pleasure that I presnt you my project paper entitled “ **Quality of Life in Low-Cost Housing**” for your kind evaluation as required by the Faculty of Business Management, UiTM.Thank you.

Yours Sincerely,

.....

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