

UNIVERSITI TEKNOLOGI MARA

**FEASIBILITY STUDY ON ECONOMICAL SITE
SELECTION OF SUSTAINABLE PROPERTY
INVESTMENT IN CASE STUDY (KANGAR AND ARAU)**

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Thesis submitted in fulfilment
Of requirements for the degree of
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(Hons)


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AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Potential suitable location is compulsory for property investment especially on surrounding facilities provided. The aim of this study is to identify the potential areas using revised parameter for suitable location of property investment in Kangar and Arau. To achieve the aim, the objectives of this study are: i) to determine suitable set of the property valuation parameters based on public perception and ii) to determine potential area for investment based on set of property valuation parameters. Several property parameter from previous study such as distance to schools, available services, government building, public defence, place of interest, health and social care, and accessibility will be verified while the other new parameters such as distance to commercial area, housing area and industrial area will be tested to identify the suitable location for investment. Questionnaire survey and Analytical Hierarchical Process (AHP) technique will be used to support the analysis. The AHP was applied to determine the weighting of the chosen parameters. By using the weightage parameter, a map of the potential location that for property investment was created. Then, comparison of area and location for property valuation between literature review and revised parameters has been done. There are five different maps which represents each set of the parameters group. This study also shows how the parameters chosen can affect the valuation of property investment. This study's contribution is to create a better decision-making process that supports the Geographic Information System (GIS) environment. GIS based Multi Parameter Decision Making (MCDA) techniques is very useful for planners and decision-makers to properly guide for a new development.

Keywords: Sustainable Property Investment, AHP, GIS

TABLE OF CONTENT

| | |
|---|------------|
| CONFIRMATION BY PANEL OF EXAMINERS | i |
| AUTHOR'S DECLARATION | ii |
| SUPERVISOR'S DECLARATION | iii |
| ABSTRACT | iv |
| ACKNOWLEDGEMENT | v |
| TABLE OF CONTENT | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | xi |
| CHAPTER 1 INTRODUCTION | 1 |
| 1.1 Introduction | 1 |
| 1.2 Research Background | 1 |
| 1.3 Problem Statement | 3 |
| 1.4 Aim | 4 |
| 1.5 Research Question | 4 |
| 1.6 Objectives | 4 |
| 1.7 Scope and Limitation | 5 |
| 1.8 Significant of Research | 5 |
| CHAPTER 2 LITERATURE REVIEW | 6 |
| 2.1 Introduction | 6 |
| 2.2 Sustainable Property Investment | 6 |
| 2.2.1 Parameter Influenced the Interest of Investment | 7 |
| 2.3 Technique in Property Investment Site Selection | 9 |
| 2.4 Multi Criteria Decision Analysis (MCDA) | 9 |
| 2.4.1 Based AHP Model | 11 |

| | | |
|--|---|-----------|
| 2.5 | Studies on Property Management and Valuation using Geospatial Technologies | 12 |
| 2.6 | Conclusion | 12 |
| CHAPTER 3 METHODOLOGY | | 13 |
| 3.1 | Introduction | 13 |
| 3.2 | Flow Chart | 13 |
| 3.3 | Critical Review of Previous Work | 15 |
| | 3.3.1 Study Area | 16 |
| | 3.3.2 Software Used | 18 |
| 3.4 | Data Acquisition | 18 |
| 3.5 | Data Processing | 19 |
| | 3.5.1 Vectorization Processing | 19 |
| | 3.5.2 Compute Cell Distance from Parameters to Closest Area | 20 |
| | 3.5.3 Calculation of Weight Value and Consistency Ratio for Selected Parameter | 25 |
| 3.6 | Overlay process | 28 |
| 3.7 | Comparison of the Area and Location Between Literature Review and Revised Parameters for Property Valuation | 29 |
| 3.8 | Summary | 31 |
| CHAPTER 4 RESULTS AND ANALYSIS | | 32 |
| 4.1 | Introduction | 32 |
| 4.2 | Improvement of Property Valuation Parameters | 32 |
| 4.3 | Comparison of the Consistency Ratio (CR) Between Literature Review and Revised Parameters for Property Valuation | 37 |
| 4.4 | Site Suitability Analysis and Mapping | 44 |
| 4.5 | Summary | 54 |
| CHAPTER 5 CONCLUSION AND RECOMMENDATION | | 55 |
| 5.1 | Introduction | 55 |
| 5.2 | Conclusion | 55 |