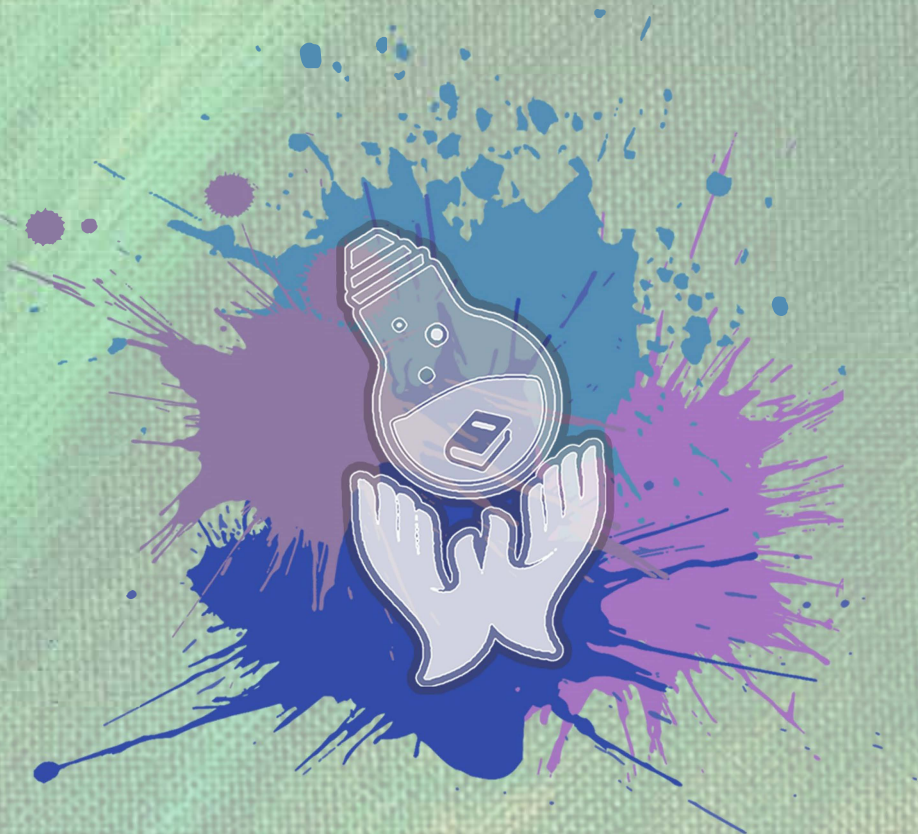




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2019



4th UNDERGRADUATE **SEMINAR** 2019

BUILT ENVIRONMENT & TECHNOLOGY

e-PROCEEDING

eISBN-978-967-5741-97-5



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FACULTY OF ARCHITECTURE, PLANNING & SURVEYING

UNIVERSITI TEKNOLOGI MARA PERAK BRANCH

SERI ISKANDAR CAMPUS

FACTORS THAT DOMINATE THE SELECTION OF OFF-CAMPUS PRIVATE RENTAL HOUSING

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Abstract:

The current inclination of housing development and rapid enrolment change are impacting students' daily life such as their convenience, housing comfort and safety. Thus, would demand on the increase in learning spaces, residential facilities and supporting facilities. However, the emphasis had been on providing student housing for living on-campus while living off-campus had been neglected. Therefore, students like any other human being, housing is their basic needs and having convenience housing will lead to contented life. Lately, issues on parallel session of Diploma and Degree session happened and contributed on inadequacy of hostel accommodation in the campus. Then, the students have to rent off-campus residential facilities on their own. This research is undertaken to find out students perception towards rental housing accommodation. This study requires a questionnaire survey from the active and prominent NR students. The data has been analyzed by using SPSS version 24. Thus, the result indicated that majority of respondent agreed that location nearby to the campus is their most preferable to stay. Then, that result would relate to the aim of this research. The significant of this contribution will help the owner of rental housing market to improve services on their dwellings for tenant satisfaction.

Keywords:

Students; Student housing; Perception; Non-Resident Student; Location

1.0 INTRODUCTION

The key trust of national plans and agenda under the National Mission 2006-2020 is to "raise the capacity for knowledge and innovation to nurture more first-class mentality". In line with this National Mission, the ministry of higher education has planned a vision moving towards "turning Malaysia into Center of Excellence for Higher Education". Thus, the rapid development in the higher education sector has resulted in the increasing number of students (Muslim, Karim, & Abdullah, 2012). The rising numbers of students in the higher education sector will give impact to the development of local property (Thuraiya et al., 2014). It is because student enrolment excess of the accommodation offered by the university. Students have to look for their own accommodation and rely on privately provided units outside the campus. Therefore, this study focused on Non-resident students to find out their perception on off-campus accommodation. The issues of the escalating number of NR students will make them accept the house that is readily available in the market (Akinyode et. al., 2015). Having a constraint on income as students will make them have to deal with rising rent of private rental set by the house owner. Then, the student will scrimp on housing rental expenses by living with multiple persons to reduce the rental paid per person. In doing so, they are foregoing comfort and privacy and must accept the low standard of living. The objective of this study is to determine the factors that influence the selection of rental houses.

2.0 LITERATURE REVIEW

Dwellings as a shelter is an essential vital part of contemporary and one of the most imperative needs of man, others are victuals and apparel (Akinyode et al., 2015). In Malaysia, the paucity of affordable options to peculiar property pressure many Malaysians into the rental market and colloquial settlements, which is immensely increasing due to dwellers growth and urbanization (Ong, 2013). All over the world, renting offers a more affordable way for many people to gain ingress to accommodation (Amenyah & Fletcher, 2013). Therefore, filling the gap created by inadequacy of accommodation by the university

are the private developers in the proximity of the university (Zubairu Abubakar & Noralfishah, 2016). These private developers construct, fix rent prices and let out dwelling to students.

2.1 Factors that influence the election of rental housing accommodation

There are many factor that influencing the selection of rental house such as:

Table 1: Explanation by different authors on factors that influence election of rental house

Author	Explanation
Zubairu and Noralfishah (2016)	In the private housing market, students will live in any type of housing unit that is available in their neighborhood as an option due to less supply of dwelling
Musa, Tawil, Che-Ani, and Basri (2015)	Mostly, students will prefer the nearest place from their campus as to reduce the time taken to go to the class
Razak, Shariffuddin and Padil (2017)	To some students, they opt to rent rooms or living off-campus which meet up their convenience without having to comply with the rules and regulations set by university's administration
Thuraiya et al., (2014).	But one of the other critical issues is regarding the financial burden they have to face since they are usually paying market rentals to profit making
Utpal Kumar and Vitsosie (2017)	But, some of them also consider the convenience and are willing to pay higher rent in locations which provides better facilities

3.0 METHODOLOGY

In order to ensure that this study is done in a systematic manner and corresponding with the objective and aim of the study, there are four phases will be conducted in this paper. The initial phase consists of two features which are identifying the problem statement and generating the research aim, research objective and research questions. Next, on the data collection, the method of conducting a survey will be chosen in which stratified sampling likely to be chosen as the researcher would like to select respondents solely based on the judgment of the researcher. Only then, the distribution of direct questionnaires will be tools in collecting the data. The scope of the study will be cover on the Non-Resident (NR) student of UiTM Perak, Seri Iskandar as the respondent for this study. It is begins from the last two semesters, the issue of parallel session among diploma and degree students happen thus, contribute to the inadequacy of students accommodation in on-campus. Next, on the data analysis, in order to achieve the result of this research, data will be analyzed by a quantitative method which is mean, mode and ranks will be used by the SPSS Software Version 24. The questionnaires were distributed to all respondent to achieve the objective for this study. The number of the return rate from the questionnaire was about 367 out of 400 that were distributed. Lastly, the researcher will conduct the last part of the study which is making a conclusion and recommendations based on the results from the analyzed data.

4.0 ANALYSIS AND FINDINGS

There are several results that have been tested are being applied to understand the objectives of the research. For the aim of this paper, the quantitative method has been executed where it includes 400 respondents that have cooperated in completing the paper. Non-resident students (NR), who reside on off-campus private rental housing have conferred to the paper by delivered their answers to the questionnaire that has been disseminated. The objective of the paper also has been achieved after analyses of the data have been completed.

Table 2: Descriptive statistics on the agreed factors based on ranking

FACTORS	MEAN	RANKING
Location in proximity to campus	4.7330	1
To have a privacy	4.5858	2
To have transportation	4.5531	3

Based on the findings, the data of mean value for the factors that influence the selection of rental housing accommodation by NR students are being measured in order to meet the second objective. It is found that the mean value recorded for the factor that influences the selection of a rental houses is 4.1502. Based on the literature review of this objective, this paper has predicted that there is a higher selection of rental housing accommodation based on their own preferences. The outcome of this paper that has

been done by data analysis proved off-campus student preferences are ranking through their most preferences as NR students. Based on data acquired in this paper, it has been found that there is a high mean value from the students' perception recorded as referred on the scale provided in the previous chapter. It can be concluded that the factor that influences the selection of rental houses towards the respondent is high. The data indicate that there are higher preferences towards the factor that influence the selection of rental house in the proximity of the university campus. Therefore this objective is achieved.

5.0 CONCLUSION

That factor affects the influence of students on renting accommodation outside the campus. It is believed that they have their own preferences on why they choose private rental housing accommodation. Their choice is being highlighted from the previous study and being ranked based on how far their preferences and perceptions on rental housing accommodation. Finding of this research will support the previous study who are mostly focused on student living satisfaction on off-campus accommodation. Also, this finding is vital for the property owner and developer to serve the tenant of their property with a higher tendency of being satisfied in term of facilities and amenities that were offered. Maybe, did not the same due to the scope of this research that only applied only to the off-campus student as tenant and only to find out their perceptions on rental housing accommodation. A significant contribution to this topic is the community of nearby student residents will become aware of students preferences.

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