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PUBLIC PERCEPTION TOWARDS AFFORDABLE HOUSING DEVELOPMENT: A
CASE STUDY IN KOTA KINABALU CITY

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ABSTRACT

This research study is conducted in Kota Kinabalu City in order to assess the level of public perception on affordable housing development within city centre and determine whether there is difference in perception among income groups regarding the affordable housing development. Basically, urbanization process occurs when there are many migration activities in an urban areas and interaction of demographic phenomenon. It makes demand of housing is increase since population growth also increase at the same time. Kota Kinabalu become the major City of Sabah and has many hubs centre such as commercial hubs, marine port hubs, manufacturing hubs, retails and shops hubs and others. It directly can open job opportunities for local peoples and immigrants that migrate to the city. Affordable housing development in city is for the purpose of to provide shelter especially for medium and lower income groups. It is parallel with vision 2020 which to become developed country as well as developed nation. Each citizen should able to access their own house. The 150 respondents are involved in this research study as the subject to assess the level of their perception on affordable housing development.

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CHAPTER I

INTRODUCTION

1.0 Introduction

According to Baker (2008), the urban growth is about the attributed to both natural population growth and rural to urban migration which is urbanization is sustained of economic growth in country it is critical to poverty reduce. Urban poverty is occur when rapid growth population and high demand of people. In addition, the urban poverty is causes by of complexity of resource and capacity constraints, a lack of planning for urban growth and management, and inadequate government policies at both the central and local level. Population in urban area will be high and the high cost of living will high. Besides, the demands of housing in urban also high with rising of increase the price. Kota Kinabalu is rapid growth of population and it is urban poverty. The state of housing conditions in Kota Kinabalu is one major urban management challenges that the country is faced it because of rapid growing population.

According to Chief Minister Datuk Seri Musa Aman said in The Star Online Sabah (2014), wants to increase the number of affordable housing units in Sabah that to be built by another 10,000 units and 23,126 housing units that will be finished over the next few years. This occur when the urbanization is happen in urban area when the high demand for housing from people that due of rural to urban migration. In vision 2020, Tun Dr. Mahathir is target the population in Malaysia can be 70 billion of population, it will be the high demand housing of people and be raising land prices. Sabah is the largest state in Malaysia. In Sabah, the capital city is Kota Kinabalu. According to Stephen Mukiibi

(2008), argued that the state of housing is occur because of growing poverty, rapid population rise, rising land prices, and growing housing demand

According to Hashim (2010), it stated that the housing affordable development has relationship with between household income and income needed to qualify for a typical house. This is based on the household are afford pay the monthly of mortgage on typical house. Moreover, the issue in Malaysia has never dealt with in detail and no specific study on housing affordability has been done (Hashim, 2010). That means that, it occur because of economic, that the land also limited and price also increase, so from that it will be issues in Malaysia. According to Litman (2014), it stated that the affordable housing in dynamic city is refers to lower priced housing located in urban area with good access to basic service and activities. So from that, increase the development of affordable housing will increase the social environmental sustainability.

The population growth of Sabah occurs when the internal and external migration happen which migrants migrate to urban city because a lot of job opportunities available in there. According to Ma (2013), it stated that the phenomenon of high demand for housing especially in urban areas is due to the rural-urban migration. Therefore, it will have high of demand of housing since population in Sabah keep increasing from migration. Housing will become limited at last it will contribute to existing of squatter's areas in urban area. So, from that only high income group are affords to buy the house compare to lower income group in urban areas. According to The Borneo Insider (2013), Minister Datuk Abdul Rahman Dahlan which is Housing and Local Government in Sabah said that, a number of factors contributed towards the rapid increase in house prices in the country, including the rising construction and labor costs, the shortage of land and prime areas and the moderate growth rates for household income. According to Chong. S. (2013), Sabah is one of the highest population growth rates in the country especially in capacity city in Kota