

**Universiti Teknologi MARA**

**E-House Rental Service: A Business Model For UiTM  
Shah Alam**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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## **ABSTRACT**

Nowadays, the uses Internet become more important to all people around the world. Through the Internet, there are many services offered to a public such as online reservation ticket, buying and selling goods and services, advertisement goods and services, etc. House rental services is a services that been offer by the landlords to a house tenants that look out for a house rent. In UiTM Shah Alam, they provide this kind of services to their students that look out for a house rent. Through a manual method, by putting advertisement of house rent at HEP Bulletin Board, college and logbooks. And with the proposed of electronic house rental services (e-HRS) it will help dissemination rental unit information widely through an online services. This research studied on the perception of a landlords and UiTM Students towards the proposed of electronic house rental services (e-HRS). As a result, landlords and UiTM students can use e-HRS as another alternative to get rental unit information.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter provides research background and rational for the study. It is also an overview of the contents research.

### 1.2 Research Background

Rental is the amount paid periodically (usually annually) by the holder of a lease or right-of-way grant for the right to use land or resources for the purposes set out in the lease or grant meanwhile service is performance of duties or provision of space and equipment helpful to others. So, rental service is services that offer to the consumer with certain fixed payment that need to pay to the people who performance of duties.

Usually, these rental services mostly happen in an offline service. In Malaysia especially, there are a few company that run an online rental services. May be, it will taken a long time to enhance these online rental services because of the perception people in Malaysia towards these online rental services are too new and incredible.

Nowadays, many universities in other country had been implementing these online services (rental services) for they're off campus students. From the researcher survey in a website, these online rental services can give many benefits to their student especially that didn't know where to get an information about the house rental. Mostly not only students will refer it, but all the