

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE &
POLICY STUDIES**



**FACTOR INFLUENCE THE INTENTION IN ADOPTING
GREEN BUILDING TECHNOLOGY**

**ADIB SYAHMI BIN HAMSUDDIN
2019689554**

AUGUST 2022

ABSTRACT

Green building technology also known as green construction is introduces and practices a green friendly theme on design in structures, buildings, and commercial spaces. The adaptation of green building technology taken place as a solution to meet the growing demand on healthy and environmentally friendly building will reduce the environmental problem while enhancing the people's well-being and achieving sustainable development. As a result, this article presents an overview of the relevant literature which contributes to the adoption of green building technology within Malaysia, as well as an evaluation of the level of adoption intention among the Malaysian public. The goal of this article is to determine factors that can influence the intention of adopting green building technology in Malaysia. Convenience Sampling technique has been employed in this study, with 330 total of respondents drawn from the population in Malaysia. There are five main independent variable that can influence the intention in adopting green building technology which is economic issues, attitude and market, information, knowledge and awareness, management and government and technology and training. Additionally, this research identifies the variable that have the greatest impact on a public's intention. The results reveal that of all the variables influence the intention of Malaysian public in adopting green building technology. Therefore, this study can contribute to the growth of implementation in adopting green building technology in Malaysia.

Keyword: green building technology, intention, adopting, sustainable

ACKNOWLEDGEMENT

Firstly, I want to thank and praise Allah SWT for the blessing, protection and letting us go through all the difficulties during finishing this task and allowing us to finish in time. I was very thankful for this opportunity to cooperate with the team members and supervisor in carrying out this research. We have experienced the guidance during performing our task. Thank you, Allah, for all the opportunity, guidance and time that have been given to us who are involved in this research directly and indirectly.

I also would like to acknowledge and give my warmest thanks to Dr. Nurul Hidayana Binti Mohd Noor who is our supervisor on her dedication to teach, guide and advise us to finish this research proposal. All the knowledge, guidance and advice given to me anytime when I asked for her help in finishing this research proposal. I was blessed and very thankful to have Dr as my supervisor.

Not only that, but I also want to thank myself for struggled in finishing this research proposal, elaborate ideas to choose the good title of the research project, make schedule to arrange the task and many more. Thank you for all the sacrifice, support, cooperation, ideas, and time that I spent to finish this research. Moreover, I also want to thank my family because they give full support to me in finishing the research and also pray for my success. They calm me when I was down, give ideas, moral support, are so understanding and they are always behind me no matter what happens.

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