



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE PREFERRED FACTORS OF ACCOMMODATION
AMONG OFF-CAMPUS STUDENTS**

**Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

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ABSTRACT

Due to the economic growth during the pandemic that has slowly recovered, college demand is high because most of the students prefer to stay on campus, but the supply of hostel accommodation for the students is low. The ultimate aim of this research is to identify issues related to the housing accommodations among off-campus students. Therefore, the objectives of this research are to identify the preferred residential rental area among off-campus students, to determine the preferred factors of accommodation among off-campus students, and to rank the preferred factors of accommodation among off-campus students. The population for this study is 1,208 off-campus students at Universiti Teknologi MARA, Seri Iskandar (UiTMSI). The sample size of this research is 292 respondents, which is needed for data collection by using random sampling. In order to answer the research question, the questionnaire has been distributed via Telegram and WhatsApp to off-campus students as primary data. Literature reviews that have already been conducted that are relevant to this topic serve as secondary sources of information. The data collection has been analysed using Descriptive Analysis in Statistical Package for the Social Sciences (SPSS) Version 28.0. The finding reveals that the popular residential area is Bandar Seri Iskandar (SIDEK) because of its proximity to the campus. It is important for the Higher Education Institution (HEI) and government to set the standard requirements for the private market rental regarding the accommodation facilities so that the students will have the basic facilities with an affordable and comfortable residential rental.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

The existence of a university as an institution of study plays a very important role in the depletion of property and the growth of an area. Therefore, Universiti Teknologi MARA (UiTM), Perak Branch is committed in all efforts that lead to the excellence of UiTM's aspirations to become a world-class higher education center and to be the best university. The strength of Universiti Teknologi MARA (UiTM), Perak Branch is generated through the knowledge and competence of human resources in preparing and managing teaching and learning, conducting research and consulting, scientific writing and publishing, industrial networking and implementing community service programs. The university is located in Perak Tengah District with an area of approximately 392.36 acres. The construction of the student residential college can accommodate approximately 8,000 students at a time. Nowadays, UiTMSI houses 9,665 full-time students in 30 academic programs and 418 part-time students in 7 programs, 539 permanent lecturers and 359 management and support staff.

Thus, the higher education sector's rapid rise has led to an increase in student population. The expansion of local real estate will be impacted by the growing enrolment