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**FACTORS INFLUENCING RENTING DECISIONS AMONG NON RESIDENT
BACHELOR OF ESTATE MANAGEMENT STUDENTS IN UITM SERI
ISKANDAR, PERAK**

**Academic Project Submitted in Partial Fulfillment of The Requirements
for The Award of
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ABSTRACT

Living in university-provided housing will make it easier for students to attend lessons and participate actively in university activities. A research was done among UiTM students who live off-campus to investigate the reasons for residing in private housing. This objective of this study is discussing about the preferences of student in choosing their accommodation and as well as the factors that influencing the student to rent a house. So the purpose of doing this research is to identified clearly each of the factors and preferences for the students to stay off campus instead of stay on campus. For this research its seeks to determine the elements that influence the non resident students in making a rental decision. The target population of this study is consists of open as well as for non-resident bachelor students of estate management at UiTM Seri Iskandar in Perak. Next, this research was done by using a purposive sampling method. Because we already know who are the respondent for our research and we only focusing on bachelor of estate management students in UiTM Seri Iskandar. In this research the researcher used quantitative method. Were the data are only distribute through online question and were analyzed using SPSS. So for the data analysis we only need for the descriptive analysis. Performing descriptive analysis is essential because its enable the researcher to present their insight in a meaningful ways. .Looking at the limited number of dormitories provided by UiTM factor, the mean score is more than 4.00, which is 4.08 that is quite influential to the student factor on renting decision or to be non resident students. On the side of challenging in making decision to rent a house, the mean score is 4.36. On the other hand, the limited number of dormitories and comfortability also gained the highest attention from students, with outstanding mean scores of 4.36. Notably, the safety and security of the neighbourhood had a good figure of mean score as well as the availability of public transportation near the accommodation with 4.46 and 4.49 mean scores respectively. Next, the online platform in chosen and searching for the accommodation which was also a chosen important factor with a mean score of 4.41. In essence, the choice of a variety of preferences and factors of the renting decision will attract the students to rent a house and be an off-campus students. The attraction achieved will define how much the level of the students patronage.

Keyword: Renting Decision, Off-Campus, Bachelor of Estate Management Students, UiTM Seri Iskandar, Perak

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Living in university-provided housing will make it easier for students to attend lessons and participate actively in university activities. Students at Malaysia's University Teknologi Mara (UiTM) have access to on-campus housing. Despite these amenities, some students choose to live in private housing. A research was done among UiTM students who live off-campus to investigate the reasons for residing in private housing. Many studies have been conducted on student housing preferences in nations across the world, including Vietnam. This demonstrates a high level of interest in this study.

The majority of these research agree on the importance of housing considerations in house selection. The higher education landscape in Malaysia has changed dramatically during the last two decades. One of the recognized trends is the faster growth of higher education, which has resulted in increased concentrations of university students in residential areas inside university towns. Seri Iskandar campuses are one of the examples.

This is owing to the fact that not all colleges can provide on-campus housing. Housing expenditures are regarded to be one of the major costs that these non-resident students must incur within the framework of available financial support. This study will give anyone with information about the elements that impact of students desire to rent a residence. It tries to discover and rank the elements that influence a person's decision to rent a residence. This study also will discuss the factors and housing preference for the off-campus student during making a decision to rent a house.