

**6th UNDERGRADUATE  
SEMINAR ON BUILT  
ENVIRONMENT  
AND TECHNOLOGY  
(USBET) 2023**

**SUSTAINABLE BUILT  
ENVIRONMENT**

**25 - 27 SEPTEMBER 2023**

**E-PROCEEDING**

**USBET 2023**



# e-Proceeding

**6th UNDERGRADUATE  
SEMINAR ON BUILT  
ENVIRONMENT  
AND TECHNOLOGY  
(USBET) 2023  
SUSTAINABLE BUILT  
ENVIRONMENT**

**Published by,**

Department Of Built Environment Studies And Technology  
Faculty Of Architecture, Planning & Surveying  
Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus  
*usbet.fspuperak@gmail.com*

Copyright @ 2023

Department Of Built Environment Studies And Technology  
Faculty Of Architecture, Planning & Surveying  
Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus

This work is subject to copyright. All rights are reserved by the Publisher. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system without permission in writing from the copyright owners.

eISSN 2821-3076



9 7 7 2 8 2 1 3 0 7 0 0 2

02 October 2023 | Perak, Malaysia  
Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus

## **EDITORIAL BOARD**

### **Editors-in-Chief**

SR. NORAZURA MIZAL AZZMI (BS)

NADIRA AHZAHAR (BS)

### **Editors**

TS. ZURAIHANA AHMAD ZAWAWI (BS)

SR. NAZHATULZALKIS JAMALUDIN (BS)

SR. SITI ZUBAIDAH HASHIM (BS)

NURHIDAYAH SAMSUL RIZAL (BS)

SR DR. NURUL FADZILA ZAHARI (BS)

NUR FADHILAH BAHARDIN (BS)

SR TS. DR. ALIA ABDULLAH SALLEH (BS)

SR TS. DR. SURIANI NGAH WAHAB (BS)

SR TS. DR. HASNAN HASHIM (BS)

SR NOORAZLINA KAMARUZZAMAN (BS)

SR MARIATY MOHD BAHARI (BS)

SR AIDA AFFINA ABDUL GHANI (BS)

DR. NOR DIANA AZIZ (BS)

SR AMIR FASHA MAT ISA (BS)

SR DR. NOR AMIN MOHD RADZUAN (BS)

PROF. MADYA SR DR. MOHD FADZIL YASSIN (BS)

SR TS. KHAIRUL AMRI RAMLY (BS)

SR. MOHD ASRUL HASIN (BS)

SR TS. MOHD KHAZLI ASWAD KHALID (BS)

SR MOHD DZULKARNAEN SUDIRMAN (BS)

SR DR. IRWAN MOHAMAD ALI (BS)

SR DR. MOHAMMAD HASZIRUL MOHD HASHIM (BS)

DR NURHASYIMAH BT AHMAD ZAMRI (BCT)

DR. PUTERI YULIANA SAMSUDIN (TP)

*Editors-in-Chief*

*6th Undergraduate Seminar on Built Environment and Technology 2023*

***- E- Proceedings-***

*Organized by,*

*College of Built Environment (KAB) UiTM Perak Branch*



# BUYER'S PREFERENCES IN PURCHASING STRATA PROPERTY IN KUANTAN, PAHANG

Nur Amiera Suhana Sahimi<sup>1</sup>, Huraizah Arshad <sup>1\*</sup>

<sup>1</sup>Department of Built Environment Studies and Technology, College of Built Environment, Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus, 32610, Seri Iskandar, Perak, Malaysia

nuramierasuhana@gmail.com, \*hurai543@uitm.edu.my

## ABSTRACT

*This research aims to investigate the impact of quality property management on homebuyers' preferences and its effect on the purchasing rate of properties. The study focuses on the district of Kuantan, Pahang, where the occupancy of strata properties has remained relatively low despite their popularity in other capital cities. The problem statement highlights the importance of understanding factors influencing homebuyers' preferences for purchasing strata properties to tackle the high unsold unit rate in the area. The research objectives are to identify and rank the preferences of strata property among homebuyers in Kuantan. To achieve these objectives, a quantitative research method is employed with a questionnaire distributed to potential buyers and current residents of strata properties. The data collected will undergo descriptive analysis using SPSS software to determine the mean score and relative importance index of each factor affecting buyers' preferences. The findings indicate that property management plays a crucial role in buyers' decision-making, with facilities and amenities, management and maintenance, price and value, security and safety, and fees and maintenance ranking as the most significant factors. Property developers and stakeholders can use these insights to address issues and improve strata management practices, attracting potential buyers and fostering a positive perception of stratified properties in Kuantan.*

**Keywords:** *property management, buyer's preferences, strata property*

© 2023 USBET, JABT, UiTM Perak Branch, All rights reserved

## **INTRODUCTION**

Prospective buyers examine the quality of property management services in addition to the physical qualities of a residential property. However, past research has indicated that property management services are now linked to attaining a variety of immediate and long-term goals, such as controlling the interests of property owners and potential buyers in terms of property price (Scarrett, 1983). Property management service is a growing industry in the real estate market, and there is a significant need to investigate the impact of quality property management on homebuyers' preferences and how it affected the purchasing rate of property. The existing urban lifestyle influences the increase in demand for high-rise residential buildings. Many people in the city are drawn to this type of housing scheme because of the amenities provided in high-rise residential buildings. People are starting to realize that effective property management in high-rise living can help to preserve property value and provide a high return on investment. The trend now is toward quality living, people do not just want to buy a house, but a home with full housing amenities. This means that discerning buyers are now more concerned with value-added features. The development of the strata property usually can be seen in the capital cities, especially in Kuala Lumpur, Shah Alam, Johor Bahru, and Pulau Pinang. Compared to these states, other capital cities around the east coast of Malaysia such as Kelantan, Terengganu, and Pahang have a lower demand for high-rise residential. The development of the high-rise residential can still be seen around the east-coast area despite having lower occupancy. This study is to identify the preferences of strata property among home buyers in the district of Kuantan and to rank the most preferences of strata property among home buyers in Kuantan.

### **Problem Statement**

There are many factors to be considered before purchasing a property in order to make sure that the investment is worth taking. Factors such as property conditions, facilities, amenities, security, management, and many more are taken into consideration and each factor is important for home buyers before purchasing any properties. Moreover, modern people have become more aware of their rights before purchasing any property, they ought to study more about the management and the pros and cons of the property before purchasing it. This stance has affected the buyer's preferences for purchasing the stratified property. The case study is focusing on the locality of Kuantan, Pahang. In the locality, the development of the strata property does exist but issues arise where the occupancy of the property has barely reached its target and is relatively low. According to Unsold Property Enquiry System Malaysia (UPESM), the unsold unit of stratified residence is high and increasing every year in the locality of Kuantan in the timeline of 5 years from the year 2017 until the first half of 2022. This may cause by the complaints made to Kementerian Pembangunan Kerajaan Tempatan (KPKT). The complaint itself can be related to the low rate of purchasing of the high-rise strata property in the locality of Kuantan. The

complaints can be considered as factors that affected the home buyers' preferences in purchasing the strata property in Kuantan. In order to tackle the low rate of purchasing of high-rise strata property, a good understanding of what factors can help to improve the purchasing rate of high-rise strata property and its relation to preferences of home buyers in purchasing strata property in Kuantan is identified.

## **Research Objectives**

The research aim is to find out the home buyers' preferences in purchasing strata property in Kuantan and rank out the factors according to the most preferred factors to least preferred factors. There are two objectives for this research to achieve the aim of this research. The research objectives are as follows:

1. To identify the preferences of strata property among home buyers in Kuantan.
2. To rank the most preferences of strata property among home buyers in Kuantan.

## **LITERATURE REVIEW**

### **Factors Affecting Buyers' Preferences on Purchasing a Strata Property**

According to a recent article by Property Guru (2021), the property market in Kuantan has seen steady growth in recent years, with developers launching a range of new projects to meet the demand from buyers and investors. Knight Frank (2021) reports that one of the key trends in the Kuantan property market is the increasing popularity of strata properties. Strata properties in Kuantan often offer a range of amenities, such as swimming pools, gyms, and landscaped gardens, which can be attractive to buyers who value a high-quality lifestyle. Another factor that is driving the growth of the Kuantan property market is the government's focus on developing the east coast region. The government has announced several initiatives to boost economic growth and development in the region, including the East Coast Rail Link (ECRL) and the Malaysia-China Kuantan Industrial Park (MCKIP). These initiatives are expected to create new job opportunities and attract more investment to the region, which could increase demand for property in Kuantan and the surrounding areas. In terms of pricing, in accordance with EdgeProp (2021), the property market in Kuantan is generally considered to be more affordable than other major cities in Malaysia, such as Kuala Lumpur and Penang. However, as with any property market, there are risks and challenges that buyers and investors should be aware of. Buyers' opinions on strata property in Malaysia can vary widely depending on their personal preferences and experiences. However, there are some general trends and concerns that can be observed in the city of Kuantan as buyers have certain preferences and expectations

when it comes to making such a purchase. There are factors that can affect buyers' preferences for purchasing a strata property which includes:

### **Quality property management**

One of the most important factors that can influence buyers' preferences is the quality of property management. Buyers want to know that their property is being well managed, with issues addressed promptly and efficiently. A property with good management is likely to have a better resale value and attract a higher rental income. In Malaysia, quality property management is crucial for ensuring that properties are properly maintained and managed to protect the investments of property owners and provide a comfortable and safe environment for residents. Quality property management can have a significant impact on the value and desirability of a property, as well as the satisfaction of its residents or tenants. According to a survey by iProperty.com (2019), the top factors that tenants consider when selecting a property are location, quality of management, and security. In summary, quality property management is a key factor in the success and value of a property, as well as the satisfaction of its residents or tenants. Effective property management requires a range of skills and expertise, as well as a commitment to professional standards and best practices. With the support of organizations such as MIPFM and REHDA, property owners and managers in Malaysia can ensure that their properties are well-maintained and well-operated, and provide a high-quality living environment for residents.

### **Proper maintenance**

Proper maintenance is a key factor in ensuring the longevity and value of a strata property. Buyers will be interested in knowing how well the building and its amenities are maintained. A well-maintained property will not only retain its value but also provide a comfortable and safe living environment for its residents. In Malaysia, proper maintenance is crucial for ensuring that properties retain their value and meet the needs of their occupants over time. In Malaysia, proper maintenance of properties is regulated by the Strata Management Act 2013, which requires that the management corporation responsible for a property develop a maintenance plan and budget, as well as carry out regular inspections and maintenance activities. Effective maintenance can have a significant impact on the value and desirability of a property. In summary, proper maintenance is essential for ensuring that properties in Malaysia retain their value, function as intended, and provide a safe and comfortable environment for their occupants. With the support of organizations such as CIDB and MyFMA, property owners and managers can ensure that their properties are well-maintained and meet the needs of their occupants over time.



## **Fees**

Another important factor that can affect buyers' preferences is the fees associated with owning a strata property. Buyers will be interested in knowing the maintenance fees, sinking fund charges, utility charges, and other fees that they will be required to pay. They will want to know if these fees are reasonable and if they are getting value for their money. The fees charged to strata property owners in Malaysia can include several types of fees, such as maintenance fees, sinking fund fees, and other charges for services such as parking, utilities, and security (Sulaiman & Suratman, 2019). In addition to maintenance and sinking fund fees, other fees that may be charged in Malaysia for strata property management include charges for late payment, penalties for non-compliance with by-laws, and charges for additional services such as parking, utilities, or security. It is important for property owners to understand the fees involved in strata property management and to ensure that they are being charged fairly and in accordance with the Strata Management Act 2013 (Sulaiman & Suratman, 2019).

## **Security**

Security is a key concern for buyers when it comes to purchasing a strata property. Buyers will want to know about the security measures in place, such as CCTV cameras, security guards, and access control systems. They will want to be assured that the property is safe and secure for themselves and their families. Safety and security are important considerations for strata property management in Malaysia. This includes ensuring that access to the property is controlled and that there are appropriate security measures in place to protect residents and visitors from crime. The management corporation or joint management body should ensure that the property has appropriate security measures in place such as CCTV cameras, security guards, and access control systems (The Star, 2018). Additionally, the management corporation or joint management body should enforce rules and regulations that promote safety and security in the property. The Strata Management Act 2013 in Malaysia requires that all strata properties comply with the Fire Services Act 1988 and any other relevant fire safety regulations. This includes ensuring that fire safety equipment such as fire extinguishers, smoke detectors, and fire alarms are installed and regularly maintained (Department of Fire and Rescue Services Malaysia, n.d.). In summary, safety and security are important considerations for strata property management in Malaysia. The management corporation or joint management body is responsible for ensuring that appropriate safety and security measures are in place and that they are maintained and regularly reviewed (Strata Management Act 2013).

## **Building Users' Behavior**

The behavior of other residents in the building can also impact buyers' preferences. Buyers will want to know if there are any rules or regulations in place to ensure that residents are respectful and considerate of their neighbors. They will want to know if there have been any past issues with noisy neighbors or other disturbances, which could affect their quality of life in the building. Building user behavior refers to the

actions and conduct of residents, tenants, and visitors within a strata property. It is an important aspect of strata management as it can affect the maintenance and safety of the property. The Strata Management Act 2013 in Malaysia requires that all residents and occupiers of strata properties comply with the by-laws of the property (Strata Management Act 2013). These by-laws can cover a wide range of issues such as noise, pets, rubbish disposal, and the use of common areas. The by-laws are in place to ensure that all residents and occupiers of the property behave in a responsible and considerate manner. However, it is important for the management corporation or joint management body to also educate residents and occupiers on the importance of following the by-laws and how their behavior can affect the property as a whole (The Star, 2018). This can help to foster a sense of community and encourage residents and occupiers to take pride in their property and act in a responsible manner (EdgeProp, 2021).

## **RESEARCH METHODOLOGY**

To achieve the research objectives and aim related to home buyers' preferences on purchasing high-rise residential in Kuantan, Pahang, the methodology consists of three phases, starting with the Preliminary Study. This phase involves identifying the problem, selecting a case study area, defining research objectives, and choosing an appropriate research method. Content analysis of reliable documents such as journals, articles and newspapers is used to identify the preferences of strata property among home buyers in Kuantan. The second phase, Literature Review, involves reviewing both empirical and theoretical literature related to "strata management," "property management," and "buyers' preferences." This phase aims to gather all necessary evidence and information to address the research issue based on previous studies. The third phase, Data Collection, involves gathering primary and secondary data. Primary data is obtained in real-time through surveys, and questionnaires. Secondary data is collected from published and unpublished sources such as journals, books, and newspapers.

### **Research Design**

Kumar (2014) defines research design as the set of procedural guidelines that researchers must follow to address research questions or test proposed hypotheses. For this study, quantitative research methods will be employed to achieve the research objectives. According to Streefkerk (2019), quantitative research involves numerical data and statistics. The research design for this study will involve a quantitative method and a set of questionnaire will be distributed.

## **Research Instruments**

Roopa and Ms. Rani (2012) stated that the primary method for collecting quantitative data is through the use of a questionnaire. For this research, the questionnaire will be distributed to the public who are interested in purchasing or currently residing in strata properties. The questionnaire will be divided into three parts (Part A, Part B, and Part C). This part consists of a demographic section and factors affecting buyers' preferences on purchasing strata property in Kuantan. The 5-point Likert scale will help respondents indicate their level of agreement. To ensure that the data obtained in this research is trustworthy, a pilot survey will be conducted, along with a Cronbach's alpha test.

## **Sampling Size**

To facilitate the process of gathering data and feedback from a significant number of people in Kuantan, Pahang, simple random sampling will be employed in this research. This approach was chosen because it simplifies the data collection process. In this research, the sampling size will be based on the population of Kuantan starting from the age of 21 years old and above, which is a suitable age to start purchasing a property. The total population of public people aged 21 years old and above in Kuantan, Pahang is 552,060. This data and information are gained from Department of Statistics Malaysia (DOSM). In determining the respondents suitable for this research, Slovin's formula is used. From Slovin's formula, it is identified that the adequate amount of sample size is 100 respondents – 204 respondents.

## **Data Analysis**

After collecting data through a questionnaire, the information and findings will be subjected to descriptive analysis. The statistical analysis of the questionnaire data will entail the use of SPSS Software. By employing SPSS version 27, the data, and information obtained will be analyzed to determine the mean score and relative importance index, providing a more in-depth understanding of the data.

## **RESULT AND DISCUSSION**

The ranking table has provided a comprehensive list of all five (5) factors that relate to buyers' preferences to purchase stratified property in Kuantan. Each factor has been assigned a frequency ranking ranging from one (1) to five (5), indicating the most preferences of strata property among home buyers in Kuantan, Pahang. The responses for all factors have been diligently recorded and arranged in consecutive order of the mean rank, as depicted in Table 1.

**Table 1: Ranking Table on Factors Affecting Respondent's Preferences on Purchasing Strata Property in Kuantan, Pahang**

<b>Variables</b>	<b>Mean</b>	<b>Ranking</b>
Facilities and amenities	4.46	1
Management and maintenance	4.42	2
Security and safety	4.40	3
Building user's behavior	3.37	4
Maintenance and management fees	4.30	5

According to the respondents' perceptions and preferences on purchasing the strata property in Kuantan, it is proven that all the preferences are related valid and proven as the factors affecting buyers' preferences before purchasing a high-rise strata property.

## **CONCLUSION**

In conclusion, this research paper aimed to address two main objectives which firstly, to identify the preferences of strata property among home buyers in Kuantan, and secondly, to rank the most preference strata property among home buyers in Kuantan. Through comprehensive data collection and analysis, this study has successfully shed light on the prevalent factors on the home buyers' preferences in purchasing the strata property in Kuantan. The findings have identified property management as the most prominent concern, which include facilities and amenities, management and maintenance, price and value, security and safety, fees and maintenance and management fees. These results highlight the crucial areas that require attention and improvement in order to enhance the low purchasing rate of high-rise strata property in Kuantan.

Furthermore, by examining the buyers preferences in purchasing the strata property in Kuantan, this research has provided valuable insights for property developers and stakeholders in Kuantan's real estate market. The study revealed a clear connection between buyers' preferences and their perception of the strata management practices. It emphasized the significance of addressing these issues to attract potential buyers and foster a positive image of the stratified properties in Kuantan. Moving forward, it is imperative for property developers, management bodies, and relevant authorities to take proactive measures to address the identified strata management issues. This may include implementing effective property management

strategies, ensuring regular maintenance and upkeep of the strata properties, and enhancing security measures to instil confidence in potential buyers.

## REFERENCES

- Associate Professor Dr. Tiun Ling Ta. (n.d.). 2nd Naprec Conference, Inспен. In Managing High-Rise Residential Building In Malaysia: & Nbsp; *Where Are We? Pulau Pinang; Inспен*
- Hanum, S. R. (2015). Dispute Resolution Of Stratified Residential Properties: The Strata Management Tribunal Of Malaysia. *Dispute Resolution Of Stratified Residential Properties: The Strata Management Tribunal Of Malaysia*, 10(6).
- Lee, R. (2022, June 28). FIABCI Malaysia to address property sector issues. *The Edge Malaysia*. <https://www.theedgemarkets.com/article/fiabci-malaysia-address-property-sector-issues>
- Malaysia, K. (2020). Laporan Tahunan COB PBT. Portal Rasmi Kementerian pembangunan kerajaan tempatan. [https://www.kpkt.gov.my/kpkt/resources/user\\_1/GALERI/PDF\\_PENERBITAN/LAPORAN\\_TAHUNAN\\_COB/Laporan\\_Tahunan\\_COB\\_2015.pdf](https://www.kpkt.gov.my/kpkt/resources/user_1/GALERI/PDF_PENERBITAN/LAPORAN_TAHUNAN_COB/Laporan_Tahunan_COB_2015.pdf)
- Malaysian, D. of S. (2021). *Key statistics on Property Market Report 2020/2021*. NAPIC. <https://napic.jp-ph.gov.my/portal/key-statistics>
- Wai, W. K. (2021, June 16). Cover story: Bina Puri to launch new phases of Pahang projects. *The Edge Malaysia*. <https://theedgemalaysia.com/article/cover-story-bina-puri-launch-new-phases-pahang-projects>

Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak



Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

*nar*

*Setuju.*

*27.1.2023*

PROF. MADYA DR. NUR HISHAM IBRAHIM  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR