

DETERMINANTS OF PEOPLES' HOUSING  
DEMAND ON PENANG ISLAND, MALAYSIA

COMPILED BY

FACULTY OF MANAGEMENT AND ECONOMICS  
UNIVERSITI MALAYSIA TERENGGANU

2011

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Determinants of peoples' housing demand on Penang Island,  
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BACHELOR DEGREE OF ECONOMICS  
(NATURAL RESOURCES)**

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## PENGAKUAN

Saya akui Kertas Projek (EKN 4399A/B) ini adalah hasil kajian saya sendiri kecuali sumber-sumber yang telah saya jelaskan rujukannya.

28 APRIL 2011  
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TARIKH

  
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## DECLARATION

I hereby declare that this Project Paper (EKN 4399A/B) is the result of my own investigation and findings, acceptwhere otherwise stated.

28 APRIL 2011  
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DATE

  
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Bachelor of Economics (Matural Resources)

Date: 27<sup>th</sup> of April 2011

## **ABSTRAK**

Kajian ini adalah untuk menganalisis faktor-faktor yang menentukan permintaan rumah. Tujuan kajian ini adalah untuk mengetahui apakah faktor-faktor yang menyumbang kepada permintaan terhadap rumah dan faktor-faktor yang menjadi kepuasan seseorang itu untuk memiliki rumah. Selain itu, melalui kajian ini kita juga boleh mengetahui faktor luaran seperti geografi, keselamatan kawasan setempat, dan lain-lain lagi yang menyumbang kepada permintaan rumah. Kajian ini menggunakan kaedah soal selidik untuk mendapatkan maklum balas daripada responden di kawasan pulau, Pulau Pinang. Untuk menganalisis data-data yang dikumpul, ujian regresi logistik diguna pakai untuk mengetahui faktor penyumbang kepada seseorang untuk permintaan rumah. Hasil daripada kajian ini adalah terdapat 5 faktor yang menyumbang kepada permintaan rumah, iaitu tahap pendidikan, bidang pendidikan, jenis pekerjaan, reka bentuk rumah, dan juga jenis rumah.

## **ABSTRACT**

This study was to analyze the factors that determine the housing demand. The purpose of this study is to determine what factors are contributing to the demand for housing and the factors to be satisfied by a person to own a home. In addition, through this study, we can know the external factors such as geographical, local area security, and so on who contributed to the demand for housing. This study uses questionnaires to obtain the feedback from the respondents in Penang Island. To analyze the data collected, Logistic Regression Model was used to identify the factors that contributing to a person making their request to purchase a house. Results of this study is that there 5 factors that contribute to the demand for housing, such as the level of educations, study fields, job classification, housing design, and also house category.