

LOCATIONAL AND SOCIO-ECONOMIC FACTORS IN DETERMINING  
WILLINGNESS-TO-ACCEPT FOR COASTAL DEVELOPMENT IN SUNGAI  
PAPAN, JOHOR

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Specially dedicated to my beloved parents,

*“One of the biggest blessings in the world is to have both of you as my parent”.*

my siblings,

*“Brother and sister, together as friends, ready to face whatever life sends”*

and my friends.

*“A friend is someone who makes it easy to believe in yourself”*

Thank you for your pray, attention and spiritual support...

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## ABSTRACT

Sustainable approach in developing the coastal developments is very important. A study was conducted to predict the relationship between locational and socio-economic aspects on perceptions of impact of surrounding development, as well as willingness to accept (WTA) future development in Johor, particularly the proposed coastal project within Sungai Lebam catchment area, the location of this study. Ten different villages within 5km radius of the upcoming development were randomly selected with 300 respondents interviewed. The data was analysed using crosstab, bivariate and linear regression analyses of the Statistical Packages for the Social Sciences (SPSS) software. The study found that most respondents were willing to accept the proposed coastal development. However, WTA varied according to perceived opinions on potential impacts of development and socio-economic background of respondents. Respondents were willing to accept due to their perceived positive future values of the development in improving their economic and occupational status as well as infrastructure in the area. However, the respondents' reluctance to accept the development was based on negative perceived views of coastal development that could negatively affecting their psychological well-being and environmental conditions in general. Higher income individuals were more likely to accept the development, whereas those with lower academic and formal education where more critical about it ( $p < 0.01$ ) (i.e., significant at 99% confident level). The results indicated that locational factors did not affect WTA.

## ABSTRAK

Pendekatan secara mampan untuk pembangunan di sekitar kawasan pantai adalah penting. Kajian telah dijalankan untuk meramalkan hubungan antara aspek latar belakang komuniti dan sosio-ekonomi dalam persepsi terhadap kesan pembangunan di sekitar pantai, serta kesanggupan untuk menerima pembangunan (WTA) di negeri Johor, terutamanya kawasan cadangan projek pantai di kawasan tadahan Sungai Lebam, lokasi kajian ini. Responden sebanyak 300 telah ditemubual dari 10 kawasan kampung yang telah dipilih secara rambang berdasarkan lingkungan 5 km dari kawasan pembangunan akan datang. Data dianalisis menggunakan tabulasi silang, regresi linear dan kolerasi sederhana melalui *Statistical Packages for Social Sciences* (SPSS). Hasil kajian mendapati kesanggupan menerima (Willingness-to-accept (WTA)) cadangan pembangunan sekitar pantai dalam kalangan responden adalah positif. Namun demikian, WTA berbeza mengikut pendapat mengenai potensi kesan pembangunan dan latar belakang sosio-ekonomi. Responden sanggup menerima pembangunan jika ia memberi kesan positif terhadap ekonomi dan status pekerjaan, serta infrastruktur di kawasan kajian. Walau bagaimanapun, responden lebih kritis terhadap cadangan pembangunan jika berdasarkan pandangan negatif terhadap kesan pembangunan di pantai pada pengaruh psikologi dan alam sekitar. Individu yang memiliki pendapatan tinggi lebih cenderung untuk menerima pembangunan, manakala mereka yang berpendidikan rendah enggan menerima pembangunan ( $p < 0.01$ ) (i.e., signifikan pada 99% tahap keyakinan). Keputusan menunjukkan bahawa faktor latar belakang tidak memberi kesan terhadap WTA.

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**LIST OF SYMBOLS**

$\bar{x}$	-	Mean value
$s$	-	Standard Deviation
$n$	-	Number of data sample
$\Sigma x$	-	Summation of all data
$p$	-	Significant level
$r_s$	-	Spearman's regression coefficient
$t$	-	Spearman's rho regression coefficient
*	-	Asterisk mark
%	-	Percentage

**LIST OF ABBREVIATION**

WTA	-	Willingness to Accept
A	-	Agree
SA	-	Strongly Agree
D	-	Disagree
SD	-	Strongly Disagree
JCorp	-	Johor Corperation
JLand	-	Johor Land
SPSS	-	Statistical Packages for the Social Sciences
Sig.	-	Significant Coefficient
M	-	Mode
A	-	Distance of area from proposed project
E	-	Education level
II	-	Individual Income

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## **CHAPTER 1**

### **INTRODUCTION**

The first chapter provides a brief introduction and emphasises the key components related to main issue concerned. It describes the background, problem statement, objectives, scope and significance of this study.

#### **1.1 Background of Study**

Coastal development helps in improving country development especially for its economical status. Johor Straits currently moving towards intense development especially in coastal area. However, coastal development can cause a several impacts especially on human and environment. A study was conducted within 5 km radius of the upcoming proposed project Sungai Papan Development by Johor Land Berhad (JLand) located in Kota Tinggi, Johor. Impacts such as economic and occupational status, social pattern and lifestyle, infrastructure benefits, psychology, and environmental were taken into consideration for this study in using quantitative and qualitative analysis.

## **1.2 Problem Statement**

Johor Straits was currently seen with aggressive developments especially within its coastal area. Ineffective coastal development can affect the relationship between environment, local people and government due to lack of social consideration before, during or after the development. Without social consideration, possible occurrence towards ethical and environmental issues are higher. Thus, this study aimed to identify socio-economic status on residents of study area and how their view could help improve future policies. Also, could help to identify the most critical coastal development impacts components based on public perspective such as economical and occupational status, social pattern and lifestyle, infrastructure benefits, influence on psychology, and environmental.

## **1.3 Objectives**

The objectives of this study are as followings:

- a) To study current socio-economic profiles and background of residents at the study area.
- b) To study, analyse and identify the public opinions on impacts of the coastal development towards socio-economic status of the community and the environment of study area.
- c) To analyse and itegrate Willingness to Accept (WTA) the proposed development in relation the socio economic background of residents and their perceived view on the issues.



#### **1.4 Significance of Study**

Findings of the study help to provide a sustainable approach in developing the upcoming coastal development in Johor, particularly within Sungai Lebam catchment area where the development was located. It may improve a better quality of life on coastal community and may improve future development that going to happen in coast area.

#### **1.5 Scope of Study**

The scope of study focused on area and respondents of the study. The study area in an area which will be developed in future known as Sungai Papan Development by Johor Land Berhad, located within coastal area of Johor Straits. Meanwhile, the study included randomly selected respondents living according to specified villages with 5km radius of the development.

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