

HOMEBUYERS' PREFERENCES OF HOUSING FACILITIES IN MEDIUM-
COST HOUSING THAT ENHANCE WELLBEING AND HAPPINESS

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DEDICATION

*To my beloved Ohana and those who have always believed in me.
Thank you.*

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ABSTRACT

With the recognition of community as the core of the sustainability in United Nation's Agenda 21, housing facilities play an important role in addressing the community-productivity relationship, as part of the requirements for sustainable community development. Similarly, Facilities Management (FM) is a resource management that integrates people, place and process in providing vital services to support the society. Hence, facilities managers have a significant role in improving the communities' productivity by improving the sustainability of the facilities. However the emergence of housing facilities as an effort to achieve community sustainability in the absence of public's views on the preferences of housing facilities, may have led to the underutilized housing facilities. Therefore, this study aims to identify the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness; and to identify the similarities and differences between the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness. This study used a convenient sample, close-ended questions survey to 120 respondents who attended PR1MA Open Day and are eligible to purchase PR1MA homes, one of the Government's medium-cost housing program. The relevance and level of importance of the listed housing facilities which were derived from the Urban Planning' Community Facilities Planning Guidelines (GP004-A) published by Ministry of Urban Wellbeing, Housing and Local Government were then analysed using frequency and importance index calculations. The findings show that most of the listed housing facilities are important to be included in the medium-cost housing. However, respondents were in view that religious facilities are the most important housing facilities that enhance both wellbeing and happiness. Furthermore, the similarities of homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness were ranked in first, fourth and fifth places namely Religious Facilities, Open Spaces, Recreational & Sport Facilities; and Public Community Facilities. Whereas the differences of homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness were ranked in second and third places vice versa namely Security Facilities and Educational Facilities. The findings in this study serve as an insight on the housing facilities which are valued most by the homebuyers in the medium-cost housing that enhance their productivity in terms of wellbeing and happiness. This will allow the facility managers to have a brief understanding on "what should be considered", "which should be emphasised" and "what to be considered more" in managing the housing facilities as well as the neighbourhood in improving the community sustainability.

ABSTRAK

Agenda 21 Pertubuhan Bangsa-bangsa Bersatu telah mengiktiraf masyarakat sebagai teras kemampanan. Oleh itu, kemudahan perumahan memainkan peranan yang penting dalam pembangunan masyarakat mampan. Demikian juga dengan Pengurusan Fasiliti yang menyepadukan manusia, tempat dan proses dalam menyediakan perkhidmatan yang menyokong masyarakat. Oleh yang demikian, pengurus fasiliti mempunyai peranan penting dalam meningkatkan kelestarian masyarakat dengan meningkatkan kemampanan kemudahan. Bagaimanapun, pembinaan kemudahan perumahan sebagai satu usaha untuk mencapai kemampanan masyarakat tanpa mengambil kira pandangan pembeli mengenai keutamaan kemudahan perumahan, membawa kepada kemudahan perumahan yang tidak digunakan sepenuhnya. Oleh itu, kajian ini bertujuan untuk mengenal pasti kemudahan perumahan yang menjadi pilihan pembeli rumah di perumahan kos sederhana dalam meningkatkan kesejahteraan dan kebahagiaan; dan untuk mengenal pasti persamaan dan perbezaan kemudahan perumahan yang menjadi pilihan pembeli rumah di perumahan kos sederhana dalam meningkatkan kesejahteraan dan kebahagiaan. Kajian ini menggunakan persampelan konvenien dan soalan berbentuk tertutup ("*close-ended question*") berdasarkan pilihan jawapan pada skala Likert kepada 120 responden yang berkelayakan untuk membeli rumah PRIMA iaitu salah satu program perumahan kos sederhana oleh pihak Kerajaan. Perkaitan dan tahap kepentingan kemudahan perumahan yang diperoleh daripada Garis Panduan Perancangan Kemudahan Masyarakat (GP004-A) dianalisa dengan menggunakan pengiraan kekerapan dan indeks kepentingan. Dapatan kajian menunjukkan bahawa kemudahan perumahan yang disenaraikan adalah penting bagi perumahan kos sederhana. Namun begitu, Kemudahan Keagamaan dipilih sebagai kemudahan perumahan yang terpenting dalam meningkatkan kesejahteraan dan kebahagiaan. Kemudahan perumahan yang terletak pada kedudukan yang sama dalam meningkatkan kesejahteraan dan kebahagiaan menduduki tempat pertama, keempat dan kelima iaitu Kemudahan Keagamaan, Kemudahan Kawasan Lapang, Rekreasi dan Sukan; dan Kemudahan Masyarakat Awam. Manakala kemudahan perumahan yang terletak pada kedudukan yang berbeza dalam meningkatkan kesejahteraan dan kebahagiaan adalah Kemudahan Keselamatan dan Kemudahan Pendidikan yang terletak pada kedudukan tempat kedua dan ketiga bagi kesejahteraan dan sebaliknya bagi kebahagiaan. Dengan ini, pengurus fasiliti mempunyai gambaran mengenai 'apa yang perlu dipertimbangkan', 'apa yang perlu ditekankan' dan 'apa yang perlu diberi perhatian' dalam menguruskan kemudahan perumahan serta kejiranan bagi meningkatkan kelestarian masyarakat.

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LIST OF ABBREVIATIONS

B40	- Household income group earning a monthly income of RM3,900 and below
FM	Facilities Management
HHI	- Household income
I.I. value	- Importance Index Value
JPBD	- Urban and Rural Planning Department
M40	- Household income group earning a monthly income ranges between RM3,900 and RM8,300.
NKRA	National Key Result Areas
NKEA	National Key Economic Areas
POD	- PR1MA Open Day
PPA1M	- Perumahan Penjawat Awam 1Malaysia
PR1MA	- Perumahan 1Malaysia
T20	- Household income group earning a monthly income of RM8,301 and above.
UN	- United Nations
UPEN	- Economic Planning Unit

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CHAPTER 1

INTRODUCTION

1.1 Introduction

With the recognition of community as the core of the sustainability in United Nation's Agenda 21, housing facilities play an important role in addressing the community–environment relationship, as part of the requirements for sustainable community development. Similarly, the government of Malaysia also recognises the importance of the sustainability as part of its agenda in improving the wellbeing of all Malaysians. The 9th Malaysia Plan and the 2008 budget reports strongly emphasise on the improvement of the standard and sustainability of quality of life for the communities. Likewise, Facilities Management, a resource management that integrates people, place and process is providing vital services to support the society. Hence, facilities managers have a significant role to support the community sustainability by improving the sustainability of the housing facilities. However the emergence of housing facilities as an effort to achieve community sustainability in the absence of public's views on the preferences of housing facilities, may have led to the underutilized housing facilities. As the community sustainability is influenced by the condition of the neighbourhood, it is vital to ensure the neighbourhood is able to support and sustain the communities. Part of the characteristics of sustainable neighbourhood is by having neighbourhood facilities which play a big role in enhancing the communities' productivity in terms of wellbeing and happiness.

1.2 Background of Study

Based on the above, although the evidence puts the communities as a centre of the programme, the reports do not specifically address who are the stakeholders that are involved in the delivery process and how the community sustainability should be delivered.

A research conducted by Rozilah (2015) suggested involvement of local communities in designing and developing the neighbourhood facilities within the housing development in Malaysia as an active engagement from all participants involved in the delivery process and plays an essential role in making local communities attractive, safe places to live and work. Hence, the research aims to apply the suggestion by involving the public to response on the preferred housing facilities in medium-cost housing which enhance wellbeing and happiness.

1.3 Statement of Problem

Ideally, Urban and Rural Planning Department (JPBD) has establish its Community Facilities Planning Guidelines (GP004-A) to tackle current issues related to the community facilities planning such as location and size of facilities. The guideline also plan for adequate and quality facilities, in line with the current demand as well as to serve the local population toward sustainable living.

However in reality, the extent of the property developers' compliance with the planning requirements in providing housing facilities within the housing development is not clearly addressed and not widely discussed. At times, the developers will either provide the housing facilities at the unproductive space or request for exemption due to budget constraint.

Consequently, for the sake of obtaining approval by complying with the minimum requirement of the housing facilities provision, the housing facilities are placed at the unproductive space, not at the central point of the neighbourhood or within walking distance. Hence, the housing facilities are potentially underutilized and are not maintain at its best.

Therefore, earlier identification on the homebuyers' preferences of the housing facilities may interfere the unwanted issues. One of the ways to tackled this is via the engagement of the communities

1.4 Research Questions

Based on the issues highlighted in the previous sub-section, this research aims to identify the preferred housing facilities in the medium-cost housing that enhance productivity in terms of wellbeing and happiness. Hence, the following questions are emerged:

- i. What are the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness? And
- ii. What are the similarities and differences between the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness?

1.5 Research Objectives

Based on the highlighted research questions, the research objectives are developed as such the output of the study shall be able to answer the research questions. The following research objectives were outlined:

- i. To identify the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness; and
- ii. To identify the similarities and differences between the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness.

1.6 Scope of Research

The main aspect of this study is to identify the homebuyers' preferences on housing facilities in medium-cost housing that enhance wellbeing and happiness. Hence, the scope of research involves the public who live in medium cost housing or public who are eligible to purchase the medium-cost houses.

Furthermore, the eligible, potential homebuyers include 40% medium income earners (M40) who have higher consumer buying power. In general, a high consumer buying power means the customers' incomes and purchasing power are relative to the supply and prices of goods available. Therefore, this group of income earners are big consumers in the economy due to their substantial size and purchasing power; and should their concerns been emphasized, their purchasing power will be strengthened and contribute to the economic growth.

1.7 Significance of Research

As previous researches focus on guidelines and requirements, studies involving the public / communities are limited. Hence the relationship of these two (2) variables is deemed necessary as it serves as a platform in optimizing the required housing facilities and consequently improving the existing housing facilities guidelines

1.8 Research Methodology

A quantitative method of research was adopted in this study as illustrated in Figure 1.1.

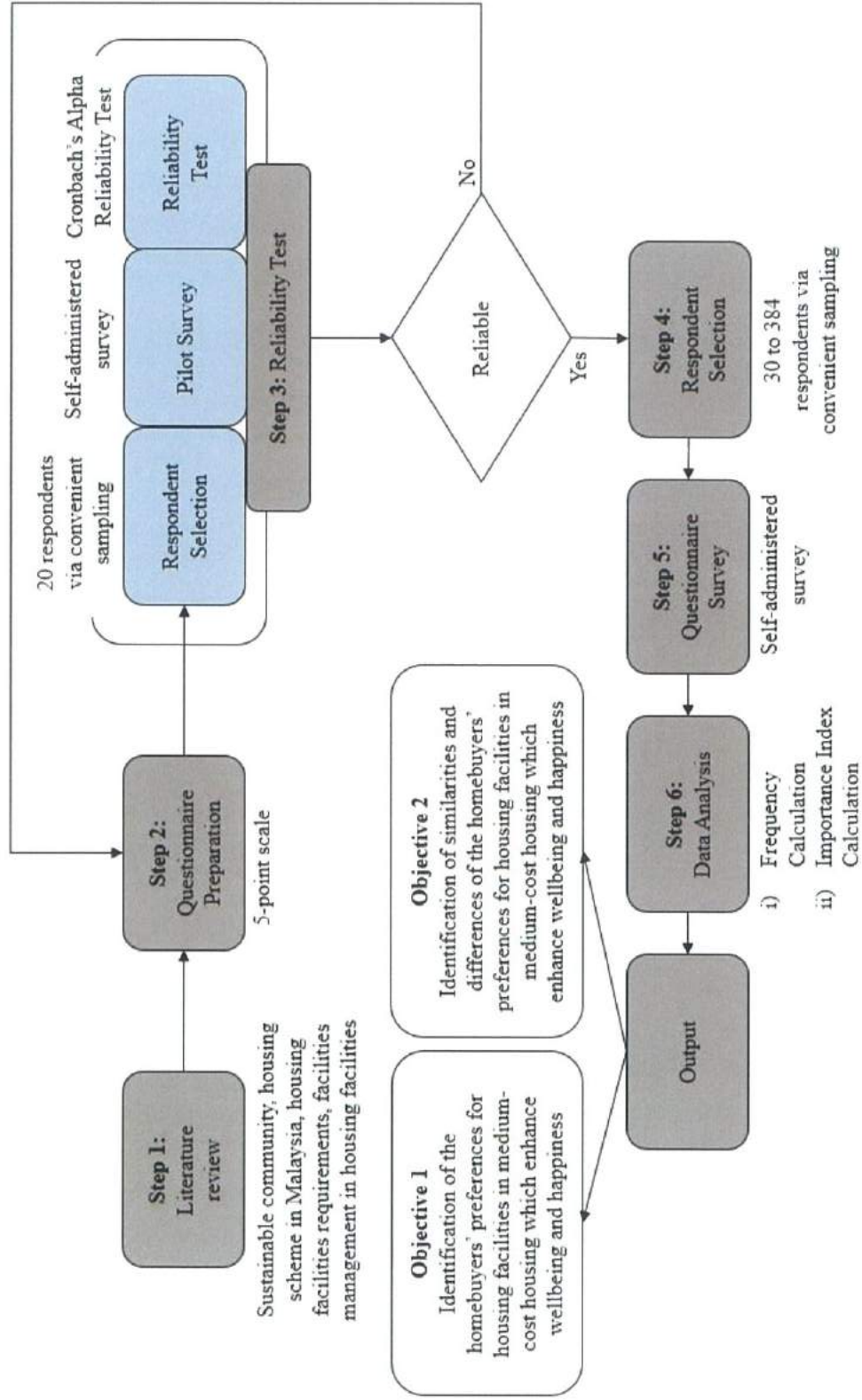


Figure 1.1: Research Methodology Diagram

1.9 Organisation of Chapters

This research presents the homebuyers' preferences for housing facilities in medium-cost housing that enhance wellbeing and happiness. Chapter 1 demonstrates the current provision of housing facilities based on the guidelines. The issues arising from this situation is then presented while focusing on the homebuyers' preferences for housing facilities in medium-cost housing which became the main factor that prompted this research. Later, two research questions are formed and these questions lead to the formulation of research objectives. Next, the scope and significance of research are formulated. Lastly, a brief research methodology is displayed.

Chapter 2 elaborates on the facilities management and its roles in housing development to support productivity in terms of wellbeing and happiness, housing and housing development in Malaysia, sustainable communities and housing facilities planning guidelines in Malaysia and facilities management for housing facilities in sustainable neighbourhood.

Chapter 3 explains the methods used to generate the questionnaire and to analyze the collected data. The parameters for data collection were identified. Next, data collection and analysis procedures were determined.

Chapter 4 presents the findings obtained from the collected data. The findings shall be relative to the research objectives.

Chapter 5 holds the conclusion of the research by presenting the results and findings, as well as highlighting on the achievement of the research objectives and a few suggestion are made for future research in the same area.

the current condition of the housing facilities as well as the available community programmes to increase the housing facilities' utilization. Hence, it is recommended for the future research to take on these lacking.

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