

**HOUSING CRITERIA/LOCATION SELECTION**  
**USING ANALYTIC HIERARCHY PROCESS:**  
**A UNIVERSITI UTARA MALAYSIA STUDY**

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fulfilment of the requirements for the degree  
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By  
Aida Mauziah Binti Benjamin

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## ABSTRAK

Kajian ini membincangkan kriteria pemilihan lokasi perumahan yang dipertimbangkan oleh kakitangan Universiti Utara Malaysia (UUM). Lapan kriteria serta lima lokasi perumahan telah dikenalpasti. Masalah pemilihan ini telah distrukturkan ke dalam tiga peringkat hierarki dengan menggunakan teknik AHP (“Analytic Hierarchy Process”). Keputusan yang telah diperolehi menunjukkan kriteria pemilihan lokasi perumahan yang paling penting oleh kakitangan UUM ialah kemudahan jalan raya, diikuti dengan pusat ibadah serta kos sara hidup. Tiga faktor yang dianggap akan mempengaruhi keputusan seseorang dalam pemilihan lokasi perumahan iaitu faktor jantina, status perkahwinan dan jumlah pendapatan keluarga turut dibincangkan dalam kajian ini. Secara amnya, seseorang yang telah berkeluarga akan cenderung memilih kemudahan jalan raya sebagai kriteria yang paling penting manakala yang masih bujang akan mempertimbangkan kriteria kos sara hidup. Begitu juga dengan golongan yang berpendapatan kurang dari RM5000, kriteria ini juga dianggap paling penting. Bagi golongan berpendapatan melebihi RM5000 pula, keadaan persekitaran dianggap kriteria yang paling penting. Walaubagaimanapun, faktor jantina tidak menunjukkan perbezaan dalam membuat keputusan memilih lokasi perumahan di kalangan kakitangan UUM. Kedua-dua jantina lelaki dan wanita memilih kemudahan jalan raya sebagai kriteria yang paling penting. Keputusan yang diperolehi melalui kajian ini diharapkan dapat membantu pemaju perumahan dalam memilih lokasi perumahan yang menepati citarasa pembeli. Disamping itu, model AHP juga dapat membantu pembeli dalam membuat rangka kerja yang sistematik untuk membuat keputusan cecap yang melibatkan pelaburan yang besar seperti membeli rumah.

Katakunci: AHP, lokasi perumahan, jantina, status perkahwinan, pendapatan keluarga.

## ABSTRACT

The report presents the findings of a survey of the housing location selection preferences among the Malaysian house buyers, in particular the Universiti Utara Malaysia (UUM) staff. In this study, eight criteria for housing location selection decision were determined and five housing locations were identified. The decision problem was structured into a three level hierarchy using Analytic Hierarchy Process (AHP) technique. The findings revealed that the most important criteria considered by UUM staff in selecting their housing location was road facilities, followed by religious centres and cost of living. Three factors namely, gender, marital status and incomes that might affect one's decision when selecting a housing location were also discussed in this study. Generally, those who were married with family consider road facilities as the most important criteria whereas bachelor house buyers tend to give priority to cost of living. This criterion was also the most important for the first incomes group (RM5000 or less) while social standing of an area was the top criteria for the second incomes group (above RM5000). However, the gender factor did not give much influence for the UUM staff in selecting their housing location. Both the male and female staff considered road facilities the most important criteria. The results of this study may be useful to housing developers because it provides information regarding the importance of location selection criteria and thus may help housing developers to choose the best housing location to match the house buyers' needs. The AHP model also offers house buyers a systematic framework for making a multiple criteria decision that involves huge investment such as buying a house.

Keywords: AHP, housing location, gender, marital statuses, income.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

Housing is a major concern for all people in every corner of the world. Therefore, the housing policy of Malaysia is to provide Malaysian of all income levels, particularly the low-income groups, accessibility to adequate, affordable and quality shelter. It provides direction to housing development in the country, which should emphasize human settlement philosophy through the provision of social services and amenities as well as economic activities necessary for the attainment of better quality of life, national integration and unity (Ministry of Housing and Local Government/ MHLG, 1999).

#### **1.2 Population and the Malaysian housing profile**

Malaysia is experiencing substantial population growth. The phenomenon is attributed to a remarkable reduction in mortality and moderately high fertility as well as the inflow of labour migrants in large numbers from neighbouring countries. Based on an article in the Star (31/8/2001), the population is projected to reach 22.7 million in this

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