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HOUSING PURCHASING DECISION (HPD) FOR NEW TOD AREA IN KOTA KINABALU

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Abstract

Housing preference among urban dwellers in Kota Kinabalu's Transit Oriented Development area is an important issue since housing unit prices are often expensive nowadays. Urban dwellers face a wide range of problems, and as they have evolved into the primary segment of the housing market, they have been continuously confronted with housing decisions based on their preferences. Apart from that, preferences for features of the housing units and developments vary among different groups of urban dwellers based on their demographic profiles. This study aims to identify the most common preferences among urban dwellers that influence their housing purchasing decisions in Transit-Oriented Development (TOD) areas. The data was obtained through a questionnaire survey using a convenience sampling approach. Based on 105 working adult-age respondents, the findings indicated that based on the mean and ranking score, the preference aspect that influenced purchasing decisions the most was the neighbourhood and income factor at a 4.98 mean value.

Keywords: Housing Preferences, Housing Purchasing Decision, Transit Oriented Development

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INTRODUCTION

A house is both an essential and fundamental need for individuals, as it holds a crucial role in their lives (Hassan et al., 2021). The process of gathering funds for a down payment often requires extensive and persistent efforts over an extended period. Malaysia has actively participated in various innovative advancements, particularly within the housing industry. Architects, designers, and developers consistently strive to create good quality buildings and designs that not only attract buyers but also offer a more holistic approach to the residential lifestyle.

The housing market in Kota Kinabalu as outlined by Chia et al, (2016) revealed significant gaps between developers' expectations and purchasers' capabilities to own or rent a house. These disparities between house buyers' expectations and attributes provided by developers result in consumer dissatisfaction and adversely affect developers' profit due to suboptimal selling prices. In addition, local housing developers in Sabah have not adequately conducted gap analyses to understand consumers and their actual needs, indicating a focus on developer convenience rather than consumer-centric practices.

In light of these issues, the study aims to determine the main factors contributing to the purchasing decisions of residents living in a Transit-Oriented Development (TOD) area. The outcome of this paper is the identification of the main factor that influences the purchasing decisions of urban dwellers in the study area.

LITERATURE REVIEW

Concept of Transit-Oriented Development

Transit-Oriented Development (TOD) is an advanced urban planning strategy that arranges living, commercial, and recreational spaces within walking distance of public transport. This transformative approach, rapidly gaining popularity, builds compact, pedestrian-friendly neighbourhoods centred around well-designed rail networks. TOD aims to reduce transportation stress, enhance safety, and decrease reliance on cars. It seamlessly integrates regional planning, urban rejuvenation and pedestrian-centric design. Celebrated as an ideal environment for living, working, and leisure, TOD has spurred real estate developers to meet the demand for high-quality urban areas near railways. Beyond immediate needs, TOD offers a practical solution to climate change and energy security by promoting denser, walkable communities that cut down on driving and energy consumption.

Principles of Transit-Oriented Development

TOD is a nuanced urban planning strategy that revolves around several key principles, serving as a foundation for designing neighbourhoods that are not only accessible but also sustainable and vibrant. It is important to note that the