HOUSING CRITERIA/LOCATION SELECTION

USING ANALYTIC HIERARCHY PROCESS:

A UNIVERSITI UTARA MALAYSIA STUDY

A thesis submitted to the Graduate School in partial
fulfilment of the requirements for the degree
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By
Aida Mauziah Binti Benjamin

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06010 UUM Sintok
Kedah Darul Aman
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ABSTRAK


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 statues, income.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter/Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>i</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iii</td>
</tr>
<tr>
<td>ABSRACT</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>x</td>
</tr>
<tr>
<td><strong>CHAPTER 1: INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>1.1 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Population and the Malaysian housing profile</td>
<td>1</td>
</tr>
<tr>
<td>1.3 What Malaysian need in a house today</td>
<td>3</td>
</tr>
<tr>
<td>1.4 Challenges for housing developers</td>
<td>6</td>
</tr>
<tr>
<td>1.5 Problem statement</td>
<td>12</td>
</tr>
<tr>
<td>1.6 Objective</td>
<td>13</td>
</tr>
<tr>
<td>1.7 Significant of the study</td>
<td>14</td>
</tr>
<tr>
<td>1.8 Organization of the study</td>
<td>14</td>
</tr>
<tr>
<td><strong>CHAPTER 2: LITERATURE REVIEW</strong></td>
<td></td>
</tr>
<tr>
<td>2.1 Introduction</td>
<td>16</td>
</tr>
<tr>
<td>2.2 Location factors</td>
<td>16</td>
</tr>
<tr>
<td>2.3 Analytic Hierarchy Process (AHP)</td>
<td>19</td>
</tr>
</tbody>
</table>
2.4 AHP applications on facility location selection

CHAPTER 3: METHODOLOGY

3.1 Introduction

3.2 Preliminary survey
   3.2.1 Step 1: Identify pertinent housing location factors
   3.2.2 Step 2: Develop questionnaire
   3.2.3 Step 3: Implement the questionnaire
   3.2.4 Step 4: Analysed the result

3.3 Main survey
   3.3.1 Step 1: Develop the decision hierarchy
   3.3.2 Step 2: Develop questionnaire
   3.3.3 Step 3: Implement the questionnaire
   3.3.4 Step 4: Analysed the result

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

4.2 Preliminary survey
   4.2.1 Respondents profile
   4.2.2 Results of data analysis

4.3 Main survey
   4.3.1 Respondents profile
   4.3.2 Results of data analysis

vi
4.3.2.1 Normal ranking technique 43
4.3.2.2 AHP technique 45

4.4 Comparison of results 48
  4.4.1 Comparisons between two techniques 48
    4.4.1.1 AHP technique vs. Normal ranking technique 53
  4.4.2 Comparison by gender 58
  4.4.3 Comparison by marital status 61
  4.4.4 Comparison by income 68

4.5 An example of AHP application 72
  4.5.1 First respondent 73
  4.5.2 Second respondent 76

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Conclusion 80
5.2 Assumptions of the study 85
5.3 Limitation of the study 85
5.4 Recommendation 85

REFERENCE 87

APPENDICES

Appendix I: Questionnaire – Preliminary survey 91
Appendix II: Questionnaire – Main survey 93
Appendix III: Questionnaire – Location selection 96
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Examples of AHP applications</td>
<td>22</td>
</tr>
<tr>
<td>2.2</td>
<td>Location factors identified from the past studies</td>
<td>26</td>
</tr>
<tr>
<td>3.1</td>
<td>Location factors identified from the literature review</td>
<td>30</td>
</tr>
<tr>
<td>3.2</td>
<td>The evaluation scale 1-9 (without intermediary indications)</td>
<td>35</td>
</tr>
<tr>
<td>4.1</td>
<td>Respondent profile - Preliminary survey</td>
<td>38</td>
</tr>
<tr>
<td>4.2</td>
<td>Descriptive statistics of the preliminary survey</td>
<td>40</td>
</tr>
<tr>
<td>4.3</td>
<td>Respondent profile - Main survey</td>
<td>43</td>
</tr>
<tr>
<td>4.4</td>
<td>Descriptive statistics of section two in the main survey</td>
<td>44</td>
</tr>
<tr>
<td>4.5</td>
<td>Results of the AHP technique</td>
<td>47</td>
</tr>
<tr>
<td>4.6</td>
<td>Comparisons between AHP and Normal ranking technique</td>
<td>50</td>
</tr>
<tr>
<td>4.7</td>
<td>Example of assessment on the criteria using AHP and Normal ranking technique</td>
<td>52</td>
</tr>
<tr>
<td>4.8</td>
<td>Final ranking of the criteria by three respondents</td>
<td>53</td>
</tr>
<tr>
<td>4.9</td>
<td>Respondent’s assessment on the eight criteria using Normal descriptive method</td>
<td>54</td>
</tr>
<tr>
<td>4.10</td>
<td>Respondent’s assessment on the eight criteria using AHP method</td>
<td>55</td>
</tr>
<tr>
<td>4.11</td>
<td>Geometric means of pairwise comparison</td>
<td>56</td>
</tr>
<tr>
<td>4.12</td>
<td>Comparison by gender</td>
<td>59</td>
</tr>
<tr>
<td>4.13</td>
<td>Comparison by marital status</td>
<td>63</td>
</tr>
<tr>
<td>4.14</td>
<td>Comparison by households’ income</td>
<td>70</td>
</tr>
<tr>
<td>Section</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>4.15</td>
<td>Priority vector for the decision hierarchy by first respondent</td>
<td>73</td>
</tr>
<tr>
<td>4.16</td>
<td>Priority vector for the decision hierarchy by second respondent</td>
<td>77</td>
</tr>
<tr>
<td>5.1</td>
<td>Prioritisation of the eight criteria from AHP and Normal descriptive method</td>
<td>81</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Four steps in preliminary survey</td>
<td>29</td>
</tr>
<tr>
<td>3.2</td>
<td>Four steps in the main survey</td>
<td>33</td>
</tr>
<tr>
<td>3.3</td>
<td>Decision hierarchy for the selection of housing location</td>
<td>34</td>
</tr>
<tr>
<td>4.1</td>
<td>The result of the preliminary survey</td>
<td>41</td>
</tr>
<tr>
<td>4.2</td>
<td>Result of the Normal ranking technique</td>
<td>46</td>
</tr>
<tr>
<td>4.3</td>
<td>Result of AHP technique with the geometric mean</td>
<td>48</td>
</tr>
<tr>
<td>4.4</td>
<td>Comparison by gender with the preferences weight</td>
<td>60</td>
</tr>
<tr>
<td>4.5</td>
<td>Comparison by marital status with the preferences weight</td>
<td>67</td>
</tr>
<tr>
<td>4.6</td>
<td>Comparison result by households’ income with the preferences weight</td>
<td>71</td>
</tr>
</tbody>
</table>
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
The contents of the thesis is for internal user only
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