

FACTORS INFLUENCING LOCAL OPPOSITION TOWARDS  
HOUSING DEVELOPMENT

KHENG SOK YEE

MASTER OF REAL ESTATE DEVELOPMENT

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

DECEMBER 2021

# Factors Influencing Local Opposition Towards Housing Development

Kheng Sok Yee

A research project submitted in partial fulfilment of the requirement for  
the degree of

Master of Real Estate Development

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

December 2021

# Factors Influencing Local Opposition Towards Housing Development

By

Kheng Sok Yee

This research project is supervised by:

Dr. Chin Hon Choong

Assistant Professor

Department of Building and Property Management

Faculty of Accountancy and Management

Copyright @ 2021

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.


## DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is **18592**.

Name of Student: Kheng Sok Yee

Student ID: 20UKM00796

Signature: 

Date: 02/12/2021

## TABLE OF CONTENTS

	Page
CHAPTER 1 .....	13
INTRODUCTION .....	13
1.1 Research Background .....	13
1.2 Problem Statement .....	15
1.3 Research Question.....	16
1.4 Research Objectives .....	16
1.5 Scope of Research Study.....	16
1.6 Significance of Study .....	17
1.7 Outline of Research.....	18
CHAPTER 2 .....	19
LITERATURE REVIEW .....	19
2.1 Introduction.....	19
2.2 Overview of Property Development Practise in Malaysia.....	20
2.3 Not in My Back Yard (NIMBY) & Yes in My Back Yard (YIMBY).....	20
2.4 Locally Unwanted Land Uses (LULUs) .....	21
2.5 Local Opposition.....	21
2.6 Theoretical Framework .....	22
2.6.1 Theory of Planned Behaviour (TPB).....	22
2.6.2 Social Exchange Theory .....	23
2.6.3 Social Representations Theory .....	24
2.7 Research framework .....	25
2.7.1 Attitude .....	25
2.7.2 Subjective Norm .....	26
2.7.3 Perceived Behavioural Control.....	27

2.7.4	Dealing with Developers .....	27
2.7.5	Information .....	29
2.7.6	Trust on Authority .....	29
2.8	Conceptual Framework .....	30
2.9	Summary .....	30
CHAPTER 3 .....		31
RESEARCH METHODOLOGY .....		31
3.1	Research Framework.....	31
3.2	Hypotheses & Propositions Development .....	32
3.2.1	Attitude affects the local opposition towards housing development. ....	33
3.2.2	Subjective norm affect the local opposition towards housing development. ....	33
3.2.3	Perceived Behaviour Control influence the local opposition towards housing development. ....	34
3.2.4	Dealing with Developer influence the local opposition towards housing development. ....	34
3.2.5	Information influence the local opposition towards housing development.....	35
3.2.6	Trust on authority influence the local opposition towards housing development. ....	35
3.3	Research Design.....	36
3.4	Research Strategies .....	37
3.5	Measurement of Variables and Instrumentation .....	39
3.6	Data Collection .....	42
3.7	Sampling .....	42
3.8	Data Collection Procedures.....	42
3.9	Descriptive Statistic .....	43
3.10	Analysis Method.....	43
3.11	Summary .....	44
CHAPTER 4 .....		45
FINDINGS AND DISCUSSION .....		45
4.1	Response Rates in Summary.....	45
4.2	Demographic .....	45

4.2.1	Demographic of Gender .....	46
4.2.2	Demographic of Age Group .....	47
4.2.3	Demographic of Household Size .....	48
4.2.4	Demographic of Aged Below 16 .....	49
4.2.5	Demographic of Monthly Income .....	50
4.3	Descriptive Analysis .....	51
4.3.1	Attitude .....	51
4.3.2	Subjective Norm .....	52
4.3.3	Perceived Behaviour Control.....	52
4.3.4	Dealing with the developer .....	53
4.3.5	Information .....	54
4.3.6	Trust on Local Authority .....	54
4.3.7	Housing Development .....	55
4.4	Normality Assessment .....	56
4.5	Reliability Assessment.....	58
4.6	Pearson Correlation.....	62
4.7	Hypothesis Testing.....	63
CHAPTER 5 .....		65
CONCLUSION AND RECOMMENDATION .....		65
5.1	Introduction.....	65
5.2	Summary of Findings.....	65
5.3	Results of Discussions .....	65
5.3.1	Attitudes and Housing development.....	65
5.3.2	Subjective Norm and Housing development .....	66
5.3.3	Perceived Behaviour Control and Housing development.....	67
5.3.4	Dealing with Developers and Housing Development .....	67
5.3.5	Information and Housing Development .....	68
5.3.6	Trust in Local Authority and Housing Development .....	68

5.4	Implication of Research .....	69
5.5	Limitation of Study .....	70
5.5	Recommendation and Conclusion .....	71
	REFERENCES .....	72
	APPENDIX A.....	79
	APPENDIX B.....	80
	APPENDIX C.....	81
	APPENDIX D.....	82

## LIST OF FIGURES

	Page
<u>Figure 1: Value of Malaysia Property Market</u> .....	15
<u>Figure 2: The Major State of Selangor Demand Housing Development</u> .....	17
<u>Figure 3: Social Exchange Theory</u> .....	24
<u>Figure 4: Conceptual Framework</u> .....	30
<u>Figure 5: Research Framework</u> .....	31
<u>Figure 6: Hypothesis Development</u> .....	32
<u>Figure 7: Demographic of Gender</u> .....	46
<u>Figure 8: Demographic of Age</u> .....	47
<u>Figure 9: Demographic of Household Size</u> .....	48
<u>Figure 10: Demographic of aged below 16</u> .....	49
<u>Figure 11: Demographic of Monthly Income</u> .....	50

## LIST OF TABLES

	Page
<u>Table 1: Response Rates in Summary</u> .....	45
<u>Table 2: Demographic of Gender</u> .....	46
<u>Table 3: Demographic of Age</u> .....	47
<u>Table 4: Demographic of Household Size</u> .....	48
<u>Table 5: Demographic of aged below 16</u> .....	49
<u>Table 6: Monthly Income by Demographic</u> .....	50
<u>Table 7: Descriptive of Statistics Attitude</u> .....	51
<u>Table 8: Descriptive statistics of Subjective Norm</u> .....	52
<u>Table 9: Perceived Behaviour Control</u> .....	52
<u>Table 10: Descriptive Statistics of Dealing with The Developer</u> .....	53
<u>Table 11: Descriptive Statistics of Information</u> .....	54
<u>Table 12: Descriptive Statistics of Trust on Local Authority</u> .....	54
<u>Table 13: Descriptive Statistics of Housing Development</u> .....	55
<u>Table 14: Normality Assessment using Skewness and Kurtosis</u> .....	56
<u>Table 15: Reliability Measurement</u> .....	58
<u>Table 16: Case Processing Summary</u> .....	59
<u>Table 17: Reliability Statistics</u> .....	59
<u>Table 18: Item Statistics</u> .....	59
<u>Table 19: Inter-Item Correlation Matrix</u> .....	60
<u>Table 20: Summary Item Statistics</u> .....	61
<u>Table 21: Item Total Statistics</u> .....	61
<u>Table 22: Scale Statistics</u> .....	62
<u>Table 23: Pearson Correlation</u> .....	62
<u>Table 24: Hypothesis Testing</u> .....	63

## ABSTRACT

Residential housing is dominant properties in Malaysia's real estate market. Residential properties refer to a property designated for house or home where people live in. The house is a place provides comfort, security, shelter and dignity, a natural framework for realizing, economic, social, enriching and integrating and culture resources. Local opposition became an obstacle for developer to carry on the development including obtaining authority's approval from various parties as well as sale affection. This study background is to mainly identify the reason and behaviour of the local opposition parties towards housing development on the case study of a housing development project located in Jalan 21/19a, Petaling Jaya. The methodology research design for the purpose to relate the research questions to the data analysis. Because the goal of this study is to determine the relationships between local residents' perceptions of housing development procedures, the most appropriate research tool to use is a quantitative approach employing a self-administered questionnaire survey. The SPSS software was used in this study for fabricate the result. Therefore, the result of hypothesis shows positive. Finally, Local residents' opposition direct impact the attitudes toward local housing project. As a result, main purpose of this study was to offer essential input to the Malaysian government and the Secretary of Selangor Government (Housing Division) in order to provide more high-quality public local housing to low-income people who cannot afford to buy a property on the open market.

# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Real estate is heterogeneous and immovable property of which each unit were fixed to different locations and non-substitutable by another parcel despite certain similarities (Iman, 2002). These characteristics imposed specific marketing conditions as each different units were unique in respect of its type and location, thus commanding careful planning on appropriate type of real property in a strategic location in view of various factors such as the demand and supply of a location (Iman, 2002). Residential housing is dominant properties in Malaysia's real estate market. Residential properties refer to a property designated for house or home where people live in. Mariadas and other researcher define dwelling and home refers to a place that offers security, comfort roof and honour, an original shelter for realizing, economic, social, enriching and integrating and culture resources (Mariadas et al., 2019). Individuals who purchase house for a sanctuary as well as looking to communicate their qualities and goals. As per Sean and Hong (2014), there are three (3) vital participants in the property market, in particular financial backers, theorists, and mortgage holders. Financial backers buy property in order to create monetary returns and they research rental yields just as capital appreciation. Examiners are the people who enter the market for a limited capacity to focus, to create colossal capital gains while property holder alludes to the individuals who buy properties for their own residence. Likewise, giving great quality lodging units ought to advance more equivalent social, instructive, and monetary freedoms and assist with establishing more fair conditions for all. Last yet not rent, house is a significant resource; it is critically determinant of personal satisfaction. In a real estate market, first time house purchasers are significant as they in a roundabout way go about as marker to help managing the lodging arrangements and further advancing house buying (Abdullah et al., 2012).

Real Estate developer in Malaysia always "ROJAK" and the property type and characteristic are mix and match. Generally, individual will settle the pivotal choice that who will consider the property location, property pricing, month to month reimbursement included and month to month responsibility for a long time of period. Costing of a property purchase in Malaysia continues to rise and didn't show the sign of devaluation particularly in metropolitan region such like Kuala Lumpur city, Penang city and Johor Bahru city. As the time goes, an ever-increasing number of trustworthy engineers contending each other in

building an ever-increasing number of private properties especially. As such there will be more private properties presented in the market as the stock will increment and the interest will diminish subsequently on the grounds that there is likewise increasingly more little engineer start to wander into the market. For many property owners, real estate represents a significant portion of their wealth. According to Ionascu et al. (2020), most the property owners' have over 90% of the revenues were from the income rents that's the rental of real estate assets or the appreciation of the invested capital to the real estate property.

Sustainable development been promoting globally and has become central which not just in environmental preservation, as well as in the consideration of the quality of development of real estate. In which, Malaysia is classified as a middle-income country, but it has provided consideration sustainable development in its policies. To success in sustainability of the property development industry, the homebuyer policies and initiative expect to be technically feasible, commonly acceptable, thus for sure economically sustainable to adequate housing.

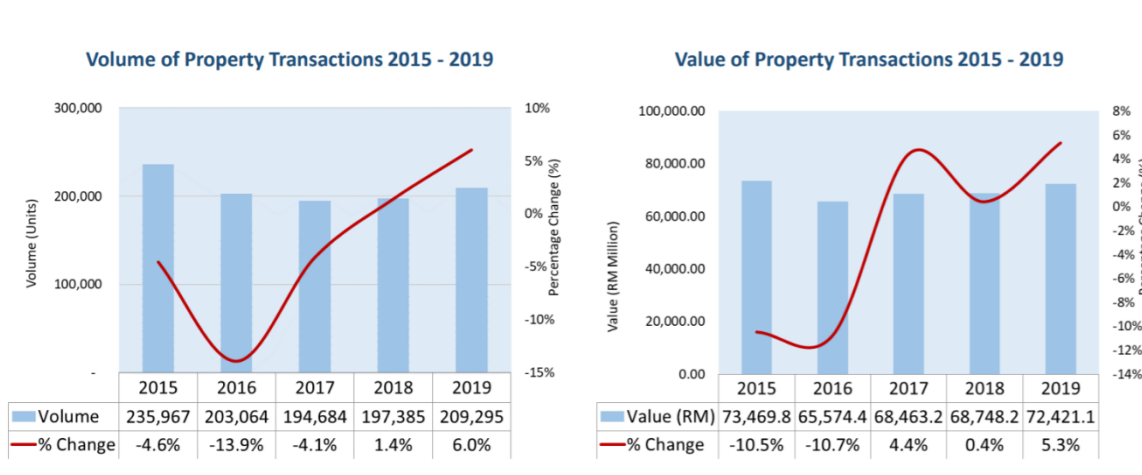
The agenda 2030 has offer new opportunities for the real estate industry to expand its focus to sustainable development. Real estate and construction have been the cores of debates on sustainable development. Substance of the Sustainable Development Goals (SDGs) achieving based on the harm and advantages for the social and the environment were also taking into the consideration. Generally, real estate sector in achieving SDG 11 - Sustainable cities and communities is crucial and relevant entities should have prioritised this goal. SDG 11 define as the targets of the city development in term of and human settlement which consider safe, resilient, sustainable and inclusiveness. (Ionascu et al., 2020). According to Matemilola et al. (2019), efforts can be rendered when the targeted at community development without sustainability, meaning that sustainable development is the bedrock of community development.

The National Property Information Centre (NAPIC) addressed in their published reports, they are expecting Malaysia real estate market to have a rebound maybe somewhere after 2<sup>nd</sup> half of 2021, with the rebound that mostly it dependent on the Malaysia's economic and financial outlook. As such, the prolong of Home Ownership Campaign (HOC) until 31 December 2021 are mainly required and plays as essential roles of the national real estate market recovery. It is also the federal government programs which able to helps the property development industry effectively in term of clearing the stock of unsold property units. Additionally, it has been called as an important life guard for the property industry in the year of 2021, the COVID-19 pandemic period. The benefits to the homebuyer are stamp duty exemption on memorandum of transfer which costing upto 3% based on the property price as well as the loan margins of finance of above 70%, being benefits to the property buyers until end of 2021, resulting the first homebuyers are the major beneficiary of the campaign for them to own a housing property in Malaysia (PropertyGuru, 2021).

Developer is mainly targeting on prime location and attempts to build more housing, however, housing development in developed and mature neighbourhood are often slowed or halted by people who

live nearby. Local opposition to new housing development is a common phenomenon due to spatial proximity about the housing development's effect on the features of the neighbourhood, and the characteristics and behaviours of local community residents. Not in My Back Yard (NIMBY) is longstanding with the supporter are mostly who live nearby, well-educated, or higher living status residents. Figure 1 illustrated about value of Malaysia Property Market.

**Figure 1: Value of Malaysia Property Market**



(Note. Adopted from: <https://www.juwai.asia/main/news/1405>)

## 1.2 Problem Statement

Local opposition became an obstacle for developer to carry on the development including obtaining authority's approval from various parties as well as sale affection. Traffic congestion and road connection are the main concern of the local opposition. The road where the housing development entrance located is one-way-road and even facing traffic congested even before the development being proposed.

According to Davison et al. (2016), oppositional raised issues such as the traffic congestion and vehicle parking, building formation, local amenities, development planning process, property management, safety issues, and also the characteristic and behaviours of the new prospect who interested to residence. Moreover, they also concern about the property value and environmental concerns that were also affects the authority that planning approval should be reject. Nonetheless, local oppositional tactics include intimidate behaviour towards developers and builders, lodging complaints and petitions to local council planning authorities, lobbying local and state politicians, attending council meetings, contacting and coordination oppositional actions through traditional media or digital media to public (Davison et al., 2016).

### **1.3 Research Question**

The following research questions have been raised from the research problem:

1. How attitude influencing on local opposition towards housing development project?
2. What the Subject norm influencing on local opposition towards housing development project?
3. How perceived Behaviour control influencing on local opposition towards housing development project?
4. What the dealing with developers influencing on local opposition towards housing development project?
5. What is the information influencing on local opposition towards housing development project?
6. How trust on authority influencing on local opposition towards housing development project?

### **1.4 Research Objectives**

Referring to the research questions that has discussed earlier, the following objectives have been proposed:

- To identify attitude influencing on local opposition towards housing development project.
- To investigate the Subject norm influencing on local opposition towards housing development project.
- To determine the perceived Behaviour control influencing on local opposition towards housing development project.
- To determine dealing with developers influencing on local opposition towards housing development project.
- To determine information influencing on local opposition towards housing development project.
- To determine trust on authority influencing on local opposition towards housing development project.

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

Study background of this research is to identify the behaviour and reasons of the local opposition parties towards housing development on the case study of a housing development project located in Jalan

21/19a, Petaling Jaya. This is a freehold residential development project consists of 2 blocks, total of 406 units with the layout sizes from 550sqft to 940sqft. Additionally, the development project regulated under state government which to fulfil 10% quota and to build affordable units together with the free-cost unit. Hence, there are 41 units of affordable units priced at RM490 per square feet (PSF), amounting to RM270,000 per unit while the free-cost units are priced at RM850PSF.

As of research, public are generally have stereotypes that Petaling Jaya’s resident are well educated, knowledgeable, and high social status group of residents in Selangor. However, there are local and public opposition activities carried before and even after the approval of planning permission (Kelulusan Merancang, KM) is obtained. Local opposition community has created petition to the local council to opposed on this project, and surprisingly the housing development has been obtained planning permission on 4<sup>th</sup> August 2020 even the opposition is still going on. Figure 2 illustrate the major state of housing development in Malaysia.

**Figure 2: The Major State of Selangor Demand Housing Development**



(Note. Adopted from: <https://www.iproperty.com.my/news/current/h1-2020-subsale-housing-demand-malaysia/>)

## 1.6 Significance of Study

Prior the addressed of problem and question earlier, the major addressed of this study are varies, it inclusive of the identify and analyse the important that caused the local opposition towards housing development. It focused on local community oppose intention on a housing development in Petaling Jaya, Selangor. This research study expecting to contributes relevant knowledge to different aspect of real estate industry such as developers, builder, surveyor, and buyers. The descriptive analysis of this research are also

contribute to help the property builder and developer have more understanding about the purchasing behaviour and intention when purchasing their shelter or dwelling in terms of property type, environmental issue, demographic concerns, and the property characteristic that might influence the purchase intention and preferences.

Nevertheless, the research will offer an overview to the common preference and opposition intention from the local opposition parties. By understanding local opposition community's preferences, the research topic can assist the current developer or builder while they have their major decision-making process in land requisition stage and before planning of development in a mature neighbourhood.

## **1.7 Outline of Research**

Generally, a brief exploration outline of chapter 1 will be addressed that goes refer to the summations to the following write up. As such, underlying presentation of the examination study that also the pertinent to neighbourhood resistance towards lodging advancement is incorporated. Other than this, the examination foundation in the issue proclamation and the exploration targets, research poll and critical of the review are additionally talked about.

In Chapter 2, communicates an outline of the writing audit. This part likewise examines the resistance factors as free factors of the review including street association, gridlock, neighbourhood local area living society and engineer brand. In addition, the audit of the important theoretical structure will suggest for additional review. Accordingly, pertinent speculations will be created too.

In Chapter 3, the examination configuration will be determined. Besides, the information assortment strategies will be talked about. Therefore, examining plan and build estimation will be talked about. At last, information arrangement cycle will be portrayed and information investigation that expresses the program use for information examination being talked about.

Continuously, the following chapter 4 inclusive the expressive investigations which continue to discuss about the target audiences' demographic profile, which allude to section 2 of review poll. Other than that, factor examinations will incorporate as it is significant for analysing the singular factors and its relationship with different factors.

In the Chapter 5, this will give the synopsis of the factual examinations of the whole elucidating and variable investigations. Besides, it additionally incorporates the conversations of the significant discoveries to approve the examination destinations and speculations. Finally, the constraint of the review will examine too.

# CHAPTER 2

## LITERATURE REVIEW

### 2.1 Introduction

Malaysian housing market is expecting a huge upswing by 2022 after a dreary two-year time frame from 2020 to 2021. Across the country and in each state, lodging costs are probably going to fall. In any case, the reasonable section performs better, controlled by the mass market (Syafiqah Salim, 2020). In September 2020 examination report tended to the Property Survey and Index Q3 2020 National Price Expectations Index will remain its downwards pattern with a 4.8% fall over the course of the following a year, prior to climbing again to post a combined development pace of 10.6% two years (Chew, 2020).

The hopeful projection for 2021 comes right after Bank Negara Malaysia's changed total national output estimate, which moved somewhere in the range of below 7.5% on the rear of financial and monetary boost tailwinds. Taking a gander at the customer area, market watchers anticipate so the utilization exercises are well supported at more than 75% of pre-COVID levels in mid-2021(Fernandez, 2021).

Sohlberg (2020) from Asian Property Market expressed the contingent development control request (CMCO) executed by the public authority has incurred significant damage and most noticeably awful impacted on the country monetarily during the pandemic. With the COVID-19 emergency and stresses over a monetary downturn, lodging cost in Malaysia is relied upon to fall by between 10% to 15% (Poh, 2019). Notwithstanding, there are signs that the market may recuperate and bounce back rapidly subsequently. As per research, as numerous as 81% of Malaysians need to purchase a house before the finish of 2021. Simultaneously, the public authority has presented the Real Property Gains Tax (RPGT) exception that will in all probability urge more purchasers to put resources into land.

## **2.2 Overview of Property Development Practise in Malaysia**

Likewise to Jeyakuhan S K, (2020), gated and monitored local area or gated local area lodging plan alludes to a bunch of houses or structures where its offices and administration inside the reason's limits are secretly overseen and possessed, gated home with safety officers give security confirmation contrast with the public networks. Typically, the premises are lined by dividers or wall on a border, the doorways are constrained by safety officers, blast entryways or boundaries, and other security limitations might incorporate gatekeeper watches, focal checking frameworks and shut circuit TV (CCTV) inside the edge (Jeyakuhan S K, 2020). The scientists Osman et al. (2011) said gated and watched lodging alluding to shut lodging bequest that furnished with own framework, for example, reinforcement power supply, sterilization framework, and safety officers. A gated local area might be set up under the assurance of Strata Titles Act 1985 and Strata Management Act 2013 edge (Jeyakuhan S K, 2020), which hits allude to private networks with a layers title, and incorporates skyscraper property like condos, apartment suites, apartments, park homes or even landed lodging defined turn of events. Due to the worldwide Covid pandemic, lodging requests are moving it is essential for the ways of life and something other than a rooftop or a house is. Over the fields in the post-pandemic time, designers comprehend they should be adaptable and venture out to adjust to the new standards of irritating homebuyers' necessities and needs.

Nevertheless, various elements such as economic, political, and social factors are the most significant drivers that influence the development policy and the type of urban regeneration programs implemented by the state government. Over the year, urbanization In accordance with Selangor state government policy, developer to fulfil quotas to build affordable housing units under the regulated scheme which implemented by the state government. Generally, people will think that developer are just build the project, erect their building to make profits and leave the community place thereafter. During the development pre-planning stage, thorough research is mandatory especially building affordable housing in urban area to determine consultation from the local community, groups, and politicians. That's important to get essential information input in regarding the project development on how it can benefit or affect the local community simultaneously.

## **2.3 Not in My Back Yard (NIMBY) & Yes in My Back Yard (YIMBY)**

According to Brown & Glanz (2018), the terms NIMBY and YIMBY represent the negative and positive attitudes or behavioural toward projects development. For instance, NIMBY is attitude that oppose development project near to their current dwelling which have possibility threaten their community. While

YIMBY referring to those may support new housing development. Many studies are to investigating geographic discounting and the NIMBY phenomenon have focused on specific development projects such like public housing rather than support or opposition to general classes of land use like residential and commercial which identified in general land use (Brown & Glanz, 2018). Researcher Dear (2007) stated NIMBY refers to the protectionist attitudes and oppositional tactics to carried and adopted by local community groups to an unwelcome development in their neighbourhood. He also added such unwelcome developments normally involved land use proposal for example low-income housing.

## **2.4 Locally Unwanted Land Uses (LULUs)**

As NIMBY is the term which standing of residents oppositional concerned and arguments about the potential impacts of new development within their neighbourhood. Simultaneously, such development also referred as Locally Unwanted Land Uses (LULUs). Atay Kaya & Kaya Erol (2016) said that LULUs referred to the land uses with a potential of facing local conflicts in their site selection processes. They added, LULUs include most of the land use categories such as industry, transportation, technical and social infrastructure, and housing. Conversely, not every land use is a problem, it might involve demographic issues such as public and low-income housing. LULUs generally relate with NIMBY movement while people having NIMBY approach are understand the essential of the proposed facility but do not want such facility near or in their neighbourhoods and community. Development or land planning process become complicated when there is NIMBY movement against LULUs and it's concerned by the local community.

## **2.5 Local Opposition**

As per Dear (1992), neighborhood resistance to the siting of locally undesirable land utilizes (LULUs) is portrayed as the NIMBY condition, out of a craving to "ensure their turf". Go against the siting of an office close to their home or staying albeit that office or improvement is important to serve the better area. These individual worries include the depreciation of property; natural, wellbeing and dangers; the decrease in neighborhood conveniences and personal satisfaction; and harm to the picture and stylish status of the local area (Schively, 2007). Inhabitants may likewise uphold the reception of the new turn of events yet go against when the development happens close their "patio".

Property developer and builder literally to focus on community engagement to gain confidence of local community within vicinity of the development project and obtain relevant authority approval for new

developments accordingly such as planning permission, building plan approval etc. For instance, two-way communication can be built trust between developer and those local community who will be affected by the development project. Local community member basically to establish positive relationship with the developer and wants to know whether the development will bring benefits to that area, for example jobs opportunity, transportation route affection, and for sure how the building architecture will be design etc.

## **2.6 Theoretical Framework**

### **2.6.1 Theory of Planned Behaviour (TPB)**

As per Devine-Wright (2009,) hypothesis of arranged conduct (TPB) characterized as the system for mental reaction to put change covers how individuals become mindful of spot change, decipher, and assess it and choose how to react. The TPB has been effectively used to foresee and clarify a wide scope of practices including hitting the bottle hard (Norman and Conner, 2006; Read et al., 2013). TPB can be utilized to foresee individuals' conduct and regardless of whether they will choose to go against the change. In this hypothesis, individuals' conduct convictions, regulating convictions and control convictions influence their mentalities, emotional standards, and saw social control, separately (Anton and Lawrence, 2016). Both three components to anticipate individuals' social expectations, and that alongside genuine conduct control, foresee conduct (Ajzen, 1991). This model oftentimes utilized and applied to anticipating somebody's conduct expectations follow be utilized to foresee both self-announced and noticed conduct accordingly.

The Theory of Planned Action is a development of the Theory of Reasoned Action (Ajzen and Fishbein, 1980), which asserts that the occurrence of a behaviour is governed by the matching behavioural intention, or the desire to conduct it. The attitude toward the act, as well as the subjective norm surrounding that performance, influence behavioural intention. The evaluative judgement on the actual performance of the activity is the attitude toward the deed. A person who believes her or his swimming on the next Sunday is nice and delightful, for example, has a positive attitude toward this particular act of swimming on the following Sunday. The subjective norm refers to a person's subjective normative ideas about how much her or his significant others will approve or disapprove of her or his actions. A student who feels that her or his parents and peers anticipate or approve of her or his having a body check every year, for example, has a favourable subjective norm toward the act. Presumably, a collection of underlying assumptions determines the two conceptions. External factors, such as personality characteristics and demographic variables, have an impact on behaviour via changing underlying beliefs and the relative relevance of attitude and subjective norm in defining behavioural intention.

## 2.6.2 Social Exchange Theory

Social Exchange hypothesis portray as an overall sociological hypothesis worried about understanding the trading of assets among people and gatherings in a collaboration circumstance. SET depends on the reason that human conduct or social cooperation is a trade of movement, unmistakable and immaterial, especially of remunerations and expenses (Homans, 1961). SET examinations how the construction of remunerations and expenses in a relationship influence examples of connection (Molm, 1991). People participate in a trade cycle whenever they have made a decision about the prizes and the expenses and will enter connections in which they can expand benefits and limit costs. Applied to a travel industry setting, SET sets that inhabitants are probably going to help the travel industry improvement if the benefits of the business surpass the expenses.

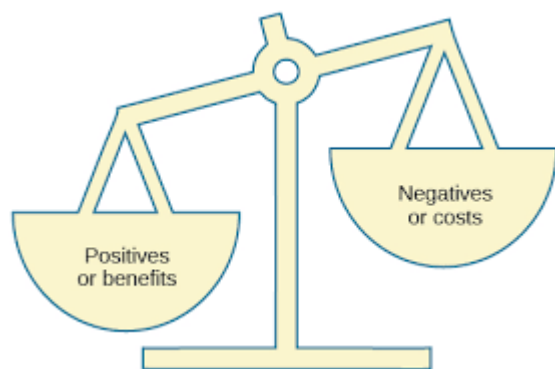
Integral to SET are the ideas of force (Emerson, 1962) and trust (Blau, 1964) between the entertainers in a trade cycle. The elements of force and confidence in friendly trades can be perceived through Foucault's hypothetical focal point. Foucault's examination of current power identifies with his case that in every friendly connection, 'power is consistently there', and that one is never 'outside' it (Lynch, 1998). Foucault (1978) takes note of that 'power is wherever not on the grounds that it accepts everything, but since it comes from everywhere...it is created starting with one second then onto the next, at the very point, or rather in each connection starting with one point then onto the next" (pp. 92–93). He contends that power ought to be under remained as the variety of power relations inherent in the circle where they work and which establishes their own association. The Foucauldian's methodology goes against the conventional viewpoint on power where power is viewed as an issue of one individual or gathering practicing sovereign command over another; where one individual or gathering provides requests and others comply; where somebody forces their wills on others.

Close by with power, trust has additionally been perceived as a significant hypothetical build of SET (Cropanzano and Mitchell, 2005; Molm, Takahashi, and Peterson, 2000). The idea is considered as the most significant among the critical factors by friendly trade scholars (Blau, 1964; Homans, 1958). Its central job in friendly trades is rein-constrained in light of the fact that trade of benefits is a deliberate activity and involve sun specified future commitments (Konovsky and Pugh, 1994; Whitener, Brodt, Korsgaard, and Werner, 1998). The advantage that happen in general public trade don't happen for determined which is not founded into whatsoever commitments (Konovsky and Pugh, 1994). Subsequently, that tirelessness as well as augmentation for the general public trade depends the reliability of the entertainers which happen on a transaction. Social trade connections depend the combination between the believe and capability (Bachmann, 2001). Scientists contend all the ideas ought to means the thought about at the same time for each hypothesis of community connection (Cook, Hardin, and Levi, 2005; Oberg and

Svensson, 2010). Believe and capability supplement each other that foresee community entertainers' practices access the various settings as well as circumstances.

SET is the most noticeable hypothesis which has been utilized in the writing to discover the demeanor of inhabitants concerning its effect (Andereck, Valentine, and Knopf, 2005; Blau, 1962; Nunkoo and Ramikisson, 2012). SET is considered as an advantageous structure to investigate both the positive and negative disposition of the local area individuals (Boley et al., 2017; Latkova and Vogt, 2012; Lee, 2013). SET thinks that the occupants will quite often uphold the lodging advancement drives the extent that they accept that the normal advantages will offset the expenses (Mason and Cheyne, 2000; Ko and Stewart, 2002; Dyer et al., 2007; Huttasin, 2008). Lodging advancement is likewise expected to bring openings viz; monetary, social trade and furthermore further develop the local area picture (Farahani and Henderson, 2014; Zhou, 2009; Shani and Pizam, 2012). The examinations dependent on SET reasoned that in a trade air, the people who find lodging advancement more valuable will uphold it, and the individuals who think that it is destructive would not loan their help to lodging improvement drives inside their particular networks (Sajad et al., 2017). Figure 3 beneath demonstrated the social trade hypothesis.

Figure 3: Social Exchange Theory



(Note. Adopted from: <https://www.jobilize.com/course/section/social-exchange-theory-15-7-prosocial-behavior-by-openstax>)

### **2.6.3 Social Representations Theory**

Social Representations Theory, gotten from social brain research, is a helpful hypothetical structure with which to distinguish how 'presence of mind' understandings of higher thickness lodging are by and large developed and circled. Social portrayals (SR) are both "a code for social trade and a code for naming and characterizing unambiguously the different parts of their reality" (Moscovici, 1973, p. xvii) and have been conceptualized both as an interaction and an item. As a social course of correspondence and talk, social portrayals produce and elaborate implications and social items. It is a cycle people and gatherings

participate in to comprehend the world where they reside and to make a specific social reality. As an item, they establish constructions of information and images that are imparted to others in a gathering or society and impact how these individuals talk about, conceptualize and respond to peculiarities (Wagner et al., 1999).

SRT accepts that people and gatherings manage novel peculiarities through a course of 'emblematic adapting' that includes taking on aggregate pictures or portrayals that are connected to peculiarities that are more recognizable. This happens through two cycles: securing and typification. These cycles are the substance of correspondence that work to make the new natural and coordinate oddity into a more reasonable configuration (Wagner et al., 1999). Mooring includes the naming and arranging of novel experiences, thoughts and things to outfit gatherings of people with an essential comprehension of an original idea (Wagner and Hayes, 2005). An illustration of this is neighborhood change and local area resistance being secured in more effectively reasonable and normally shared thoughts of war, fight or populace uprooting. The course of typification brings about the development of a symbol, allegory or saying which comes to represent the new peculiarity or thought (Höijer, 2010). This makes the idea more concrete and more clear and drives transformations 'in like manner sense' over the long haul (Joffe, 2003, p. 63). For instance, Raynor, Matthews, and Mayere (2015) observed that paper media externalized projected assembled structure development in Brisbane utilizing symbolism, for example, "Manhattanisation," "a LA horizon" or "Dubai-scale development." along these lines, the mind boggling idea of populace development and constructed structure changes were converted into symbols drawn from a common store of pictures accessible to the paper crowd. This paper explores the mooring and generalization clear in friendly portrayals of families and kids in higher thickness lodging.

## **2.7 Research framework**

### **2.7.1 Attitude**

To further discuss on the model of Theory of Planned Behaviour, attitude always depends on a person approach manner expression to the involving into certain behaviour. Referring to the previous study, attitude can be the performance that a person situated beliefs based on the results or response that come out which have the chances that reached by involving in the behaviour as well as the benefits that people put on such response and results (Bobek & Wentzel, 2007). Various meaning of attitude also been stated by various scholar and researcher, such inclusive of attitudes meaning of trust examination for both good and bad feelings or expression by people for example they need to conduct behaviour which can be identified (Jogiyanto, 2007). Furthermore, refer to the researcher Lubis (2011), he written the attitude define as an

object which talk about entire function momentum, all advantage as well as fewer lover, people target, matter, inputs, and also the scene. According to Theory of Planned Behaviour stated by Jogiyanto (2007), attitude refer to the behaviour which identified from powerful principle on their behaviour that people brought to a outcome of behaviour and assessment.

Apart from that, Political proclivity, openness to variety, and community connection are all independent elements that influence personal attitude. According to (Chen, 2019), progressive middle- and high-income persons are 41 percent more likely than conservatives to accept feeling at ease in a mixed-income neighbourhood, which is consistent with earlier research. Residents who subjectively identify as "conservative" lean toward conformity, tradition, and security (Sawyer, 2005). The ideological pattern here refers to the progressiveness of thoughts related to race and income class distinctions, so residents who subjectively identify as "conservative" lean toward conformity, tradition, and security. As a result, progressive residents have a higher level of acceptability towards mixed-income neighbourhoods. Residents' perceptions of mixed-income neighbourhoods are greatly influenced by political proclivity, which should be examined as a key factor.

### **2.7.2 Subjective Norm**

According to the researcher, Jogiyanto (2007) has describe the subjective norms define an individual's sensitivity or opinion of the other individual trust which can easily affect people's savour in working plus not bringing the unsure behaviours out to the situation. Besides, another researcher Suprapti (2010) stated that subjective norms consider person beliefs on the anticipation for surrounding item which can be affection and both people and team are willing to or not willing to a behaviour selected. Subjective Norms which applying to this study is neighbouring concerns which should measure the effect via the traffic and road connection, developer brand, public amenities, social facilities such as school, bank, and medical centre.

The manner in which an individual sees the requests applied on that person to do or not play out a conduct is called abstract standard (Kim and Han, 2010). Purchasers' impression of prevalent burdens put on him to purchase an item by others (Phungwong, 2010). Companions, guardians, ideological groups, as well as a specialist may all have something to do with the buy (Kalafatis et al., 1999). The demeanor of others affects purchasing goal and decision. The expression "demeanor of others" alludes to how others' perspectives impact a client's purchasing choice and decision of a specific item among an assortment of choices. Clients are bound to change their buying goal assuming people close to them have a contrary disposition about the merchandise. Furthermore, on the off chance that different clients have comparable

preferences to similar products, a client's purchase expectation will rise (Ajzan and Fishbein 1980; Kotler and Keller, 2006; Ravis and Sheeran, 2003). Past research on the emotional standard as an indicator of aim had blended discoveries. A significant connection between saw standard and aim has been found in a few exploration (Taylor and Todd, 1995; Venkatesh and Davis, 2000; Ramayah et al., 2003, 2004; Chan and Lu, 2004; Baker et al., 2007; Teo and Lee, 2010). Other exploration have shown that there is no considerable connection between saw standard and goal (Davis et al., 1989; Mathieson, 1991; Chau and Hu, 2001; Lewis et al., 2003). In ongoing examination, abstract was uncovered to be an indicator of aim in an assortment of spaces (Alam and Sayuti, 2011; Gupta and Ogden, 2009; Han and Kim, 2010; Iakovleva et al., 2011; Kim and Han, 2010; Wu et al., 2011). Vida and Kokli (2009) The purchaser's outer factors play a part in the choice to purchase a specially designed pre-assembled home. The purchasing system of a uniquely designed pre-assembled home is affected by outer factors, for example, reference gatherings and family buyers (Kokli and Vida, 2009). Susilawati et al. (2001) found that 45% of individuals' choices about purchasing a property are affected by companions, partners, and mates. The general meaning of lodging decisions, which are represented by religion, connection, and social ties, is affected by friendly and social factors (Jabareen, 2005). Shoppers are once in a while influenced by data from associates who are occupied with the real property buy (Kichen and Roche, 1990). With regards to purchasing a home, social contemplations have a major effect (Al-Momani, 2000). Emotional principles affect a customer's craving to purchase a home (Phungwong, 2010; Numraktrakul et al., 2012).

### 2.7.3 Perceived Behaviour Control

### 2.7.3 Perceived Behavioural Control

Perceived behavioural control is an important determinant of behavioural intention and actual behaviour (Azjen, 1991; Hidayat & Ardi, 2009). Perceived behavioural control refer to the ease or perceived difficulty in performing behaviour (Jogiyanto, 2007). Based on the overall understanding, the perceived control behaviour are judging by an individual sophisticated and difficulty level prediction or the simple and easy way to bring along the beliefs.

### 2.7.4 Dealing with Developers

Fundamentally, according to the researcher Mond and Alias (2011), the lodging advancement process consist of three major stages the connection begins with the pre-planning process, follow by the development stage, and last is the post-development stage. Every single stage consists of various practices and exercises and circulation. Thus, the most crucial stage is the pre-planning, the major cycle is referring

to the earlier advancement period that also involve the suggested improvement that should have endorsed. (Ball, 2010; Mohd et al., 2009). Appointed architect required to arrange and obtain necessary endorsement prior the construction work commencement, alongside the preceding issuance of any special approval by the authority (Abdullah, Harun and Abdul Rahman, 2011). Due to the detailed evaluation by various department, the connection could be dull (Yaakup et al., 2003). Furthermore, Maruani and Amit Cohen (2011) commented follow perceived the value of legitimate works and dominate in the development process when the building components awarding to the sort and size prior supplier lodgement.

Assumption for the previous study, White and Allmendinger (2003) stated that the process of administration in supplier lodgement will affects contrarily and essentially. Additionally, Mohd, Ahmad and Wan Abdul Aziz (2009) have also commented that the planned framework is the essential and important element that impact the lodging supplies in Malaysia incredibly.

Obviously, lodging advancement in Malaysia expects designers to go through different strategies before the venture might start. In synopsis, a few scientists e.g. Goh (1997) ; Jaafar, Abdul Aziz and Sahari, 2009; Wan Mohd Dzulkifli (2009) being distinguished the accompanying exercises typically led by lodging designers in this country:

1. Land requisition and purchase;
2. Purpose of land and conversion;
3. Relevant building plans preparation i.e. subdivision, earthwork, floor plan, layout plan, mechanical and landscape plan;
4. Building plans approval;
5. Advertising permit and developer license approval;
6. Commencement of building construction;
7. Certification of building completion and compliance.

The above mentioned in any case, a famous engineer remarked that in such exercises, a few designers might have to acquire connecting credits from monetary establishments, trailed by having legal advisors set up the authoritative archives including the deal and buy consent to be endorsed by the buyers, when the venture is dispatched on the lookout (Tong, 2012). The fundamental strategies associated with creating and promoting lodging projects in Malaysia are in this manner various and saw as difficult. According to Mohd Ahmad and Wan Abdul Aziz (2009), Malaysian lodging engineers are in this way needed to act inside the administrative systems planned by the public authority specialists just as take on the inborn dangers in managing property improvement. Having to support the statement, the projecting on the difficulties works by Malaysian private architect to shows up in a positive sign. In a appreciate way, the portrays division afterward to review the information insertion technique utilization.

### **2.7.5 Information**

Malaysia's home prices increased dramatically in 2013/2014. Due to insufficient study of household data, locations and sizes were also misaligned with market demand. Inaccurate data contributed to developers' incorrect assumptions of market demand, resulting in empty dwellings and affecting housing affordability [59]. Due to a flawed market analysis and a lack of information, the National Housing Policy is not successfully implemented. As a result, long-term housing plan execution has not considerably improved Malaysian home affordability, as projected.

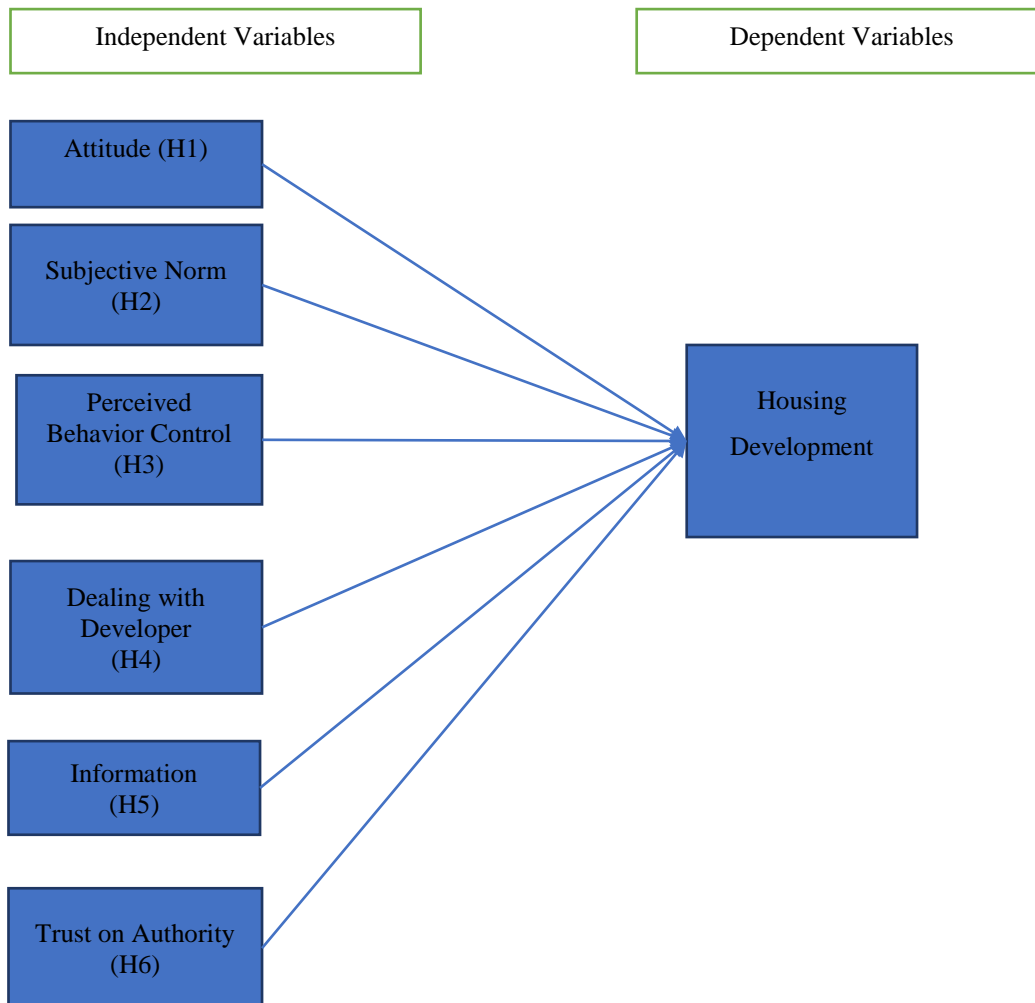
Malaysia currently lacks a centralised database on the housing sector that offers essential household data. Due to a lack of knowledge, it is difficult to properly provide housing to meet real demand, resulting in a large number of unsold residential units, especially cheap housing. According to statistics released by the National Property Information Centre in 2020, the number of unsold apartments in Malaysia almost tripled in five years, from 10,897 units in 2015 to 30,664 units in 2019 [34]. In this regard, the DRMM requires the creation of an integrated housing database that will aid future affordable housing design. Through countrywide housing surveys, the database will collect household data such as economic status, family composition, and housing preferences. This would allow governments and developers to create more exact estimates of the affordable housing shortfall and more accurately distribute affordable homes by identifying prospective and qualified purchasers. Naturally, all stakeholders must work together to create this integrated housing database.

### **2.7.6 Trust on Authority**

The Housing Thrust also has legal jurisdiction to obtain property and the capacity to pay a special "development rate" to landowners who need to develop unoccupied land (Ezeanya, 2004). In the Second Five-Year Plan, the government emphasize much to the local public housing as well as the low cost property development as principle of necessity, especially on the rural area and state, which are planned in the first 5 years (1961-1965) the local state authority have their policies and principle which to offer low cost housing to the selected public. The state authority party attempts to promote the welfare of lower-income people included low-cost housing. Because the economy was uncertain at the time, private developers were encouraged to participate in home development. In order to address the squatter problem, the government has accelerated the development of houses and reduced its cost (Ezeanya, 2004).

## 2.8 Conceptual Framework

Figure 4: Conceptual Framework



## 2.9 Summary

A significant end from the writing is that ascribes utilized in housing development starting with one concentrate then onto the next relying upon the part of housing development inspected and the setting of the review. It seems protected from writing to believe that housing development should fulfil the requirements of inhabitants inside their particular setting (Aigbavboa, 2013). These Attitudes, Subject Norm, Perceived Behaviour Control, Dealing with Developer, Information and Trust on power. Contrasts in strategic methodology have likewise been noted, however for the most part named even-handed and emotional strategies. Practically speaking, Marans, Scharf and Connerly [1981] believed that the split among unbiased and abstract techniques is for sure obscured as some degree of individual judgment by scientists describe a few in any case genuine appraisals.

# CHAPTER 3

## RESEARCH METHODOLOGY

This chapter discussed the research methodology which includes population, data collection methods, research method & strategies, survey instrument, descriptive statistic, as well as the analysis method. According to Redman and Mory (1923), they describe the study of research as success platform to earn and obtain skill and information. While Kothari (2004) also said that the research methodology as an approach to the methodological solution of the research problem. This can be regarded as a science of analysis to evaluate the work to be scientifically carried out. Similarly, the research philosophy use in this research is positivism. According to Saunders et al. (2012), positivism is a highly structured methodology with large samples to facilitate replication resulting a law-like generalization.

This study is quantitative research that will be conducted using a deductive approach which highly involves structure methodology whereby hypotheses are identified through literature review to develop a theoretical framework prior to collection of data to test the hypotheses for acceptance or rejection. According to Saunders et al. (2012), quantitative research focus is using data to test a theory which are measured in numerical and analysed with a statistical technique.

### 3.1 Research Framework

Figure 5: Research Framework

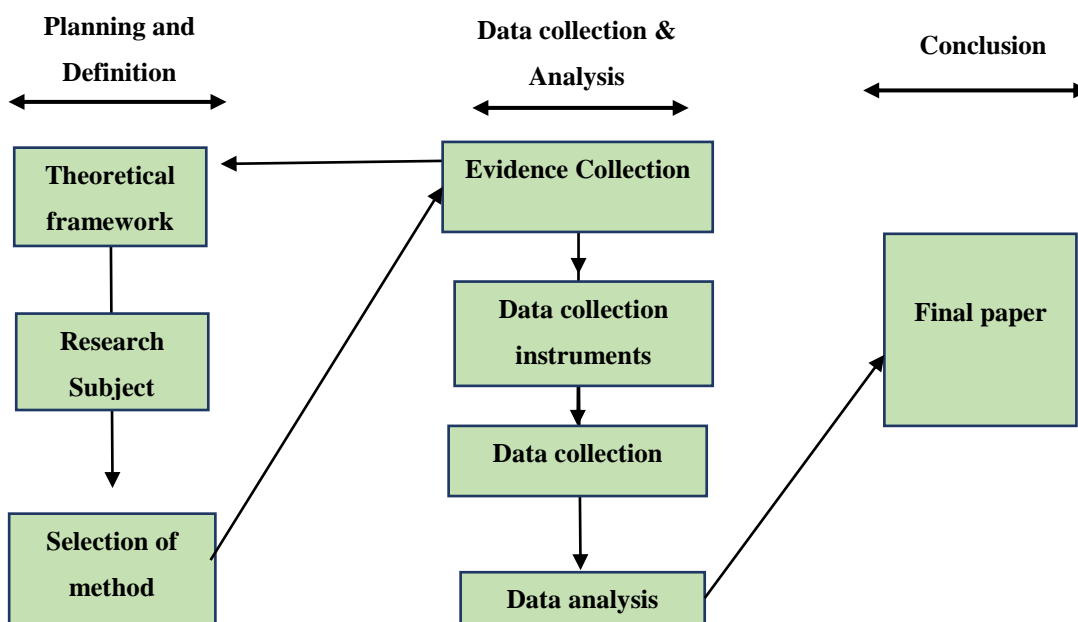
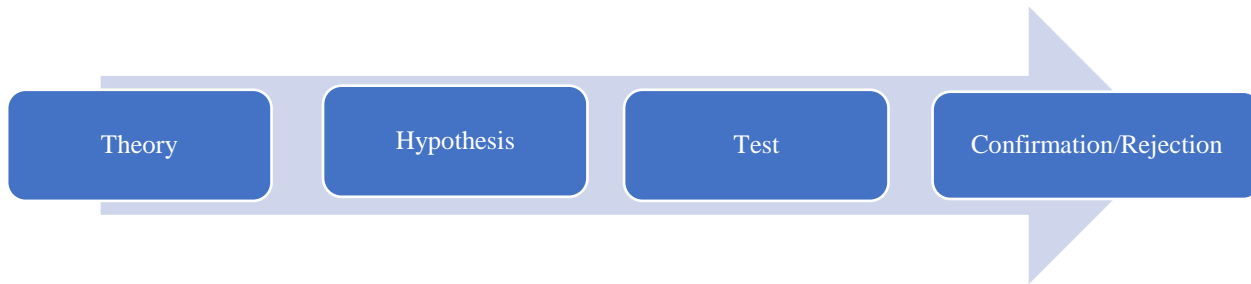


Figure 5 shows the structure of frame work of this study. The planning and definition of thesis follow by is the data collection and analysis of this study and finally conclusion of this study.

### 3.2 Hypotheses & Propositions Development

Figure 6: Hypothesis Development



The figure 6 demonstrate about the theory improvement of study. It's significant to comprehend the distinction between a hypothesis and a theory prior to talking about how to build one. A speculation is a legitimate clarification or understanding of a bunch of occasions. In spite of the fact that hypotheses arrive in an assortment of shapes and sizes, they generally make them thing in like manner: they incorporate factors, structures, cycles, works, or putting together rules that haven't been expressly seen. Take Devine-Wright (2009,) hypothesis of arranged conduct, for instance. He conjectured that for mental reaction to put change covers how individuals become mindful of spot change, decipher, and assess it and choose how to react.

Conversely, a speculation is an exact forecast about another event that ought to be seen assuming a hypothesis is right. It's a straightforward clarification dependent on a couple of fundamental standards. Theories are frequently unequivocal forecasts of what will happen in a specific examination. They are made by considering current realities and utilizing rationale to anticipate what will happen in the specific setting of interest. Speculations are frequently, yet not generally, the wellspring of theories. Along these lines, albeit a speculation is regularly a forecast dependent on a hypothesis, a few theories are a-hypothetical, and a hypothesis is made solely after an assortment of perceptions has been made. This is because of the way that speculations are wide in scope and may clarify tremendous measures of information. Thus, assuming that our review issue is truly remarkable, we might have to accumulate information and mention objective facts prior to fostering a more extensive theory.

The hypothetic-insightful procedure is quite possibly the most widely recognized way that researchers utilize speculations (albeit this term is considerably more liable to be utilized by rationalists of science than by researchers themselves). A scientist begins with an assortment of peculiarities and either

makes or chooses a current hypothesis to work with to clarify or decipher them. Assuming the hypothesis is valid, the person next offers an expectation in regards to another peculiarity that ought to be taken note. This expectation is alluded to as a speculation by and by. The hypothesis is accordingly scrutinized through an exact examination. At last, the person reconsiders the speculation considering the new discoveries and, whenever required, modifies it. Since the analyst may then create another speculation from the refreshed hypothesis, play out another experimental review to test the theory, etc, this interaction is much of the time considered as a cycle.

At last, the speculation must be valid. That is, somewhat of making a negative affirmation about the shortfall of a connection or effect, the speculation should offer a positive expression about the presence of a relationship or impact. As researchers, we don't decide to demonstrate that no associations or impacts exist, hence our theories ought not to be expressed in such a way as to infer that no effect or connection exists. The pith of science is to begin with the presumption that something doesn't exist and afterward search for proof to show that this is mistaken, that it truly exists. That might appear in reverse to you, however the logical interaction requires it.

### **3.2.1 Attitude affects the local opposition towards housing development.**

The traditional view of opposition being driven predominantly by economic interests, and particularly fears around local house prices, may be over-simplistic. Analyses suggest that concerns may be based also on wider socio-cultural concerns that individuals relate to development, including impacts on sustainability, equity, and sense of place (Matthews, Bramley and Hastings, 2014; Savage, 2011; Watt, 2009). In turn, increased employment opportunities, provision of new green spaces and parks, infrastructure improvements and new schools and leisure activities are considered either to ameliorate opposition or generate support for development.

*H<sub>1</sub>: Attitude affects the local opposition towards housing development.*

### **3.2.2 Subjective norm affect the local opposition towards housing development.**

The subjective norm is the individual's perception of the demands imposed on him or her to do or not perform a behaviour. It is the outcome of that individual which having the sense the tension to put on the individual on works or not works the process (Ajzen, 1991; Tonglet et al., 2004; Al-Nahdi et al., 2008; Al-Nahdi et al., 2009, 2014, 2015; Han & Kim, 2010; Kim & Han, 2010). People's perceptions from local constraints imposed by others have an impact on their decision to buy a product (Phungwong, 2010).

Friends, parents, political parties, and agents can all apply pressure (Kalafatis et al., 1999). The attitude of others might even impact one's buying intention and choice. The term "attitude of others" refers to how much a customer's buying behaviour is influenced by the attitudes of others while picking a product from a variety of options. People also favourable to control buying behaviour toward bad reviews while close parties to them for example relatives, friends, parents or politician who have bad reviews and opinion on the item. Moreover, people buying behaviour rising badly when there are choices/options on the same item. (Ajzan & Fishbein 1980; Kotler & Keller, 2006; Rivis & Sheeran, 2003)

*H<sub>2</sub>: Subjective norm affect the local opposition towards housing development.*

### **3.2.3 Perceived Behaviour Control influence the local opposition towards housing development.**

The perception of behavioural control has a direct impact on behaviour intention (Ajzen I., 2001). A person's perception of behavioural control can be described as a judgement on the degree of difficulty in doing a certain activity. Most of the time, it is determined by the availability of resources, such as the economic cost, effort, and time that consumers believe they must devote to the purchase process. It first appears in the evaluation of objective factors, and then some researchers introduce self-efficacy as an important dimension into the construction of perceived behaviour control (Rodgers W M, Conner, Murray, 2007; Bandura, 1999), emphasising that individual behaviour in the real world is frequently influenced by internal and external uncertainties (Rodgers W M, Conner, Murray, 2007; Rodgers W M, Conner, Murray, 2007; Rodgers W M, Conner, Murray, 2007; This is especially true when it extends outside a group of trusted individuals such as family and friends.

*H<sub>3</sub>: Perceived Behaviour Control influence the local opposition towards housing development.*

### **3.2.4 Dealing with Developer influence the local opposition towards housing development.**

Real estate property developer represents as main actor amongst the country development policies. (Jaafar and Ali, 2011). As common in the industry, Maruani and Amit-Cohen (2011) define developers and builder be the origins who engage as well as carry out the real estate project development. Generrally, property development always involves different rules and polices which enforced by the state and federal authority to taking care of the benefits for the parties involve such as property buyer and the developer or builder. According to Doling (1999), he stated the various interfere process that initiated by the government at different level of housing development process which consist of land conversion,

development process as well as financial issues. Real estate developers and builders in Malaysia required to granted valid license from the Ministry of Housing and Local Government (Hamzah, 2013), which also urge and promote to become members with Association of Real Estate & Housing Developer (REHDA) (Jaafar and Ali, 2011). According to Khalid (2010), real estate developers are profit oriented, at the same time we called them as entrepreneurs and risk taker (Jaafar, Abdul Aziz and Sahari, 2009). Besides, Maruani and Amit-Cohen (2011) found the land purchasing, permitting local authority approval and license permit, infrastructure commencement and the property construction are also multi-phases that having financial risk consideration.

*H4: Dealing with Developer influence the local opposition towards housing development.*

### **3.2.5 Information influence the local opposition towards housing development.**

Struggle is characterized by Pruitt and Kim (2004: 7-8) as a "apparent contrast of interest" between two gatherings. This irreconcilable situation emerges when two gatherings have contending sees about future events, especially when one party accepts that the quest for another party's objectives is contrary with their own objectives (Kriesberg 2003). The particular classification of land-use struggle, as per Coppens (2011: 191), is portrayed as "...the social communication designs that arise when a gathering of people accepts that an arranged land-use change is incongruent with their inclinations, qualities, or necessities." Land-use clashes, as indicated by Coppens (2011: 192-193), happen in four phases. His initial step is 'Inactive Conflict,' in which an arranged land-use change makes inconsistency between the longings of numerous partners. The debate enters its subsequent stage, 'Developing struggle,' when something like one side perceives the contradiction. Struggle parties are made and individuals are enrolled right now. The third phase of contention is 'Heightening,' in which various sides' contention plans and strategies are concocted and sought after as the contention fills in size and seriousness. At last, in the fourth phase of 'De-acceleration,' the contention's extension and power are decreased. We're especially inspired by what transforms 'new clash' over arranged reasonable lodging development into 'heightening' struggle in our article.

*H5: Information influence the local opposition towards housing development.*

### **3.2.6 Trust on authority influence the local opposition towards housing development.**

Although thorough study of normative elements can lead to some understandings of emotional judgements about park authorities, the theory does not go so far as to investigate the importance of trust relationships. However, theorists from a variety of fields have argued that trust and trustworthiness are at the heart of decision-making theory, particularly when it comes to local responses to government acts (Braithwaite and Levi 1998; Hardin 2001). Park opposition would be negatively connected to opinions of park management' trustworthiness, according to this study.

*H<sub>6</sub>: Trust on authority influence the local opposition towards housing development.*

### **3.3 Research Design**

'Methods for gathering, assessing, deciphering, and announcing information in research ventures' is the thing that an exploration configuration is (Creswell and Plano Clark 2007, p.58). It is the all-encompassing procedure for incorporating reasonable exploration worries with pertinent (and achievable) observational review. As such, the review configuration builds up the strategy for gathering and investigating the important information, just as how all of this will be utilized to address the examination question (Gray, 2014). There are three kinds of study configuration, as per Robson (2002): exploratory, engaging, and logical. Since each plan serves a particular ultimate objective, his order framework depends on the review region's unbiased. For instance, the objective of an expressive report is to portray a situation, individual, or occasion, or to exhibit how items are associated with each other in the normal world (Blumberg, Cooper and Schindler, 2005). Clear investigations, then again, can't clarify why an occasion occurred and are most appropriate to an extremely new or unfamiliar review field (Punch, 2005). Elective examination techniques, like logical or exploratory methodologies, are suggested in circumstances when engaging information is free.

The objective of an illustrative exploration, then again, is to clarify and represent the engaging information. Illustrative investigations, then again, plan to reply "why" and "how" questions, while distinct examinations might investigate "what" questions (Gray, 2014). It depends on exploratory and spellbinding examination to decide the genuine reasons for a peculiarity's event. Logical review looks for purposes and clarifications, just as information to back up or go against a hypothesis or expectation. It is completed to find and report specific relationships between different parts of the peculiarities being scrutinized.

The study of research mainly to project an overall framework which can accelerate the concept of local opposition movements towards housing development. Quantitative research is the most fundamental research method which are used for traditional mathematics and statistical mean to measure research results

(Shuttleworth, 2008). In this research study, quantitative methods are being used to test hypotheses and generalize a conclusion or findings.

Samples can be either probability samples or non-probability samples. With probability samples each element has a known probability of being included in the sample, but the non-probability samples do not allow the researcher to determine this probability. Probability samples are those based on simple random sampling, systematic sampling, stratified sampling, cluster/area sampling whereas non-probability samples are those based on convenience sampling, judgement sampling and quota sampling techniques (Kothari, 2004).

Sampling is fundamental for research method that conduct via survey that includes big numbers of population involves due to time, financial and accessibility. The said practices that not only the common way or hardly to incorporate to the entire study. Random sampling and non-random sampling are two methods of sampling (Richard F. Fellows, 2008). Conversely, non-random sampling method are being used in this study. There was no full list of respondents of the population available, therefore a nonprobability sampling was use.

Convenience sampling method identified in this research due to the time constraint as well as the accessibility issue. Convenience sampling is practical in a way of accessibility and proximity to the scholar Joan (2009). This research is a cross-sectional study and survey was sent out and collected back within 10 days.

The goal of an explanatory research, on the other hand, is to explain and account for the descriptive data. Explanatory studies, on the other hand, aim to answer "why" and "how" questions, while descriptive studies may explore "what" questions (Grey, 2014). It relies on exploratory and descriptive research to determine the real causes for a phenomenon's occurrence. Explanatory study seeks for causes and explanations, as well as data to back up or contradict a theory or prediction. It is carried out in order to find and report certain correlations between various components of the phenomena under investigation.

### **3.4 Research Strategies**

For data gathering in empirical research, two basic approaches are accessible. There are two types of methods: qualitative and quantitative. Both of these strategies, however, offer their own set of benefits and drawbacks. Researchers can explore a specific subject in depth and detail using qualitative methods. When approaching fieldwork, the researcher is not bound by the current list of analyses, while involving for the beginning, process and in details of the quality outcome. Hence, small scale of people and study can

be done due to the detailed information in result. By referring to the researcher, Patton (1990) stated such a strategy improves comprehension of a given example and scenario under investigation, it reduces generality. Quantitative procedures, on the other hand, require the use of standardised instruments in order to fit each individual's unique views and experiences into a restricted list of pre-set response categories, each of which is assigned a number. One of the advantages of the quantitative technique is the ability to measure the responses of many people to a small number of questions, making statistical aggregation and comparison between various sets of data easier. A strategy like this is thought to produce a broader and more generic collection of facts that may be conveyed concisely and sparingly (Patton, 1990).

A theoretical foundation for housing development techniques was developed based on existing ideas. Essentially, in order to answer the research questions posed in this study, it is necessary to first validate the hypothesis. According to Punch (2000), the study of theory verification aims to more correctly verify theories by investigating hypotheses drawn from current theories. It is customary for researchers to use the quantitative technique while doing social science research. The research will be founded on a theory, from which hypotheses will be derived and evaluated by the way of data collection (Zhang et al., 2000). As a result, the most appropriate technique for responding to the research topic in this study is to conduct a questionnaire survey. When compared to other means of data collecting, a questionnaire survey is less expensive. With the availability of the Internet, questionnaire surveys may be readily disseminated through email to companies. The best outcome from the optimization with the way which also including the broader area coverage within the vicinity and the sample size and population

Because the goal of this study is to determine the relationships between local residents' perceptions of housing development procedures, the most appropriate research tool to use is a quantitative approach employing a self-administered questionnaire survey (Chew, 2007). To put it another way, this study uses a non-experimental quantitative correlational approach to assess the impact of local residents' perceptions on housing development. The quantitative approach used in this study asks participants to fill out a survey in order to check, test, identify the correlations in between the variables, as many researchers have proven that such as including Calvo-Mora, Leal, Ruiz, and Cauzo (2006), Calvo-Mora, Picon, Ruiz, and Cauzo (2013), Gil-Marques and Moreno-Luzon (2013), Gomez, Costa, and Lorente (2011), Jayamaha, Grigg, and Mann (2011), Moreno-Luzon, Gil-Marques, and Valls-Pasola (2013). As a result, the most appropriate research methodology for this study is a quantitative correlational design.

To avoid any misunderstandings caused by new vocabulary, respondents were requested to remark on the questionnaire items. In other words, respondents were instructed to say if any element of the survey questionnaire was difficult for them to understand. There was no indication of wrongly interpreted, miscommunication as well as confusion within the questionnaire conduct throughout the testing run, namely pilot test, the instrument's quality of fit was assessed.

The second step is planning the assessment, conducting the evaluation and obtain the relevant data collection as well as provide implication and recommendation from the analysis and findings. Having say that, Questionnaire survey is the primary duty of this research, which conducts with sample of housing development in Petaling Jaya, Selangor, the area selected to conduct this research study. The researcher encounter difficulty while conducting this study, the highlighted was conduct by modified questionnaire survey, the data collected and analysed by using relevant analysis method. Throughout the end of the study, the researcher have also developed a model to identify the critical factors of Local Resident's Perception on Housing Development that would influence both organisational learning and technical innovation performance.

### **3.5 Measurement of Variables and Instrumentation**

The survey instrument (questionnaire) was developed after a comprehensive literature analysis (see Appendix E). Questionnaires survey consider an useful channel that can collect and gather primary data from the target respondents including their behaviour, experiences and also social communication, information, attitudes as well as personal view to the awareness of functions (McLafferty, 2010; Parfitt, 2005). Such measurement generally include qualitative and also quantitative data collection. 250 sets of questionnaires will be distributed to the local community members who staying nearby the development site. According to Kline (2005), a sample size of less than 100 considered to be small, between 100 and 200 considered to be medium and greater than 200 considered to be large. The sample size of 250 respondents will be targeted, use and adequate to obtain a reliable result. To ease the process during this pandemic period, the researcher will be distributing the self-administered questionnaires with closed-end questions to the selected respondents solely.

In the questionnaire development, the questions were also structured in a way that would maximize the available responses, elicit specific answers, and be convenient for respondents to fill in. Survey questionnaire created, design according to several section for this study. Moreover, the questionnaire survey has delegated into four main sections which presented in the following manners:-

#### *Section A: Demographic Data*

(Gender, Age, Household Size, aged below 16, Monthly income)

#### *Section B: Attitude (IV)*

Section B1: The question related to the right thing to do.

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

Section B2: The question related to beneficial to community

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

Section B3: The question related to the idea for ‘housing development’.

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development.

Section B4: The question related to the support for housing development.

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

Section B5: The question related to the who will occupied for housing development.

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

*Section C: Subjective Norm (IV)*

The question related to the subjective norm in housing development. The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

#### *Section D: Perceived Behavioural Control (IV)*

About question related of the Perceived Behavioural Control. The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

#### *Section E: The question related to the Dealing with the developer (IV)*

The respondent was approached to rate the degree of arrangement towards every assertion on the different variables impacting housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

#### *Section F: Information (IV)*

The question related to Information about housing development. The target audiences requested to rate their identifying on the each of the sentences on the different factors that caused the local opposition towards housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

#### *Section G: Trust on Local Authority (IV)*

The question related to Trust on Local Authority. The target audiences requested to rate their identifying on the each of the sentences on the different factors that caused the local opposition towards housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

#### *Section H: Housing Development (DV)*

The question related to Housing Development. The target audiences requested to rate their identifying on the each of the sentences on the different factors that caused the local opposition towards housing development. The things were estimated dependent with Likert scale of 5-points that established start from “Strongly agreed” until the “Strongly disagreed”.

### **3.6 Data Collection**

Importance of the study which determine by questionnaire that develops by the researcher was based on the relevant to the research administrated by the researcher which based on reading of related topics and the questionnaire about factors Attitudes, Subject Norms effect, Perceived behaviour control, dealing with developer, Trust the authority on local opposition towards housing development and to test whether it can opposition towards housing development. The questionnaire will submit to the residents at Petaling Jaya, Selangor. The questionnaire will be distributed via online in the form of google doc form where the link will be forwarded to every resident which the researcher will get the data through the online system. The time provided for the respondents to answer the questionnaire also will be reasonable. The researcher will be accompanying the letter via the programme institution which is Universiti Tunku Abdul Rahman to describe the topic and objectives of the questionnaire that distribute and hope the respondents will feedback the question honestly. At the end, the researcher will gather back all the 250 complete questionnaire which will use to do the data analysis in this study.

### **3.7 Sampling**

The sampling process and sample size were discussed in this section. A total of 250 people was polled for the study. According to Mugenda (2003), a sample size of 10% of the available population, is sufficient. The proportional stratified sampling approach was used in this investigation. The stratified sampling approach facilitates the extraction of a representative sample from a reasonably homogeneous population by measuring the overall population characteristics with better precision (Kothari, 2004). The standard errors are also reduced by stratified sampling since the variation is better controlled. On the other hand, proportional stratification guarantees that each stratum's sample size is proportionate to the stratum's population size (Mugenda & Mugenda, 1999). Because it gives more precision than a simple random selection of the same size, proportional stratified sampling was chosen.

### **3.8 Data Collection Procedures**

The information was gathered via a self-administered questionnaire approach, in which questionnaires were dropped off and picked up later by the respondents. This provided responders adequate time to complete the survey.

### **3.9 Descriptive Statistic**

Descriptive statistic enables this study to describe and analyse the variable, using the central tendency and dispersion (Saunders et al., 2012). Accordingly, to Saunders et al. (2012), in describing the data quantitatively in terms of the central tendency were measure in mode, median and mean. Mode is the value frequently occurred, median is the middle value after been arrange from low to high or vice versa while mean is the average value. In measuring the dispersion of data, two most frequently used method are range and standard deviation (Saunders et al., 2012).

According to Hair et al. (2014), range refers to the extreme values in a set of data while standard deviation is a measure of the dispersion, to obtain an index of the spread of a distribution. The quantitative data collected from the survey were be grouped as into two types of data, namely the categorical data and the numerical data. The categorical data refer to data which has no value and differentiated into nominal data and ordinal data of which the data mainly be analyse by its mode and number of occurrence (Saunders et al., 2012). However, ordinal data can rank accordingly so it may be analysed by its median as well. The numerical data refer to data with value and classified into interval data and ratio data of which both were analysed by its mode, median, mean, minimum, maximum, standard deviation and number of occurrence (Saunders et al., 2012).

### **3.10 Analysis Method**

Data analysis entailed coding and analysis of data (Gatara, 2010). Quantitative methods were used to analyse the data. In the data analysis, descriptive statistics such as mean and percentages were used. Tables were utilised to display the results, along with explanations for all of the parameters employed. The descriptive statistics approach was used to evaluate quantitative data, with percentages, means, and standard deviation being calculated. The Statistical Package for Social Sciences (SPSS) computer programme was used for this.

### **3.11 Summary**

This chapter is explaining on the method of this study which covered theoretical framework, research hypothesis, research design, operational definition, population and sample, unit of analysis, data collection method and procedure, and data analysis techniques.

# CHAPTER 4

## FINDINGS AND DISCUSSION

The study's findings are discussed in this section. This component of the research includes information such as response rates and respondent descriptions. In addition, the results of each variable's reliability test comprised Pearson correlation followed by regression analysis of the study's hypothesis.

### 4.1 Response Rates in Summary

In this research, 325 of questionnaire were distributed by online around the Petaling Jaya residents. As a result, the researcher managed to collect and gathered a total of 250 that were completed by respondents in Petaling Jaya residents. In that case, the data revealed that there are 75% of response rate from the respondents. This is however done through probability sampling which is simple random sampling procedure. This step is mainly to confirm that each of the unit include the similar opportunity that being choose as target audience. (Chua, 2012). The summary of response rate in this study shows Table 1 below.

Table 1: Response Rates in Summary

Total survey distributed	Total survey collected	Percentage
325	250	76%

### 4.2 Demographic

The demographic profile of respondent consists information like gender, age, house hold size, age below 16 and monthly income. Demographic profile is considered as important factor in order to get more accurate detail about the characteristics of population that involved in a survey (Wyse, 2012).

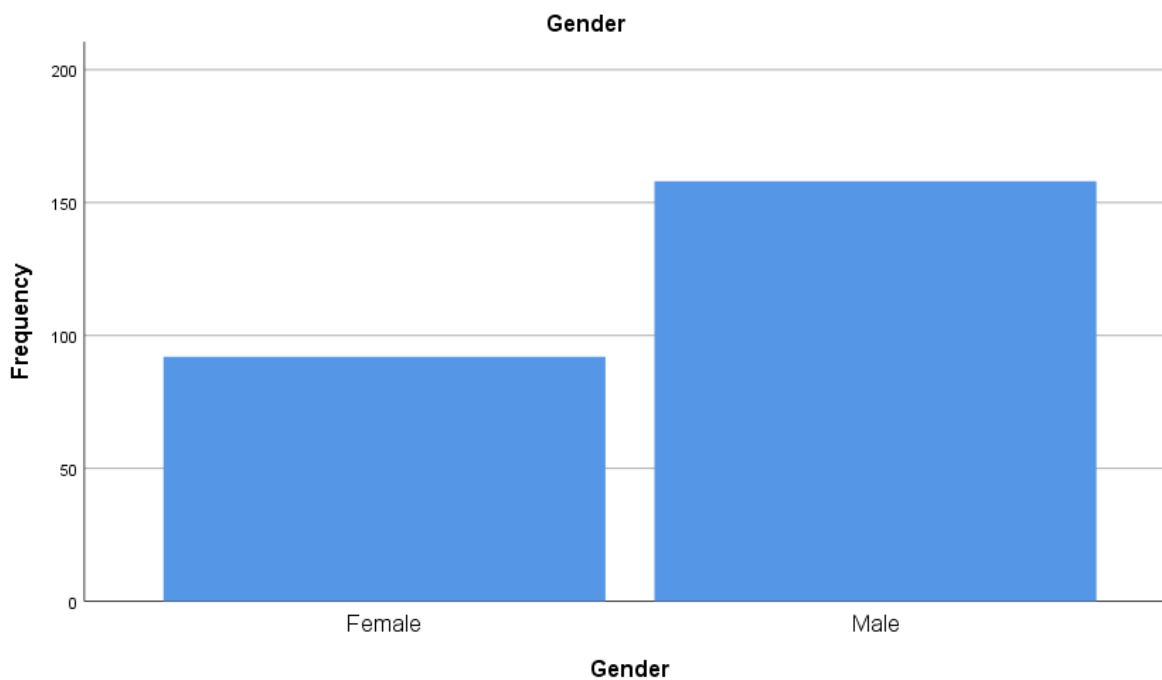
### 4.2.1 Demographic of Gender

Total respondent for this study is 250. First demographic indicates the gender. Female respondent shows 92 frequency which is 36.8% and whereas, the male frequency shows 158 which is 63.2%. The highest respondents of gender are male compare with female. The result indicates at table 2 below.

Table 2: Demographic of Gender

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	92	36.8	36.8	36.8
	Male	158	63.2	63.2	100.0
	Total	250	100.0	100.0	

Figure 7: Demographic of Gender



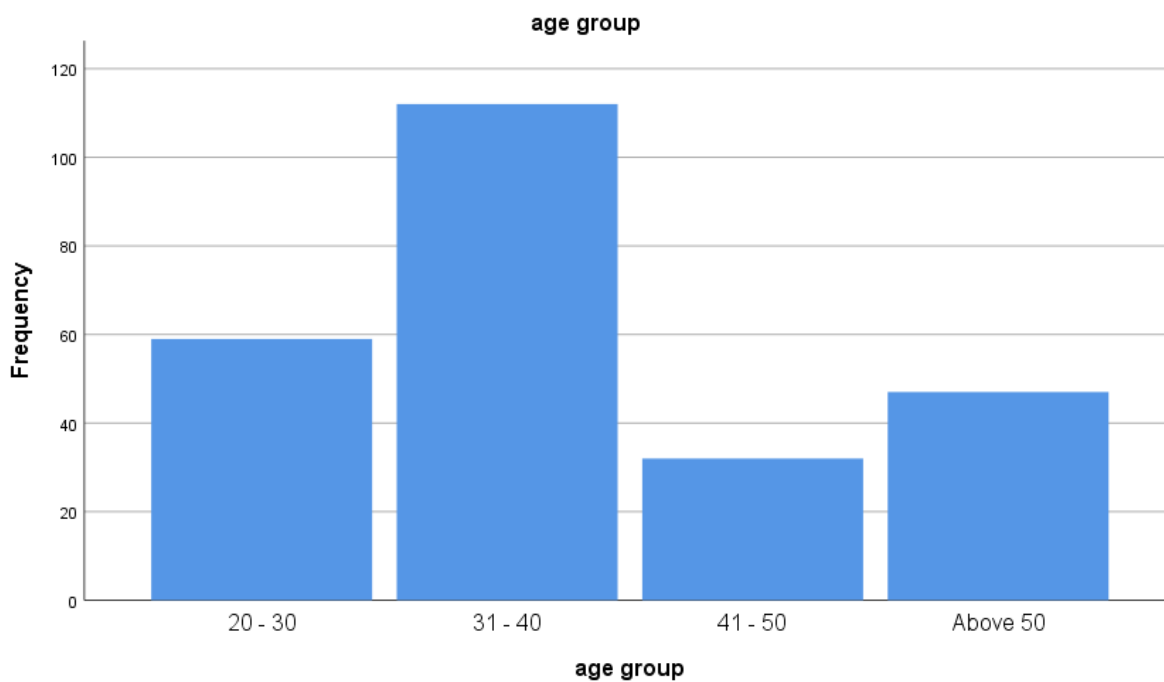
## 4.2.2 Demographic of Age Group

Secondly, the demographic of age shows the highest range of respondents from 31-40 age group. The frequency shows 112 and the percentage is 44.8%. The lowest age group is 41-50, which is the frequency indicate 32 and the percentage is 12.8%. The table 3 below shows the result of age group.

Table 3: Demographic of Age

		Age group			Cumulative Percent
		Frequencies	Percentage	Valid Percent	
Valid	20 - 30	59	23.6	23.6	23.6
	31 - 40	112	44.8	44.8	68.4
	41 - 50	32	12.8	12.8	81.2
	Above 50	47	18.8	18.8	100.0
	Total	250	100.0	100.0	

Figure 8: Demographic of Age



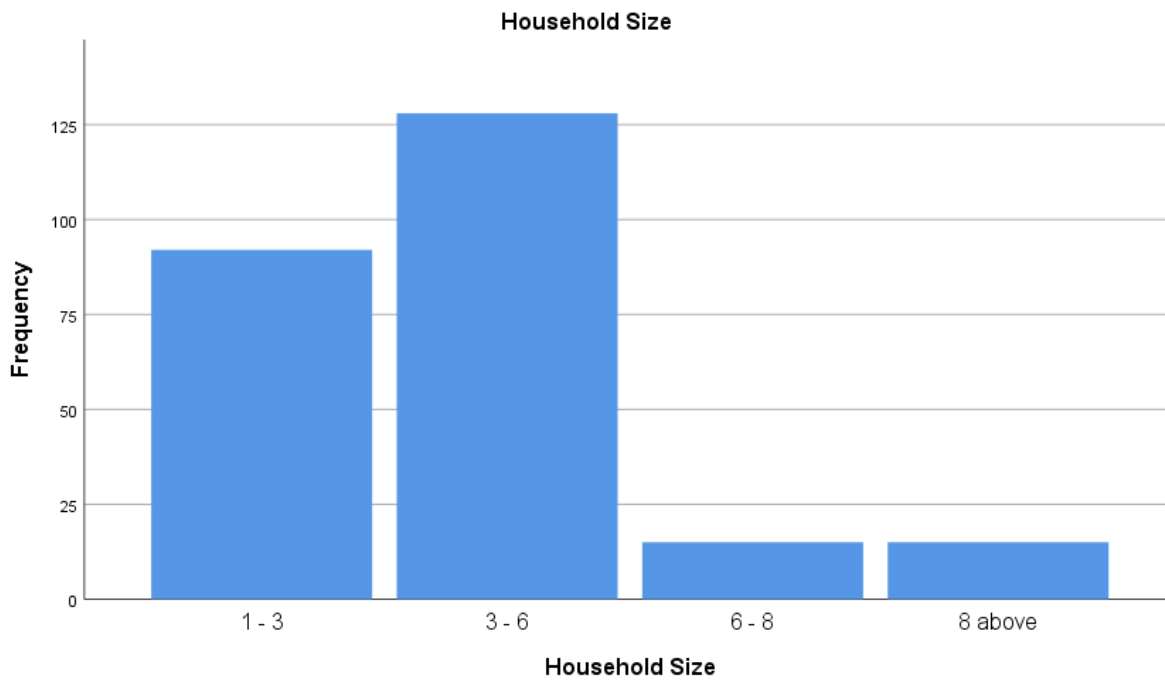
### 4.2.3 Demographic of Household Size

Thirdly, the demographic of household size shows the highest result in the range of 3-6 people in the family. Which is frequency shows 128 and the percentage is 51.2%. Whereas, the lowest result shows from two categories. Which is from 6-8 and 8 above. The frequency shows for this both categories in the same range 15 and percentage 6%. The table 4 shows the frequency of household below.

Table 4: Demographic of Household Size

		Household Size			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	1 - 3	92	36.8	36.8	36.8
	3 - 6	128	51.2	51.2	88.0
	6 - 8	15	6.0	6.0	94.0
	8 above	15	6.0	6.0	100.0
	Total	250	100.0	100.0	

Figure 9: Demographic of Household Size



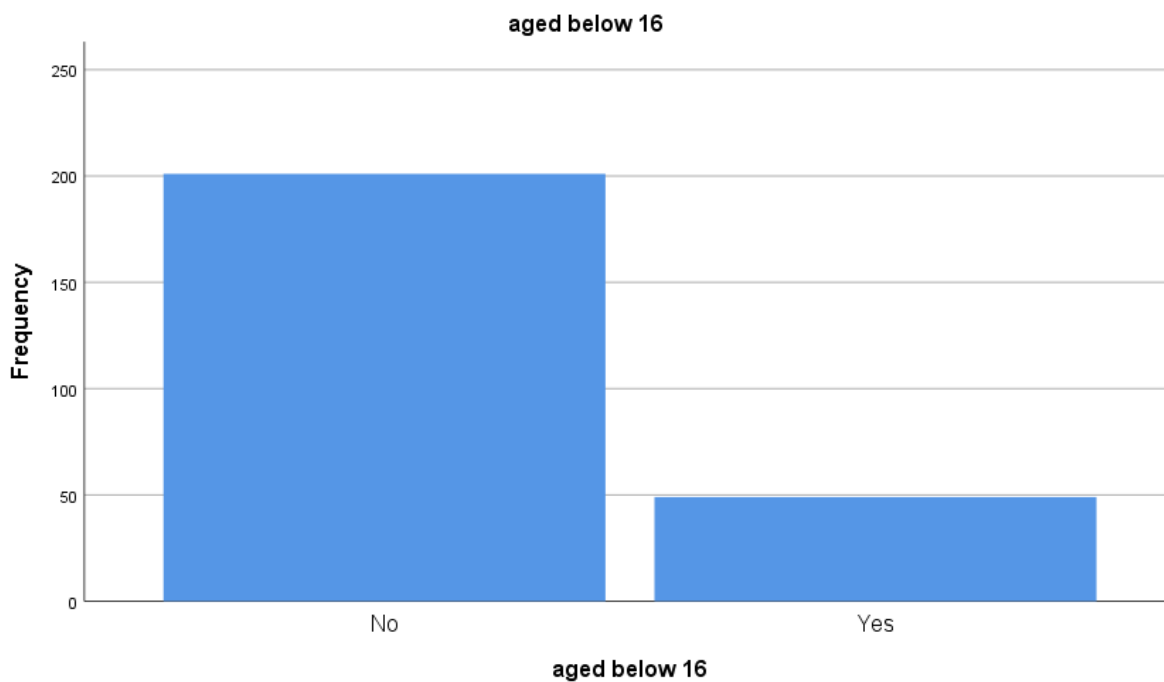
#### 4.2.4 Demographic of Aged Below 16

Fourthly, is about the demographic of age below 16 in respondent's family. The highest range result is from No. The frequency indicates 201 and the 80.4% and another hand shows the lowest is 49 (19.6%). The table 5 shows the result of aged below 16.

Table 5: Demographic of aged below 16

		Aged below 16			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	No	201	80.4	80.4	80.4
	Yes	49	19.6	19.6	100.0
	Total	250	100.0	100.0	

Figure 10: Demographic of aged below 16



#### 4.2.5 Demographic of Monthly Income

Lastly, is about the demographic of monthly income. The table 6 shows the result analysis of monthly income. The highest income from respondent is RM5, 001-RM10, 000. Its shows the frequency 129 and the percentage 51.6%. The lowest shows that less than RM2, 000, which is 6 (2.4%).

Table 6: Monthly Income by Demographic

		Monthly Income			Cumulative
		Frequencies	Percent	Valid Percent	Percent
Valid	<RM2,000	6	2.4	2.4	2.4
	RM10, 001 – RM20, 000	62	24.8	24.8	27.2
	RM2,001-RM5,000	53	21.2	21.2	48.4
	RM5,001-RM10,000	129	51.6	51.6	100.0
	Total	250	100.0	100.0	

Figure 11: Demographic of Monthly Income



### 4.3 Descriptive Analysis

Descriptive statistics of the research were identified for every construct to analyze each constructs' level among the respondents. A Likert Scale is a type of rating scale used to measure attitudes or opinions. With this scale, respondents are asked to rate items on a level of agreement. All variables were measured in 5-point Likert scale with 1 being strongly disagree. Descriptive statistics include main point summaries and data division in order to analyse easily and precisely. Descriptive statistics are meant to explain the data, but not seek to draw inferences from the survey to the whole population. Descriptive statistics explore the variables mean measurement result's central tendency where the average deviation is planned to quantify sum of dispersal the mean or predictable value in study. Mean value is within the range of 1.00 – 3.83 while standard deviation within the range of 0.0 – 1.4 for variables Attitudes, Subjective norm, Perceived behavior control, Dealing with developers, Information and Trust on authority. This explain that the sample are distributed reasonably normal within the accepted standard deviation.

#### 4.3.1 Attitude

Table 7: Descriptive of Statistics Attitude

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1. In general, I think the new housing development is a right thing to do.	250	1	5	3.68	1.415
2. In general, I think the new housing development is beneficial to local community.	250	1	5	4.08	.972
3. In general, I think the new housing development is a good idea	250	1	5	3.82	1.207
4. In general, I think the new housing development should be supported.	250	1	5	3.83	1.359
5. I am concerned over who is the occupant of this new housing project	250	1	5	3.89	1.194
Valid N (listwise)	250				

Table 7 refers to the factor's consequences that the low and high mean with separate standard deviation achieved. Attitude question #2 is 'as a general rule, I think the new housing development is useful to nearby community' has recorded the most noteworthy mean worth at 4.08 with standard deviation of

0.972. Though, question #3 which is 'as a general rule, in general, I think the new housing development is a good idea' appeared to have the most minimal mean worth of 3.82 with standard deviation of 1.207.

### 4.3.2 Subjective Norm

Table 8: Descriptive statistics of Subjective Norm

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1. Person important to me think that I should oppose the new housing development project.	250	1	5	3.96	1.115
2. My family members have supported my decision to against the new housing development project.	250	1	5	3.86	1.347
3. My neighbours are objecting the new housing development project.	250	1	5	3.94	1.139
4.I will oppose the new housing development project	250	1	5	4.02	1.090
5.I intend to support the objection against the new housing development project	250	1	5	4.26	.931
Valid N (listwise)	250				

Table 8 shows the aftereffects of the factors that have the low and high mean with individual standard deviation achieved. Subjective Norm question #5 is 'In general, I intend to support the objection against the new housing development project' has recorded the most noteworthy mean worth at 4.26 with standard deviation of 0.931. Though, question #1 which is 'My family members have supported my decision to against the new housing development project.' appeared to have the most reduced mean worth of 3.86 with standard deviation of 1.347.

### 4.3.3 Perceived Behaviour Control

Table 9: Perceived Behaviour Control

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1. I feel powerless in objecting the new housing development project	250	1	5	3.83	1.335

2. Whether or not to against the new housing development project is entirely up to my decision.	250	1	5	3.95	1.174
3. I am confident that the new housing development project will be cancelled.	250	1	5	3.95	1.136
4. Objecting the new housing development project is an easy task to do.	250	1	5	3.84	1.325
5.I was provided with enough information on the development project before it was approved	250	1	5	4.00	1.139
Valid N (listwise)	250				

Table 9 shows the aftereffects of the factors that have the low and high mean with separate standard deviation achieved. Perceived Behaviour Control question #5 is 'I was provided with enough information on the development project before it was approved' has recorded the most noteworthy mean worth at 4.00 with standard deviation of 1.1.39. Though, question #1 which is 'I feel powerless in objecting the new housing development project' appeared to have the most reduced mean worth of 3.83 with standard deviation of 1.335.

#### 4.3.4 Dealing with the developer

Table 10: Descriptive Statistics of Dealing with The Developer

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1.The developers are always truthful in its dealings with the community about the project	250	1	5	4.00	1.204
2.The developer in used bullying tactics	250	1	5	3.95	1.319
3.The developer seemed to go the “extra mile” in listening to and engaging with the local community	250	1	5	4.02	1.105
4.This new housing development will contribute to overdevelopment scenario in this vicinity	250	1	5	4.08	1.051
5.The information provided by the developer on the housing development project has been trustworthy	250	1	5	4.00	1.313
Valid N (listwise)	250				

Table 10 shows the aftereffects of the factors that have the low and high mean with individual standard deviation achieved. Dealing with the developer question #4 is 'This new housing development will contribute to overdevelopment scenario in this vicinity' has recorded the most noteworthy mean worth at 4.08 with standard deviation of 1.051. Though, question #2 'The developer in used bullying tactics.' appeared to have the most reduced mean worth of 3.95 with standard deviation of 1.319.

### 4.3.5 Information

Table 11: Descriptive Statistics of Information

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1.I was provided with enough information on the development project before it was approved	250	1	5	4.01	1.212
2.The information provided by the developer on the housing development project has been trustworthy	250	1	5	4.07	1.144
3.The plans relating to the development is always transparent to local residents	250	1	5	3.92	1.310
4. Housing planning still suffers from lack of reliable information on market indicators.	250	1	5	4.05	1.097
5. Housing planning still suffers from lack of current flow between the housing markets and the levels of production of housing stock.	250	1	5	4.09	1.137
Valid N (listwise)	250				

Table 11 shows the aftereffects of the factors that the low and high mean with separate standard deviation achieved. Information question # 5 'Housing planning still suffers from lack of current flow between the housing markets and the levels of production of housing stock.' is 'has recorded the most elevated mean worth at 4.09 with standard deviation of 1.137. While, question #3 'The plans relating to the development is always transparent to local residents 'appeared to have the most minimal mean worth of 3.92 with standard deviation of 1.310.

### 4.3.6 Trust on Local Authority

Table 12: Descriptive Statistics of Trust on Local Authority

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1.Local authority concerned on local residents' perception	250	1	5	3.88	1.419

2. Local authority listens and protects local community interest	250	1	5	4.07	1.140
3. Local authority is influenced by the developer when evaluating and granting the planning approval.	250	1	5	4.01	1.107
4. Local authority act in favour of local resident's interest	250	1	5	3.87	1.320
5. Local authority really influences towards public trust.	250	1	5	3.99	1.232
Valid N (listwise)	250				

Table 12 shows the aftereffects of the factors that have the low and high mean with individual standard deviation achieved. Trust on neighbourhood authority question # 2 'Local authority listens and protects local community interest.' is 'has recorded the most noteworthy mean worth at 4.07 with standard deviation of 1.140. Though, question #4 'Local authority act in favour of local resident's interest' appeared to have the least mean worth of 3.87 with standard deviation of 1.320.

### 4.3.7 Housing Development

Table 13: Descriptive Statistics of Housing Development

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
1. Housing is a material object, a good that can be manufactured and demolished, produced and consumed, perceived and experienced, bought and sold.	250	1	5	3.87	1.317
2. The house-buying intention appears once the city size expands to a certain threshold	250	1	5	3.85	1.396
3. The intention is to stop a development because emotionally opposed to it.	250	1	5	3.80	1.360
4. Increase in density following the completion of this project is not welcomed	250	1	5	3.93	1.159
5. The new housing project will cause decline in rental value of my property	250	1	5	3.96	1.260
Valid N (listwise)	250				

Table 13 shows the aftereffects of the factors that have the low and high mean with individual standard deviation achieved. Housing Development question # 5 'The new housing project will cause decline in rental value of my property' is 'has recorded the most elevated mean worth at 3.96 with standard deviation of 1.260. Though, question #3 'The aim is to stop an advancement on the grounds that genuinely went against to it.' appeared to have the most minimal mean worth of 3.80 with standard deviation of 1.360.

#### 4.4 Normality Assessment

The two indicators utilized to assess the normality of the data in this study were skewness and kurtosis. An acceptable normal distribution is validated when skewness is between -1 and 1. (Pallant, 2001). Skewness values of -2 to 2 and kurtosis values of -7 to 7 are considered acceptable (Hair, 2010; Byrne, 2010). This study's normality test reveals that the data is regularly distributed, as indicated in the table below. Skewness scores are usually less than -0.9, indicating that the distribution is roughly symmetric. The skewness values are higher than -0.5 and lower than -1 for some values, which is acceptable as moderately skewed. The constructs are all negatively skewed, implying that the left side has longer tails. The kurtosis values below are all less than 3, indicating a normal distribution.

Table 14: Normality Assessment using Skewness and Kurtosis

	Descriptive Statistics				
	N Statistic	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
In general, I think the new housing development is a right thing to do.	250	-1.056	.154	-.312	.307
In general, I think the new housing development is beneficial to local community.	250	-1.254	.154	1.050	.307
In general, I think the new housing development is a good idea	250	-.833	.154	-.447	.307
In general, I think the new housing development should be supported.	250	-1.099	.154	-.065	.307
I am concerned over who is the occupant of this new housing project	250	-.839	.154	-.546	.307
Person important to me think that I should oppose the new housing development project	250	-1.059	.154	.213	.307
My family members have supported my decision to against the new housing development project	250	-1.113	.154	-.037	.307

My neighbours are objecting the new housing development project.	250	-.860	.154	-.465	.307
I will oppose the new housing development project	250	-.876	.154	-.481	.307
I intend to support the objection against the new housing development project	250	-1.677	.154	3.064	.307
I feel powerless in objecting the new housing development project	250	-1.081	.154	-.087	.307
Whether or not to against the new housing development project is entirely up to my decision.	250	-.926	.154	-.380	.307
I am confident that the new housing development project will be cancelled.	250	-.965	.154	-.226	.307
Objecting the new housing development project is an easy task to do.	250	-1.027	.154	-.167	.307
I was provided with enough information on the development project before it was approved	250	-.995	.154	-.178	.307
The developers are always truthful in its dealings with the community about the project	250	-1.008	.154	-.253	.307
The developer in used bullying tactics	250	-1.244	.154	.326	.307
The developer seemed to go the “extra mile” in listening to and engaging with the local community	250	-.986	.154	-.119	.307
This new housing development will contribute to overdevelopment scenario in this vicinity	250	-1.151	.154	.453	.307
The information provided by the developer on the housing development project has been trustworthy	250	-1.325	.154	.535	.307
I was provided with enough information on the development project before it was approved	250	-1.065	.154	-.095	.307
The information provided by the developer on the housing development project has been trustworthy	250	-1.124	.154	.161	.307
The plans relating to the development is always transparent to local residents	250	-1.173	.154	.200	.307
Housing planning still suffers from lack of reliable information on market indicators.	250	-1.164	.154	.470	.307
housing planning still suffers from lack of current flow between the housing markets and the levels of production of housing stock.	250	-1.148	.154	.180	.307
Local authority concerned on local residents’ perception	250	-1.127	.154	-.155	.307
Local authority listens and protects local community interest	250	-1.166	.154	.320	.307

Local authority is influenced by the developer when evaluating and granting the planning approval.	250	-.956	.154	-.184	.307
Local authority act in favour of local resident's interest	250	-1.233	.154	.340	.307
Local authority really influences towards public trust.	250	-1.076	.154	-.076	.307
Housing is a material object, a good that can be manufactured and demolished, produced and consumed, perceived and experienced, bought and sold.	250	-.868	.154	-.642	.307
The house-buying intention appears once the city size expands to a certain threshold	250	-1.080	.154	-.196	.307
The intention is to stop a development because emotionally opposed to it.	250	-.977	.154	-.319	.307
Increase in density following the completion of this project is not welcomed	250	-.981	.154	-.084	.307
The new housing project will cause decline in rental value of my property	250	-1.040	.154	-.184	.307
Valid N (listwise)	250				

## 4.5 Reliability Assessment

Reliability Test that using the analysis calculated as Cronbach's Alpha for the and checked alongside the Alpha Coefficient Size standard rule (Hair, 2010) of Cronbach, suggesting that data is higher than 0.7 is suitable and if data is above or below to 1, the greater the consistency. In table below, demonstrates the average consistency of the construction calculated used, which indicates that the internal precision inside the tools is excellent. Reliability reveals that it is excellent for all tests and is acceptable. Overall, though, without any significant changes to the testing instrument, it displays an acceptable degree of internal accuracy.

**Table 15: Reliability Measurement**

Reliability Measurement	No of Items	Cronbach's Alpha	Power of Association
All Variables	25	0.966	Excellent
Attitude	5	0.963	Excellent
Subjective Norm	5	0.962	Excellent
Dealing with the Developer	5	0.957	Excellent
Information	5	0.957	Excellent
Trust on local authority	5	0.957	Excellent

**Table 16: Case Processing Summary**

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Table 16 above shows the case of processing summary. The output case processing summary explains that all cases were observed as many as 250 samples with a 100% presentation, meaning that no samples were missing.

**Table 17: Reliability Statistics**

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.966	7

Table 17 is showing the Reliability Statistics provide the value of Cronbach alpha which is indicate 0.966 with 7 items and replicate that the high reliability of measuring instrument. Moreover, it shows an undeniable degree of internal consistency as for the particular example.

**Table 18: Item Statistics**

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Attitude	3.8616	.98415	250
Subjective Norm	4.0056	.97822	250
Perceived Behaviour Control	3.9144	1.10430	250
Dealing with the Developer	4.0088	1.09328	250
Information	4.0256	1.04623	250
Trust on Local Authority	3.9680	1.09600	250

Housing Development	3.8816	1.14031	250
---------------------	--------	---------	-----

The table 18 outcomes show that, the scores for variable Perceived behaviour Control have the best quality deviation (1.10430). This shows that the scores for variable Perceived behaviour Control have the best inconstancy of the six variables. Standard Norm has the least standard deviation (0.97822) and the most minimal inconstancy of scores. The all-out standard deviation is the number of standard deviations for each of the six factors.

**Table 19: Inter-Item Correlation Matrix**

**Inter-Item Correlation Matrix**

	Attitude	Subjective Norm	Perceived behaviour Control	Dealing with the developer	Information	Trust on local authority	Housing development
Attitude	1.000	.757	.710	.720	.706	.712	.670
Subjective Norm	.757	1.000	.813	.798	.791	.781	.744
Perceived behaviour Control	.710	.813	1.000	.894	.800	.770	.795
Dealing with the developer	.720	.798	.894	1.000	.927	.864	.844
Information	.706	.791	.800	.927	1.000	.958	.875
Trust on local authority	.712	.781	.770	.864	.958	1.000	.945
Housing development	.670	.744	.795	.844	.875	.945	1.000

Above table 19 indicate the Inter-Item Correlation Matrix. Inter-item correlation values between 0.15 to 0.50 depicts a good result. Lower than 0.15 means items are not correlated well. Value higher than 0.50 means that items are correlated to a greater extent and the items may be repetitive in measuring the intended construct. Based on the table shows all the variables in depicts a good result.

Table 20: Summary Item Statistics

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.952	3.862	4.026	.164	1.042	.004	7
Inter-Item Covariances	.911	.727	1.181	.454	1.624	.019	7
Inter-Item Correlations	.804	.670	.958	.288	1.430	.007	7

The table 20 above indicate that summary of item statistics. The table shows Item means in value 3.952 mean. Inter-Item covariance shows 0.911 and Inter-Item Correlations shows 0.804 mean.

Table 21: Item Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitudes	23.8040	36.203	.764	.637	.969
Subjective Norm	23.6600	35.384	.849	.756	.963
Perceived Behaviour	23.7512	33.822	.870	.853	.962
Dealing with the Developers	23.6568	33.308	.928	.944	.957
Information	23.6400	33.793	.931	.975	.957
Trust on Local Authority	23.6976	33.311	.925	.980	.957
Housing Development	23.7840	33.196	.892	.940	.960

The table 21 shows Item Total Statistics. The highest value shows the Attitude in 0.969 Cronbach's Alpha. Whereas, the lowest mean is 3 items shows at same level of mean. Which is dealing with the developers, Information and Trust on local Authority show 0.957 mean.

**Table 22: Scale Statistics**

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
27.6656	46.216	6.79824	7

Table 22 shows the scale Statistics. The total Std. Deviation shows 6.79 for 7 items. And variance show 46.216. Whereas, mean shows 27.66.

## 4.6 Pearson Correlation

**Table 23: Pearson Correlation**

		Correlations						
		Attitude	Subjective Norm	Perceived Behavioral Control	Dealing with the developer	Information	Trust on Local Authority	Housing Development
Attitude	Pearson Correlation	1	.757**	.710**	.720**	.706**	.712**	.670**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	241.171	181.354	192.158	192.984	181.006	191.333	187.183
	Covariance	.969	.728	.772	.775	.727	.768	.752
	N	250	250	250	250	250	250	250
Subjective Norm	Pearson Correlation	.757**	1	.813**	.798**	.791**	.781**	.744**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	181.354	238.272	218.680	212.508	201.684	208.445	206.766
	Covariance	.728	.957	.878	.853	.810	.837	.830
	N	250	250	250	250	250	250	250
Perceived Behavioral Control	Pearson Correlation	.710**	.813**	1	.894**	.800**	.770**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	Sum of Squares and Cross-products	192.158	218.680	303.648	268.828	230.148	232.115	249.306
	Covariance	.772	.878	1.219	1.080	.924	.932	1.001
	N	250	250	250	250	250	250	250
Dealing with the developer	Pearson Correlation	.720**	.798**	.894**	1	.927**	.864**	.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	Sum of Squares and Cross-products	192.984	212.508	268.828	297.621	264.144	257.750	262.060
	Covariance	.775	.853	1.080	1.195	1.061	1.035	1.052

	N	250	250	250	250	250	250	250
Information	Pearson Correlation	.706**	.791**	.800**	.927**	1	.958**	.875**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	181.006	201.684	230.148	264.144	272.556	273.525	259.878
	Covariance	.727	.810	.924	1.061	1.095	1.098	1.044
	N	250	250	250	250	250	250	250
Trust on Local Authority	Pearson Correlation	.712**	.781**	.770**	.864**	.958**	1	.945**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	191.333	208.445	232.115	257.750	273.525	299.104	293.973
	Covariance	.768	.837	.932	1.035	1.098	1.201	1.181
	N	250	250	250	250	250	250	250
Housing Development	Pearson Correlation	.670**	.744**	.795**	.844**	.875**	.945**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	187.183	206.766	249.306	262.060	259.878	293.973	323.775
	Covariance	.752	.830	1.001	1.052	1.044	1.181	1.300
	N	250	250	250	250	250	250	250

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 4.7 Hypothesis Testing

When the probability value is 0.05 or less, the hypothesized association is statistically significant (Hair, 2010). The hypothesis is confirmed when there is a substantial association, while the null hypothesis is rejected when there isn't (H0). When the P value is more than 0.5, the hypothesis is rejected. The level of impact of the independent factors on the dependent variables is generally measured using standard beta coefficient values (Hair, 2010), with the higher the value, the greater the impact.

Table 24: Hypothesis Testing

No	Hypothesis	Results
<i>H1</i>	There is a significant relationship between Attitudes and Housing Development	Accepted
<i>H2</i>	There is a significant relationship between Subjective Norm and Housing Development	Accepted

<i>H3</i>	There is a significant relationship between Perceived Behavioural Control and Housing Development	Accepted
<i>H4</i>	There is a significant relationship between Dealing with the developer and Housing Development	Accepted
<i>H5</i>	There is a significant relationship between Information and Housing Development	Accepted
<i>H6</i>	There is a significant relationship between Trust on Local Authority and Housing Development	Accepted

# CHAPTER 5

## CONCLUSION AND RECOMMENDATION

### 5.1 Introduction

This chapter is the final portion of the entire research, and it provides a more detailed overview of the research findings. The findings would be discussed in detail, revealing the study's theoretical and practical value. It also considers the work's limitations, which typically point to topics for further research.

### 5.2 Summary of Findings

The study focuses its finding on the influencing of local residents' perception on housing development. Even though, attitudes, subjective norm, Perceived Behavioural Control, dealing with the developer, Information, Trust on local authority are the independent variables for this study, while housing development is the depend variable. In this study there are seven variables will be discussed with in the content Petaling Jaya, Selangor.

### 5.3 Results of Discussions

For this study, three hypotheses were developed: attitudes, subjective norm, perceived balance control balance, dealing with developers, information, and trust in local authority are the independent factors, while housing development is the dependent variable. As a result, this chapter focuses into the specific outcomes and conclusions of each of the study's hypotheses. The next section goes deep into the possible statements and outcomes.

#### 5.3.1 Attitudes and Housing development

*H1: There is significant positive relationship between Attitudes and Housing development*

The first outcome of hypothesis explains that Attitudes takes a significant and positive relationship with *Housing development*, it obviously indicates that and improve in standard of *Attitudes* of residents in Petaling Jaya. In other ways, the results from this study generalized into situation and context which local residents actually feel the importance of housing development which significantly will give influence for their attitudes.

Other than that, the previous study shows Attitudes are a broad term that encompasses both the expression of thoughts about an object, whether customers like it or not, and the attitude of consumer confidence in its numerous features and advantages (Abdullah Ramdhani, DiniTurpanamAlamanda, HendriSudrajat, 2012).

Simply put, Alport defines attitude as "a mental and neurological state of readiness, structured by experience, having a directive or dynamic impact upon the individual's behaviour to all objects and circumstances with which the individual is associated." External factors such as joining a new community, getting more education, and a person's environment may all influence one's attitude (Chisnall, P.M., 1995). Beliefs about an item shape attitude toward it, and beliefs about an object are created by identifying it with particular features, qualities, and attributes (Ajzen, I., and M. Fishbein, 1980).

Local residents will have a direct impact on attitudes toward housing development. The demographics of the local population might also have an impact on inhabitants' attitudes. Furthermore, present purchasing habits, knowledge, and environmental consciousness among inhabitants are all key aspects that will impact citizens' opinions regarding housing growth.

To summarise, this outcome answered the primary research question and aim that were established for this study. It was scientifically proven that attitudes have a significant influence on housing development.

### **5.3.2 Subjective Norm and Housing development**

#### ***H2: There is significant positive relationship between Subjective Norm and Housing development***

The second hypothesis' outcome explained and demonstrated that Subjective Norm is positively associated to Housing Development. It explains that the citizens of Petaling Jaya have a higher grade of Subjective Norm.

Aside from that, past scientists expressed, regulating sees lead to emotional standards, or felt prevailing difficulty. To put it another way, emotional standards allude to a singular's impression of prevalent burden from the individuals who are critical to them (e.g., family, companions, collaborators, and others) to act (or not) with a particular goal in mind, just as their impetus to follow others' viewpoints (for a

scientometric study on abstract standards and different hypotheses including this term, see Eckhardt, 2009). Emotional standards are framed by convictions about the sum to which significant others need them to do a conduct (again expanded by one's drive to consent to those individuals' viewpoints), as per Ravis and Sheeran (2003).

The second hypothesis have a direct impact on subject norm towards housing development. Their findings show that subjective norms significantly increased the variance in intentions (contributing an additional 5% over and above the main theory of planned behaviour predictors), leading the authors to conclude that the established link between subjective norms and housing development suggests that these variables may have predictive power, implying a strong motivation for further research.

### **5.3.3 Perceived Behaviour Control and Housing development**

***H3: There is significant positive relationship between Perceived Behaviour Control influence the housing development.***

The third hypothesis outcome explained and demonstrated that Perceived Behaviour Control and Housing development.

Besides, past analysts expressed stated Health, marriage, housing, family, friendships, financial status, leisure, and community or place of living all have research on residential environment quality (Marans, 2003). The findings of this research have major implications for rural and urban design and planning. Researchers have created many psychological measures to assess environmental quality from the perspective of residents since the 1960s, such as the Perceived Environmental Quality Indices (PEQI) (Craik & Zube, 1976). Recent study suggests that using Perceived Residential Environment Quality Indices (PREQI) might be beneficial (e.g. Bonaiuto, Aiello, Perugini, Bonnes, & Ercolani, 1999; Fornara, Bonaiuto, & Bonnes, 2010). PREQI is made up of four macroevaluative dimensions: spatial (architecture and urban planning), human (people and social interactions), functional (services and facilities), and contextual (pace of life, pollution, and upkeep/care) (Fornara, Bonaiuto, & Bonnes, 2010).

The third hypothesis have a direct impact on Perceived Balance Control and Housing development.

### **5.3.4 Dealing with Developers and Housing Development**

***H4: There is significant positive relationship between Dealing with developers and Housing development***

The fourth hypothesis outcome explained and demonstrated that dealing with developers and Housing development. Previous researchers stated despite the fact that housing planning and control are

tools and principles that must be followed, planning issues and limits, particularly in dealing with planning permission applications, have an influence on producing a desirable urban living environment. The ineffectiveness of the housing planning and control process is often regarded to increase housing challenges. The fundamental source of housing difficulties, according to numerous opinions, is the housing planning process's inadequacies and ineffectiveness (Asiah, 2006; Rameli, 2009; Mohd, 2011). As a result, this article aims to investigate important stakeholders' perceptions of the efficacy of housing planning and control, as well as their responsibilities in urban housing development decision-making. The purpose of this study is to describe important stakeholders' perspectives on housing planning challenges connected to development plan execution and planning control. The research is focused on two important aspects: first, the effectiveness of policies and development strategies in the Structure and Local Plan, and second, difficulties with housing application procedures.

The fourth hypothesis have a direct impact on Dealing with developers and Housing development.

### **5.3.5 Information and Housing Development**

***H5: There is significant positive relationship between Information and Housing development.***

The fifth hypothesis outcome explained and demonstrated that Information and Housing development. Previous researchers stated that, the evaluation of the final housing option gives crucial information on the level of satisfaction with tenants' requirements, requests, and expectations (Wongbumru and Dewancker 2016). In addition, the study (Teck-Hong 2012) shows how demographic and socioeconomic characteristics impact satisfaction levels. For example, elderly individuals love their homes more than younger people (Wagner et al. 2010), homeowners are happier than apartment owners (AlMomani 2000), and the fact that ownership and rent might alter satisfaction levels (Wagner et al. 2010). (Riazi and Emami 2018). In establishing a conceptual model for satisfaction evaluation, all of the above-mentioned features and qualities are taken into account, and certain aspects are used as units of measurement. The elements that will be utilised to determine the level of satisfaction are discussed in the next section. They also serve as the foundation for the creation of a data gathering tool.

The fifth hypothesis have a direct impact on Information and Housing development.

### **5.3.6 Trust in Local Authority and Housing Development**

***H6: There is significant positive relationship between Trust in local authority and Housing development.***

Finally, the last hypothesis outcome explained and demonstrated that Trust in local authority and Housing development. Previous researcher state that, in public sector agile software projects, Lappi and

Aaltonen (2017) observed six project governance practises: business case, contracting, controlling, steering, decision making, and capability and competency building. While these procedures are common in most project situations, the interface aspects that suggest them are connected to decision-making authority and empowerment practises, which are important in every project governance practise. The organisation runs a project by forming a temporary organisation with many project players, and this temporary organisation is given the authority to make decisions and carry them out.

Throughout project planning and implementation, the interaction between the organisations at all levels must include the project's stakeholders and target groups. Project governance failure is caused by a lack of engagement in project design, selection, and decision-making, as well as poor stakeholder commitment (Shiferaw, Klakegg and Haavaldsen, 2012). As a result, the subject of how public officials are seen while dealing with key stakeholders, such as constantly in need target groups, has arisen.

## **5.4 Implication of Research**

Consistence with the advancement plan is a necessary prerequisite for any new improvement including lodging. Rebelliousness to arranging control necessities could make long haul adverse consequences such a large number of parts of metropolitan life (Goh, 2002). The target of making favorable and quality everyday environments through precise arranging could be addressed as the arranging system could be seen as non-strong of improvement and the nearby arrangement could lose its capacity and accreditation as a compelling instrument. The discoveries from the investigation show that degree of consistence to the improvement plan is profoundly significant according to the perspective of the two gatherings of respondents. Because of these discoveries, advancement plans can be viewed as relevant and a decent device in directing application and endorsement. This is upheld by the perspective on the organizers engaged with the review which proposes that it is appropriate to partners.

Nonetheless, the consistence with advancement is great from the perspective of both respondent gatherings, the degree of pertinence of the improvement plan as an apparatus isn't upheld by the designers' viewpoint. As referenced by Chua and Deguchi, (2008), a potential justification for it is identified with the improvement plans' substance that appears to be not suit current requirements and progressions. At the point when a neighborhood plan is often changed to consolidate new turn of events, numerous information and data to legitimize proposition becomes superfluous as changes are as of now quickly occurring on the ground. This can be upheld dependent on the outcome identified with issues happening during lodging application methodology.

Among issues are consistence to minimal expense lodging strategy, thickness, plot proportion and furthermore issues identified with planning and gazetting time of the improvement plans. By and large, the evaluation in the three-arranging aspect for this review has exhibited a few perspectives in estimating the Local Resident's Perception on Housing Development. By fusing lodging arrangements, methodologies and arranging methodology, it isn't just prompts fortify the lodging arranging process yet additionally will expand the job of the arranging framework in giving adequate lodging, empowering supportable lodging advancement and guaranteeing proficiency in the lodging conveyance framework (Rameli, 2009).

According to Dear (2007), the complaints from neighbourhood can result in valuable improvement to a proposing project; such vocal, client-led opposition might also cause the positive adjustment to the program plans of human service providers. To improve the better local neighbouring voice, a local forum can be established and it is a great platform to start with a dialogue with the locals, it can deliver or convey the appropriate message to the local community. To have more essential and effective outcome, it must have regular updates, convenient navigable to receive feedback from the communities. Such platform can also involve the developer, and the developer should have striven to answer all the questions in a timely manner and keeps communities informed without hesitate in order to comfort the anger of opposition.

In additional, local media sources also one of the important to keep the updates with local community. Local community resident has different opinions, so it must to be calm to their supportiveness since the opposition exercise will affects the communication pathway. Public Relations team are required that can be bring advantage to the issues, experts have experience in the property sector is that they are not only understand the background of planning position, can be also familiar the most entire process before, so the public relations are well in handling the local residents together with the communication through media. Between, due to it has direct relation with the local community, it can be also have better liaise of insight that can be taken into consideration when the planning processes, it can serve as good channel to that helps to rising the chances to obtain permission for project development which can advantages the local community and also the developer prospect.

## **5.5 Limitation of Study**

The limitation of study is at Petaling Jaya residents only due to the opposition project located. Besides, there's also other limitation for example the questionnaire distributes by survey rather than interview session due to the Covid-19 pandemic and nationwide shut down. Additionally, during the pandemic period, it has limits the researcher to conduct the survey precisely even reached the correct targeted respondents, it is because during the shutdown, people are adhere to the precaution action, doesn't

have much interaction during the survey period. Other limitation of the progression will be such local opposition data available for opposition housing development in Malaysia are rare, it has also limit this study of research.

## **5.5 Recommendation and Conclusion**

This study finds that dwelling elements of the home, house facilities, and neighbourhood characteristics are drivers of residential satisfaction with housing development in Petaling Jaya, Selangor, based on the data. This suggests that inhabitants in Petaling Jaya, Selangor, are worried about overall performance and characteristics of housing features, facilities, and quality in order to improve their quality of life. Furthermore, this demonstrates that people in Petaling Jaya, Selangor would be more content if the local and home developer can improve the house's quality and give the essential and necessary facilities.

It might be advised to numerous parties responsible for providing low-cost housing for people based on the findings of this study. As a result, the National Housing Department and the Selangor Government can be suggested for the future development of the People Housing Programme in Petaling Jaya. Building People Housing Programs that are strategically positioned near essential basic services will boost residential satisfaction with People Housing Programs and, more significantly, will assist the general public have a better quality of life.

Furthermore, it is indicated that the building of low-cost housing requires public engagement and input in order to boost resident happiness on the three factors of residential satisfaction described in this study (Xi Wenjia, 2018). This implies that the public has the right to voice their own ideas and views on the development of the house, particularly in terms of vital services and amenities within the housing area. As a result, engaging the public with local governments through town hall meetings, releasing satisfaction surveys, and conducting focus group interviews are all critical procedures to take before making a choice to create a local housing project. As tenants of public housing, this project may contribute to a higher degree of happiness among residents.

As a result, the purpose of this study was to offer essential input to the Malaysian government and the Secretary of Selangor Government (Housing Division) in order to provide more high-quality public local housing to low-income people who cannot afford to buy a property on the open market. It is critical for the authorities involved to offer sufficient public amenities for the population, which are constructed using high-quality materials. It is envisaged that this would improve the degree of satisfaction among inhabitants of Malaysia's People Housing Programme.

## REFERENCES

- Abdullahi, B.C. and Wan Abdul Aziz, W.N.A. (2011). *Pragmatic housing policy in the quest for low income group housing delivery in Malaysia*. *Journal of Design and Built Environment*, 8: 21–38.
- Aigbavboa, C. O. & Thwala, W. D. (2013). *Residents' perception of subsidised low-income housing in South Africa: a case study of Kliptown, Johannesburg*. *Journal of Human Ecology*, 42(1), 17-23.
- Alam, S. S., & Sayuti, N. M. (2011). *Applying the Theory of Planned Behavior (TPB) in halal food purchasing*. *International Journal of Commerce and Management*, 21(1), 8-20.  
<http://dx.doi.org/10.1108/10569211111111676>
- Al-Momani, A. H. (2000). *Structuring information on residential building: a model of preference*. *Engineering, Construction and Architectural Management*, 7(2), 179-190.  
<http://dx.doi.org/10.1108/eb021143>
- Al-Nahdi, T. S. (2014). *Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia Role of Location*. *J. Appl. Sci. & Agric.*, 9(18), 32-42.
- Al-Nahdi, M. T. S. M., Ismail, I., Haron, H., & Islam, M. A. (2009). *Intention to patronage halal restaurants among Malaysian Muslims – an issue of halal perception*. Paper presented at the Global Business Summit Conference.
- Al-Nahdi, T. S. (2015). *Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia. Role of Public service*. *J. Appl. Sci. & Agric.*, 10(2), 1-11.
- Al-Nahdi, T. S. (2015). *Purchasing housing in Saudi Arabia a behavioral study*. *J. Appl. Sci. & Agric.*, 10(2), 12-21.
- Al-Nahdi, T. S. M., & Islam, A. (2011). *Factors Influencing Malaysian Muslims to Patronage Halal Restaurants—Ambience as a Mediator*. *IBA Business Review*, 6(2).
- American Sociological Review, 56(4), 475–493.
- Andereck, K. L., & C. A. Vogt. (2000). *The Relationship between Residents Attitude towards Tourism and Tourism Development Options*. *Journal of Travel Research*, 39 (1), 27-36.
- Anton, C. E., & Lawrence, C. (2016). *The relationship between place attachment, the theory of planned behaviour and residents' response to place change*. *Journal of Environmental Psychology*, 47, 145-154. <https://doi.org/10.1016/j.jenvp.2016.05.010>
- Atay Kaya, İ., & Kaya Erol, N. (2016). *Conflicts over Locally Unwanted Land Uses (LULUs): Reasons and solutions for case studies in Izmir (Turkey)*. *Land Use Policy*, 58, 83–94.  
<https://doi.org/10.1016/j.landusepol.2016.07.011>
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational behavior and human decision processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Baker, E. W., Al-gahtani, S. S., & Hubona, G. S. (2007). *The effects of gender and age on new technology implementation in a developing country: Testing the theory of planned behavior (TPB)*. *It & People*, 20(4), 352-375. <http://dx.doi.org/10.1108/09593840710839798>.

- Ball, M. (2010). *The House building Industry: Promoting Recovery in Housing Supply*. London: Communities and Local Government (CLG).
- Bandura, A. (1999). *Social cognitive theory of personality*. Handbook of personality, 2, 154-196.
- Blau, P. M. (1964). *Exchange and power in social life*. New York: John Wiley & Sons.
- Brown, G., & Glanz, H. (2018). Identifying potential NIMBY and YIMBY effects in general land use planning and zoning. *Applied Geography*, 99(January), 1–11. <https://doi.org/10.1016/j.apgeog.2018.07.026>
- Calvo-Mora, A., Picon, A., Ruiz, C., & Cauzo, L. (2013). *The relationships between soft-hard TQM factors and key business results*. International Journal of Operations & Production Management, 34(1), 115 –143.
- Chan, S., & Lu, M. (2004). *Understanding Internet Banking Adoption and Use Behavior: A Hong Kong Perspective*. Journal of Global Information Management, 12(3), 21-43.
- Chen Z, Huang Y, Huang X. (2019). *Public support for inclusionary housing in urban China*. International Journal of Housing Policy. 2019;19(4):457–82. 10.1080/19491247.2018.1560543
- Chew, K.W. (2007). *Modified Technology Acceptance Model as predictor of online purchase behavior: A Malaysian perspective*. (Unpublished PhD thesis). Multimedia University, Malaysia.
- Cropanzano, R., Anthony, E., Daniels, S., & Hall, A. (2017). *Social exchange theory: A critical review with theoretical remedies*. *Academy of Management Annals*, 11(1), 1-38. doi: 10.5465/annals.2015.0099
- Cropanzano, R., & Mitchell, M. S. (2005). *Social exchange theory: An interdisciplinary review*. Journal of Management, 31, 874–900.
- Cook, K. S., Hardin, R., & Levi, M. (2005). *Cooperation without trust?* New York: Russell Sage Foundation.
- Coppens, T. (2011) ‘*Understanding Land-use conflicts in strategic urban projects*’, in Albrechts, L.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). *User Acceptance of Computer Technology: A Comparison of Two Theoretical Models*. Management Science, 35, 982-1003. <http://dx.doi.org/10.1287/mnsc.35.8.982>
- Dear, M. J. (2007). *Understanding and Overcoming the NIMBY Syndrome*. July 2012, 37–41.
- Doling, J. (1999). *Housing policies and the little tigers: How do they compare with the other industrialized countries?* Housing Studies, 14(2): 229–250.
- Dyer, P.; Gursoy, D.; Sharma, B.; & Carter, J. (2007). *Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia*. Tour. Manag., 28, 409–422.
- Emerson, R. M. (1962). *Power-dependence relations*. American Journal of Sociological.
- Ezeanya, A. C. (2004). *Malaysian housing policy: prospects and obstacles of national vision 2020*. Centre

for Urban and Community Studies, University of Toronto.

Fernandez, S. (2021). *Malaysia Property Market Outlook 2021 Introduction*.

Foucault, M. (1978). *The history of sexuality: Volume 1: An introduction*. New York: Vintage Books

Gil-Marques, M. D., & Moreno-Luzon, M. (2013). *Driving human resources towards quality and innovation in a highly competitive environment*. *International Journal of Manpower*, 34(8), 839–860.

Goh, B.L. (1997). *Housing delivery system: An academician's perspective*. In A. Mohd Don (ed.). *Housing the Nation: A Definitive Study*. Kuala Lumpur: Cagamas Berhad, 631–666.

Gómez, J. G., Costa, M. M., & Lorente, A. R. M. (2011). *A critical evaluation of the EFQM model*. *International Journal of Quality & Reliability Management*, 28(5), 484–502.

Hamzah, H. (2013). *State intervention in housing the urban poor in the developing State of Terengganu in Malaysia: An institutional analysis of low-cost housing regulations and their impacts on low-cost housing provision*. PhD diss. The University of Auckland.

Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: *Developing an extended model of the theory of planned behavior*. *International Journal of Hospitality Management*, 29(4), 659–668. <http://dx.doi.org/10.1016/j.ijhm.2010.01.001>

Homans, G. (1961). *Social behaviour: Its elementary forms*. New York: Harcourt, Brace & World

Höijer, B. (2010). *Emotional anchoring and objectification in the media reporting on climate change*. *Public Understanding of Science*, 19(6), 717–731. doi:10.1177/0963662509348863

Huttasin, N. (2008). *Perceived Social Impacts of Tourism by Residents in the OTOP Tourism Village, Thailand*. *Asia Pac. J. Tour. Res.*, 13, 175–191.

Iakovleva, T., Kolvereid, L., & Stephan, U. (2011). *Entrepreneurial intentions in developing and developed countries*. *Education + Training*, 53(5), 353–370. <http://dx.doi.org/10.1108/00400911111147686>

Jaafar, M. and Ali, R. (2011). *A study on indigenous housing developers in Malaysia*. *African Journal of Business Management*, 5(16): 6891–6900

Jaafar, M., Abdul Aziz, A.R. and Sahari, M.H. (2009). *The use of social network theory on entrepreneur's linkages development*. *Theoretical and Empirical Researchers in Urban Management. Special Issues, Urban Issues in Asia*: 101–119.

Jeyakuhan S K, J. (2020). *Gated and Guarded Communities in Malaysia*. <https://www.zicolaw.com/resources/alerts/gated-and-guarded-communities-in-malaysia/>

Jayamaha, N. P., Grigg, N. P., & Mann, R. S. (2011). *Empirical analysis of the Baldrige Criteria as both an organizational performance measure and a theoretical model*. *Measuring Business Excellence*, 15(1), 20–33.

Joffe, H. (2003). *Risk: From perception to social representation*. *British Journal of Social Psychology*, 42, 55–73.

- Kalafatis, S. P., Tsogas, M. H., & Blankson, C. (2000). *Positioning strategies in business markets*. Journal of Business & Industrial Marketing, 15(6), 416-37. <http://dx.doi.org/10.1108/08858620010349501>
- Kichen, J. M., & Roche, J. L. (1990). *Life-care resident preferences*. In R. D. Chellis & P. J. Grayson (Eds.), *Life care: A long-term solution?* (pp. 49-60). Lexington: MA Lexington.
- Kim, Y., & Han, H. (2010). *Intention to pay conventional-hotel prices at a green hotel—a modification of the theory of planned behavior*. Journal of Sustainable Tourism, 18(8), 997-1014. <http://dx.doi.org/10.1080/09669582.2010.490300>
- Ko, D.W.; & Stewart, W.P. (2002). *A structural equation model of residents' attitudes for tourism development*. Tour. Manag. 23, 521–53.
- Konovsky, M. A., & Pugh, S. D. (1994). *Citizenship behavior and social exchange*.
- Kriesberg, L. (2003) *Constructive conflicts: from escalation to resolution*. Lanham: Rowman and Littlefield.
- Lappi, T. and Aaltonen, K., 2017. *Project governance in public sector agile software projects*. International Journal of Managing Projects in Business, 10(2), pp.263–294. <https://doi.org/10.1108/IJMPB-04-2016-0031>.
- Latkova, P., & Vogt, C. A. (2012). *Resident's attitude towards existing and Future Tourism Development in Rural Communities Scale*. Journal of Travel Research, 51(1), 50-67.
- Lynch, R. A. (1998). *Is power all there is?* Michel Foucault and the omnipresence of power relations. Philosophy Today, 42(1), 65–70.
- Marans, R. W., Scharf, S. A. & Connerly, C. (1981). *The concept and measurement of neighborhood quality*. Report prepared for the U.S. Department of Housing and Urban Development, Office of Policy Development and Research.
- Mariadas, P. A., Abdullah, H., & Abdullah, N. (2019). Factors Affecting Purchasing Decision of Houses in the Urban Residential Property Market in Klang Valley, Malaysia. *E-Bangi*, 16(4), 1–9.
- Maruani, T. and Amit-Cohen, I. (2011). *Characteristics of developers and their relations to open space conservation*. Land Use Policy, 28(4): 887–897.
- Mason, P.; & Cheyne, J. (2000). *Residents' attitudes to proposed tourism development*. Ann. Tour. Res., 27, 391–411.
- Matthews, P., Bramley, G., and Hastings, A. (2014). “Homo Economicus in a Big Society: *Understanding Middle-class Activism and NIMBYism towards New Housing Developments*.” Housing, Theory and Society 32 (1): 54-72.
- Mohd, I., Ahmad, F. and Wan Abdul Aziz, W.N. (2009). *Exploiting town planning factors in land development: Case study of urban housing in Kuala Lumpur, Malaysia*. Journal of Facilities Management, 7(4): 307–318.
- Mohd, T. and Alias, B. (2011). *The role of housing planning practices in contributing towards housing oversupply*. World Academy of Science, Engineering and Technology, 59: 767–775.

- Molm, L. D. (1991). *Social exchange: Satisfaction in power-dependence relations*.
- Molm, L. D., Takahashi, N., & Peterson, G. (2000). *Risk and trust in social exchange: An experiment test of a classical proposition*. *American Journal of sociology*, 105(5), 1396–1427.
- Moscovici, S. (1973). Foreword. In C. Herzlich (Ed.), *Health and illness: a social psychological analysis*. London: Academic Press.
- Moulaert, f. and Verhetsel, A. (eds.) *Strategic Spatial Projects: catalysts for change*, New York: Routledge.
- Ng, S. *What Shall We Do with the Property Overhang?* Available online:  
<https://www.edgeprop.my/content/1638530/what-s-hall-we-do-property-overhang>
- Nunkoo, R.; & Gursoy, D. (2012) *Residents' support for tourism: An identity perspective*. *Ann. Tour. Res.*, 39, 243–268.
- Nunkoo, R. (2015). *Toward a More Comprehensive Use of Social Exchange Theory to Study Residents Attitudes to Tourism*. *Procedia economics & Finance*, 39, 588-596.
- Patton, M. Q. (1990). *Qualitative Evaluation and Research Methods* (2<sup>nd</sup> ed.). Newbury Park, London: Sage Publications.
- Phungwong, O. (2010). *Factors influencing home purchase intention of Thai single people*. Published dissertation. International graduate school of business, University of South Australia, Adelaide, Australia.
- Property Market in Malaysia. *Journal of Surveying, Construction & Property*, 5(2), 1–13.  
<https://doi.org/10.22452/jscp.vol5no2.4>
- Pruitt, D. and S. Kim (2004). *Social conflict: escalation, stalemate and settlement*. New York, McGraw Hill.
- Punch, K. F. (2000). *Developing Effective Research Proposals*. London: SAGE Publications.
- Ramayah, T., Jantan, M., & Aafaqi, B. (2003). *Internet usage among students of Institutions of higher learning: The role of motivational variables*. The Proceedings of the 1st International Conference on Asian Academy of Applied Business Conference, Sabah, Malaysia, 10-12th July, 2003
- Raynor, K., Matthews, T., & Mayere, S. (2015). *Defining the density debate in Brisbane: how urban consolidation is represented in the media*. Paper presented at the State of Australian Cities Conference, Gold Coast
- Rodgers, W. M., Conner, M. & Murray, T. C. (2007). *Distinguishing among perceived control, perceived difficulty and self-efficacy as determinants of intentions and behaviours*. *British Journal of Social Psychology*, 47(4), 607 – 630.
- Savage, M. (2010). *The politics of elective belonging*, *Housing, Theory and Society*, 27(2), pp. 155– 161.
- Sawyer OO, Strauss J, Yan J. (2005). *Individual value structure and diversity attitudes: The moderating effects of age, gender, race, and religiosity*. *Journal of Managerial Psychology*. 2005;20(6):498–521. 10.1108/02683940510615442

- Sean, S. L., & Hong, T. T. (2014). *Factors Affecting the Purchase Decision of Investors in the Residential* Shiferaw, A., Klakegg, O.J. and Haavaldsen, T., 2012. *Governance of public investment projects in Ethiopia*. Project Management Journal, 43(4), pp.52–69. <https://doi.org/10.1002/pmj>.
- Susilawati, C., & Anunu, F. B. (2001). *Motivation and Perception Factors Influence Buying Home Behavior in Dilly, East Timor*. Proceedings of the 7th Pacific Rim Real Estate Society Annual Conference, 1-77.
- Sohlberg, M. (2020). *Malaysia Property Market Outlook 2021: A Complete Overview Malaysia' s Property Market in Previous Years*. Asiaproperty.
- Syafiqah Salim. (2020). Property sector' neutral' despite challenging outlook. The Edge Market, 1–8.
- Shiferaw, A., Klakegg, O.J. and Haavaldsen, T., 2012. *Governance of public investment projects in Ethiopia*. Project Management Journal, 43(4), pp.52–69. <https://doi.org/10.1002/pmj>.
- Taylor, S., & Todd, P. A. (1995). *Understanding Information Technology Usage: A Test of Competing Models*. Information Systems Research, 6(2), 144-176. <http://dx.doi.org/10.1287/isre.6.2.144>
- Teo, T. S., & Pok, S. H. (2003). *Adoption of WAP-enabled mobile phones among Internet users*. Omega International Journal of Management Science, 31, 483-498. <http://dx.doi.org/10.1016/j.omega.2003.08.005>
- Tong, A. (2012). *Bankers and lawyers should know better*. The Star Online, 10 March. Available at: <http://www.thestar.com.my/story.aspx/?file=%2f2012%2f3%2f10%2fbusiness%2f10882295&secbusiness>.
- Tonglet, M., Phillips, P. S., & Read, A. D. (2004). *Using the Theory of Planned Behaviour to investigate the determinants of recycling behaviour: a case study from Brixworth, UK*. Resources, Conservation and Recycling, 41(3), 191-214. <http://dx.doi.org/10.1016/j.resconrec.2003.11.001>
- Venkatesh, V., & Davis, F. D. (2000). *A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies*.
- Wagner, W., Duveen, G., Farr, R., Jovchelovitch, S., Lorenzi-Cioldi, F., Marková, I., & Rose, D. (1999). *Theory and Method of Social Representations*. Asian Journal of Social Psychology, 2(1), 95- 125. doi:10.1111/1467-839X.00028
- Wagner, W., & Hayes, N. (2005). *Everyday Discourse and Common Sense: the theory of social representations*. New York: Palgrave Macmillan.
- Wan Mohd Dzulkifli, M.A. (2009). *Panduan dan Prosedur Asas Cadangan Pembangunan Projek Perumahan. Pulau Pinang, Malaysia*: Penerbit Universiti Sains Malaysia.
- Watt, P. (2009) “*Living in an Oasis: Middle-class Disaffiliation and Selective Belonging in an English Suburb*.” Environment and Planning A 41 (12): 2874–2892
- White, M. and Allmendinger, P. (2003). *Land-use planning and the housing market: A comparative review of the UK and the USA*. Urban Studies, 40(5–6): 953– 972.
- Yaakup, A., Johar, F., Sulaiman, S., Hassan, R. and Ibrahim, A.R. (2003). *GIS and development control system for a local authority in Malaysia*. Habitat International, 27(4): 683–696.
- Yip, J. A., Schweitzer, M. E., & Nurmohamed, S. (2018). *Trash-talking: Competitive incivility motivates*

*rivalry, performance, and unethical behavior. Organizational Behavior and Human Decision Processes*, 144, 125-144. doi: 10.1016/j.obhdp.2017.06.002.

## APPENDIX A

# traffic study for condo project

By C.Y. LEE  
chenyoong@thestar.com.my

RESIDENTS of Sea Park in Petaling Jaya are concerned that a traffic study done last year for a high-rise condominium project may have overlooked crucial points.

They fear the project, comprising two 29 and 24-storey blocks, will worsen the situation at the already congested roads leading out of the neighbourhood.

Residents said the traffic impact assessment report for the project, consisting of nine survey points, failed to take into account the mainly one-way and narrow roads in the area.

"The entrance of the development is along Jalan 21/19 and is within the one-way street system.

"They have missed out on the egress of the project which leads to Jalan 2/35," said resident JT Wong.

Residents are up in arms over the project, with 57.8% within a 3km radius objecting to the development in a survey last November.

Meanwhile, 88.9% of businesses in the commercial area were also against the project.

Damansara MCA division chief Tan Gim Tuan questioned how the development was given the green light when some 60% of residents were opposed to it.

Tan pointed out that just because the developer had submitted a proposal that fulfilled Petaling Jaya City Council (MBPJ) guidelines, it should not mean automatic approval could be granted as the city council had discretionary powers to look into the social impact of the project.

"The residents deserve another hearing with the authorities and want to submit an independent traffic impact report," he told a press



Sea Park residents are opposed to the high-rise development in the area, saying it will worsen traffic congestion. — SAMUEL ONG/The Star

conference at the site yesterday.

Section 21 Rukun Tetangga (RT) chairman Gan Keng said Sea Park residents' main concern was traffic congestion.

"We are not against redeveloping the area.

"If the conditions are agreeable, we would support the project. However, an additional 420 units for the development will cause many more problems for residents and businesses here.

"Ever since the site was hoarded up on Sept 11, the carpark which could accommodate around 50 cars is no longer available.

"Business operators and their workers are now forced to take up the limited council parking spaces,

reducing the number of bays available to visitors," he said.

Section 21 RT secretary James Chan said the project would also affect areas beyond Sea Park, such as Taman Paramount, SS2 and Section 22.

"This kind of development does not suit Sea Park because it is a very old neighbourhood," he said, adding that the infrastructure would not be able to cope with the new development.

"Who will want to come here if there is not enough parking?" Chan questioned.

He said residents were invited by the authorities to provide their input on two occasions, but they had yet to hear from them.

# APPENDIX B

**FEARS BUILDING UP**  
Sea Park residents  
in Petaling Jaya  
voice objection  
to condo project,  
saying it will lead  
to traffic woes >4

## Sea Park residents fear condo project will cause traffic congestion

By SHEILA SRI PRIYA  
sheilasripriya@thestar.com.my

THE Sea Park neighbourhood in Petaling Jaya has many old-timers, like Gan Keng, who moved here in the mid-1960s.

Just like him, many others have been living here since then, with some setting up family businesses in the area.

Gan, 76, who is Section 21 Rukun Tetangga (RT) chairman, said that before he bought his house, he was told that a football field, swimming pool and cinema would be part of the facilities in the neighbourhood.

However, he said only the cinema was built.

"Over time, even the cinema closed down. Now there are plans for redevelopment of the area, with a condominium comprising 400 units to be built.

"We are unhappy about that news," he said.

Gan, who was speaking on behalf of residents and shopowners, said the project would add to traffic congestion and worsen parking problem in the area.

"We have seen the impact of such developments in other old neighbourhoods and we are worried.

"Ultimately, we are the ones whose quality of life will be affected.

"Developers will promise now that the project will not impact us adversely and that they will ensure ample parking bays but somehow, it won't become a reality.



Gan says the project will add to traffic congestion in the area and limit parking space.

"The condominium unit owners will likely have to pay for extra parking bays. So, some will just park outside, in the commercial area, to avoid paying.

"We can foresee the problems that will arise," said Gan.

"In the morning, especially on weekends, many customers come to the shops here and if finding parking space is difficult, they may just stay away.

"This will affect business. Shopowners will lose customers without parking facilities for them," he said.

"As it is, the morning traffic in the neighbourhood is quite heavy, affecting school-going children.

"There are schools nearby but despite this, some have to leave very early to avoid getting stuck in



Tan says the law requires that residents' interest is taken into consideration.

traffic and get to school on time.

"This is the situation for residents who go to work as well. All have to leave early, so imagine if there is more traffic congestion in our area.

"We just cannot afford to have any development that will make matters worse," Gan reiterated.

He said residents were also disappointed they were not included in the public hearings by Petaling Jaya City Council (MBPJ) for the condominium project.

"The development site is walking distance from the shops.

"The business community should have been invited to these meetings to give their input," said Gan.

He said the land was a commer-

cial zone and if the development was for more business lots, they would not have minded but not a high-density residential project.

When contacted, Damansara MCA division chief Tan Gim Tuan said: "It must be noted that under the Town and Country Planning Act 1976, compliance with development guidelines does not mean automatic approval.

"The law requires that residents' interest are taken into consideration.

"This is the responsibility of the authorities, the elected representatives and their appointed councillors."

Tan said that any approval for projects in sensitive areas such as this must take into consideration the resident's interests first.

"It is high time for MBPJ to issue a written reply to all queries submitted by the residents and shopowners.

"The council has advocated sustainable development and must live up to this," he said.

"Any new large-scale development will affect areas beyond Sea Park, including SS2, Section 22, SS1, SS3 and all the way to Damansara Jaya and Bandar Utama.

"The site for the condominium is zoned as a commercial area. This was confirmed by MBPJ at the first public hearing, so the council should not approve any residential development there," said Tan.

"The original plan for the area

does not include any high-rise or high-density projects.

"But the council has approved a 400-unit condominium in a limited commercial zone," he said.

MBPJ councillor Farhan Haziq Mohamed said that although it was a commercial zone, serviced apartments were allowed under the commercial category, based on the Petaling Jaya Local Plan.

He said the project was given planning approval on March 11 this year, after two public hearings.

"This development is on 0.9ha of land. The developer initially applied for 3.89 plot ratio but we reduced it to 3.66.

"Initially, I too objected to the project.

"The council looked into traffic impact, development impact and social impact studies and reports presented before making a decision," said Farhan.

He said initially there were plans to build shops near the residential area but this was not approved.

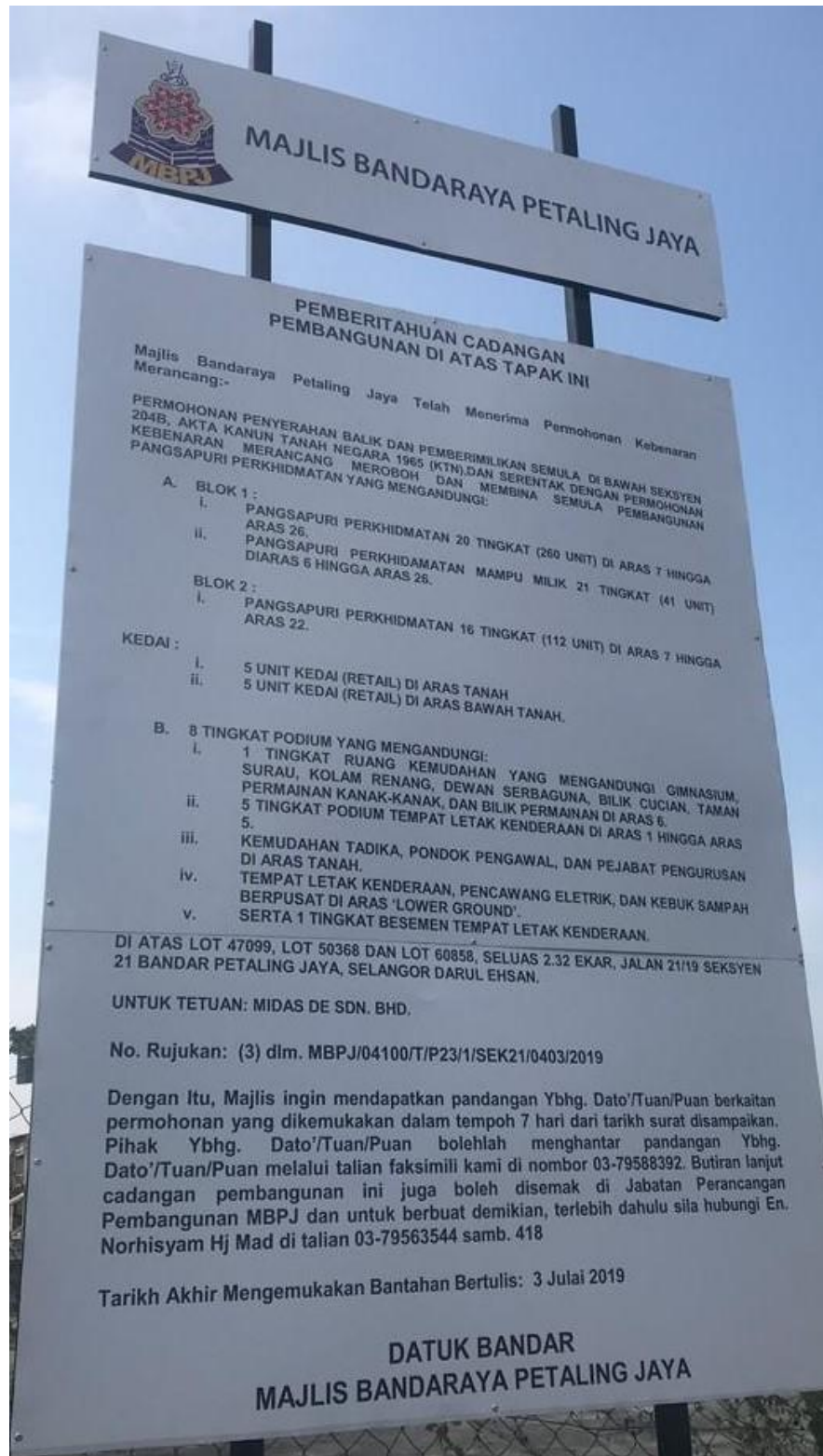
He noted that the condominium project had been scaled down before being approved.

"There is no underground parking facilities now as it was feared construction works will damage existing properties.

"This land was gazetted as commercial in 2003 under the Petaling Jaya Local Plan One.

"The council has to consider the landowner's right to develop the land too," he added.

## APPENDIX C



APPENDIX D



## APPENDIX E

### A. DEMOGRAPHY

#### Part A Demographic Questions

1. Gender

Male

Male

2. Which category describes your age?

20 - 30

31 - 40

41 - 50

Above 50

3. Please could you tell me Household Size?

1 - 3

3 - 6

6 - 8

8 above

4. Do you have a child that is currently aged below 16?

Yes

No

5. Monthly income

Less than RM2,000

RM2,001-RM5,000

RM5,001-RM10,000

RM10,001 – RM20,000

Next to each statement, tick (✓) the number that best represents how strongly you feel about the statement by using the following scoring system:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

<b>Section B: Attitude (IV)</b>						
		1	2	3	4	5
1	In general, I think the new housing development is a right thing to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	In general, I think the new housing development is beneficial to local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	In general, I think the new housing development is a good idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	In general, I think the new housing development should be supported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I am concerned over who is the occupant of this new housing project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Section C: Subjective Norm (IV)</b>						
		1	2	3	4	5
1	Person important to me think that I should oppose the new housing development project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	My family members have supported my decision to against the new housing development project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	My neighbors are objecting the new housing development project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I will oppose the new housing development project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I intend to support the objection against the new housing development project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Section D: Perceived Behavioral Control (IV)</b>						
		1	2	3	4	5
1	I feel powerless in objecting the new housing development project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Whether or not to against the new housing development project is	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	entirely up to my decision.					
3	I am confident that the new housing development project will be cancelled.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Objecting the new housing development project is an easy task to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I was provided with enough information on the development project before it was approved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Section E: Dealing with the developer (IV)</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	The developers are always truthful in its dealings with the community about the project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The developer in used bullying tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The developer seemed to go the “extra mile” in listening to and engaging with the local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	This new housing development will contribute to overdevelopment scenario in this vicinity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The information provided by the developer on the housing development project has been trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Section F: Information (IV)</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I was provided with enough information on the development project before it was approved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The information provided by the developer on the housing development project has been trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The plans relating to the development is always transparent to local residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Housing planning still suffers from lack of reliable information on market indicators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	housing planning still suffers from lack of current flow between the housing markets and the levels of production of housing stock.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Section G: Trust on Local Authority (IV)</b>						
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1</b> <b>1</b>	Local authority concerned on local residents’ perception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b>	Local authority listens and protects local community interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>3</b>	Local authority is influenced by the developer when evaluating and granting the planning approval.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b>	Local authority act in favour of local resident's interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b>	Local authority really influences towards public trust.				
<b>Section H: Housing Development (DV)</b>					
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>1</b>	Housing is a material object, a good that can be manufactured and demolished, produced and consumed, perceived and experienced, bought and sold.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b>	The house-buying intention appears once the city size expands to a certain threshold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3</b>	The intention is to stop a development because emotionally opposed to it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b>	Increase in density following the completion of this project is not welcomed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b>	The new housing project will cause decline in rental value of my property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>