

Residents' Satisfaction on Low Cost Housing In Penang

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**UNIVERSITI SAINS MALAYSIA
RANCANGAN IJAZAH TINGGI**

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ABSTRAK

Tahap kepuasan terhadap perumahan merupakan satu faktor yang penting dalam menyumbang kepada kualiti hidup dan ketidakpuasan di dalam rumah yang didiami akan memberi impak yang negatif kepada tahap pembangunan penghuni kawasan tersebut. Kajian tahap kepuasan ini adalah untuk mengupas tahap keselesaan penghuni rumah kos rendah di Pualu Pinang. Saiz sample yang dipilih untuk mewakili penduduk kos rumah rendah di Pulau Pinang adalah sebanyak 220 orang responden. Kawasan dan jenis perumahan yang dipilih di dalam kajian ini adalah rumah flat di Sungai Nibong, Seberang Jaya dan Sungai Ara, rumah teres di Batu Kawan dan rumah kluster di Sungai Pinang. Soal-selidik mengikut kaedah Likert Scale 5 mata digunakan untuk mengkaji tahap kepuasan penghuni. Hasil daripada kajian ini mendapati bahawa penghuni di perumahan kos rendah flat, teres dan kluster adalah berpuas hati dengan keadaan fizikal rumah, perkhidmatan yang disediakan oleh pemaju dan kemudahan kejrangan serta persekitaran kawasan perumahan mereka.

ABSTRACT

Satisfaction with housing is one of the key factor contribute to the overall satisfaction with the quality of life and dissatisfaction with the dwelling unit will create a negative impact to the development of the residents. The purpose of this research was to evaluate the resident's level of satisfaction on low cost housing in Penang. The sample size of 220 respondents was chosen to represent the overall residents residing in the low cost housing in Penang. The selected low cost housing scheme were the flats located in Sungai Nibong, Seberang Jaya and Sungai Ara, terrace houses in Batu Kawan dan cluster housing in Sungai Pinang. In measuring the level of satisfaction, a 5 point Likert Scale was used in the questionnaire. The results from the analysis showed that respondents from the flats, terrace houses and cluster houses were satisfied with the physical dwelling units, services rendered by the developers and the neighbourhood facilities and environment of the housing area.

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Grateful acknowledgement to **The State Ministry of Housing, Majlis Perbandaran Pulau Pinang, Majlals Perbandaran Seberang Perai, Penang Development Corporation and Palmex Industry** in providing information on the low cost housing such as guidelines, up to date unit of low cost housing and maps for the resesarch.

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1.0 INTRODUCTION

Few studies had been done in evaluating the level of residents' satisfaction on low cost housing. Past studies have showed that only handfuls of problems and issues regarding low cost housing have been highlighted. Nonetheless, everyone have their own perspectives, level of satisfactions, and desires regarding their own dream shelter. Sufficient quantity of houses is not enough by accommodating the poor for their rights of shelter, but we should bring a better quality of live and a decent place to live for the future of their family and their young ones. The environment in housing is vital for shaping the future generations.

The government of Malaysia has introduced low cost housing development programs to provide shelter for the poorer households. As such, the housing policy in Malaysia Second Five-Year Plan (1961-1965), introduced the provision of cheap housing as a basic social need and it is based on the home-owning democracy concept (Razali: 1997: 105). The public and private sector who are responsible in building low cost housing had completed 190, 597 unit or 95.3% from the amount targeted in the Seventh Malaysian Plan 1996-2000 (Eight Malaysian Plan: 2001 – 2005). Although there are a lot of low cost housing accomplished, this study will not look into the quantity provided by the public or private sector but to value the quality of the low cost housing by measuring the satisfaction of the residents.

Longman Dictionary of Contemporary English defines the word satisfaction as 'the fulfilment of a need or desire and a feeling of happiness or pleasure'. In this study,

the context of satisfaction is the fulfilment or expression of abilities, qualities, character and the desire with their low cost housing.

Housing satisfaction is important for the development and quality of life for the residents. Unmet needs for housing and their neighbourhoods can be the core of dissatisfaction. In addition to that, it may affect the well being of a family. Individuals evaluate their homes not only by their actual conditions, but also according to their desires for the future. Housing needs and aspirations are influenced by the household characteristics, as well as by one's reference group and by what are feasible in the market. (Varady, 1998: 189).

According to the 2000 Census, the total population of Malaysia was 23.27 million compared to 18.38 million in 1991. The average growth rate was 2.6 per cent over 1991 to 2000 period. The urban population had increased to 62.0 per cent in 2000 compared with 50.7 per cent in 1991 (Department of Statistic, 2004). The housing Census 2000 showed that there were 5.547 million housing units catering about 23.275 million people or 4.655 million households.

"The world has entered the urban millennium. Nearly half of the world's people are now city dwellers, and the powerful forces of globalisation are further propelling the rapid increase in urban population. The central challenge for the international community is clear: to make both urbanization and globalisation work for all people, instead of leaving behind or on the margins" (Malaysia, 2004).

The rapid urban growth had become a serious problem for the urban population such as squatters, high infection rate caused by overcrowding, low immunization rates, and poor sanitation. This situation of overcrowding will create psychological stress. Resettlement of the squatters to low cost housing will promote better quality of life for the squatters (Yun, 2004).

The increasing rate of urban growth will naturally increase migration into urban area and contributed to urbanization in the country. Urban rapid growth makes the supply of new housing very critical, substantial demand for new housing often arise out of numerous factor for instance individual consumer needs to invest in residential property, ample changes in income levels, changing household structure and preferences (Morshidi, 1999: 1). Affect from the urbanization creates a need on affordable housing especially for the poor families.

1.1 Purpose of The Study

The main purpose of this study is to evaluate the residents' satisfaction toward their dwelling in low cost houses in Penang depending on the survey conducted. Most of the low cost houses provided by the private sector are to fulfil housing policy fix by the government. The developers normally is not concern with the well-being and the environment of the project as they are interested in minimizing their loses in building low cost housing projects.

One of the main problems faced by the low cost housing residents was the issue of conformability. This problem occur when the quality and the quantity does not meet the specific guidelines of the minimum requirements obliged by the government. According to a study done at Chembonga, Negeri Sembilan the nutrimental status found that 19.7% of the adolescents are under nutrition (Lunna & Liberty: 1995). This will cause negative impact to the health and quality of life on the children living in that area.

The mounting demand of low cost housing are related to the increased of migration (Mroshird, 1999: 27) from the rural area to the urban area. The attractions to the urban area are higher living standards, jobs opportunities, higher income, more entertainments and others. The growth of the population size also contributes to the shortage of low cost housing in an urban area.

1.2 The Objectives of the Study

The objectives of this study are:

- i. To assess the residents' level of satisfaction towards their dwelling units
- ii. To assess the residents' level of satisfaction towards the services rendered by the developers
- iii. To examine the residents' level of satisfaction on the neighbourhood facilities and environment

1.3 Hypothesis

In order to fulfil the purposes of this study, hypotheses were formulated as below;

- Probability of being satisfied with the housing environment is equal for all residents for different types of housing.
- Overall satisfaction is determined by the physical attributes of the dwelling unit itself, services obtained in each type of dwelling, dwelling and neighbourhood facilities and environment

1.4 Scope Of Research

The scope of study is to make sure that the information needed and related issues will be included in the report writing and preparation of this research. Strategies and planning in conducting the research can be prepare by identifying the research scope. It becomes a guideline for writing the report so that time and energy is not wasted in collecting information that does not have any relation to the research.

The scopes of research for this study are listed as below;

- Definition of satisfaction
- Low accost housing in Malaysia especially in Penang
- Level of satisfaction on low cost housing in Malaysia and other countries
- Type of low cost housing with the level of satisfaction

1.5 Methodology

The method used for the data collection and collection of information is very important in carrying out this research. This is to make sure the data and information that is gathered are complete, relevant and up to date for this research. A systematic and organized methodology was design in order to achieve better result and relevant information through out the research.

There are two types of methodology used in conducting this research; the collection of data and the research method. Two types of data were used in this research, which are the primary data and the secondary data. The results and findings of the processed data are presented in the analysis and findings chapter in this report.

Analyses of the data collected are processed using the Statistical Package for the Social Sciences (SPSS) and Microsoft Excel (EXCEL) program. The relation between variable and the results of the hypotheses is presented in Chapter 4.

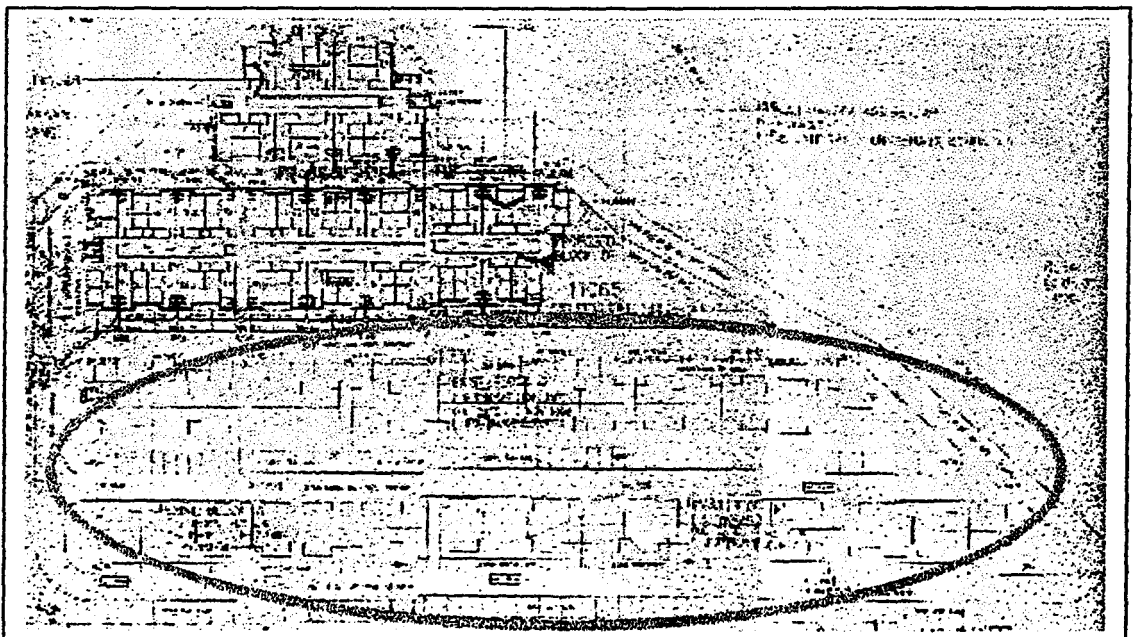
1.6 Background of Selected Low Cost Housing in Penang

Table 1.1: Location of selected low cost housing in Penang

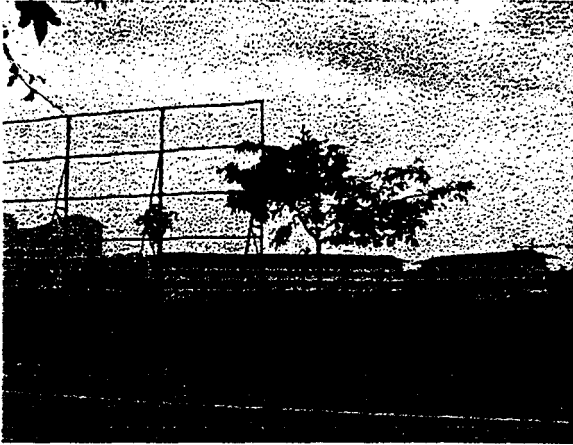
| No | Location | Type of Low Cost Housing | No. Of Bedroom | Floor Area (sq ft) | Total Unit | Price (RM) | Date Of Occupancy Certificate |
|----|---|------------------------------------|----------------|----------------------------|------------|------------|-------------------------------|
| 1. | Sungai Nibong | Flat 5 stories 5 block | 2 | 585 | 299 | 25,000 | 27 Jan 2000 |
| 2. | Seberang Jaya (opposite Carefour) | Flat 5 stories 2 block | 2 | 585 602 (Conner lot) | 117 | 25,000 | 23 Aug 2000 |
| 3. | Sungai Ara | Flat 5 and 6 stories 7 block | 2 | 620 | 285 | 25,000 | 2 Jul 2003 |
| 4. | Batu Kawan | Terence House Single stories | 2 | 504 | 211 | 25,000 | 1996 |
| 5. | Sungai Pinang | Cluster House | 2 | 722 | 176 | 25,000 | 27 Jun 1988 |

Five of the selected site on the low cost housing was made because the locations were easy to find and the distance to the housing scheme was not far away. The maps were obtained from the PDC and Palmex Industry Sdn Bhd, which was very useful in locating the site and carrying out the study.

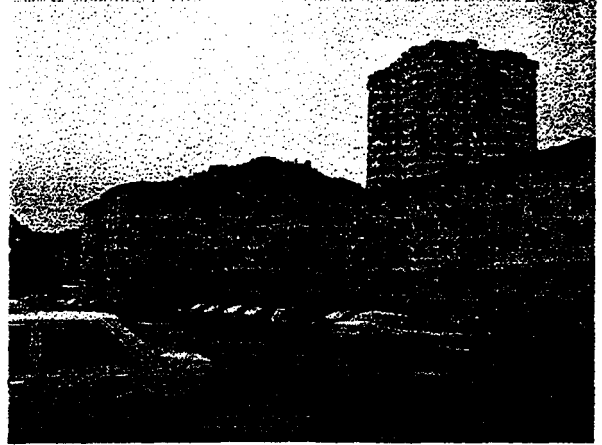
Map 1: Sungai Ara Low Cost Flats



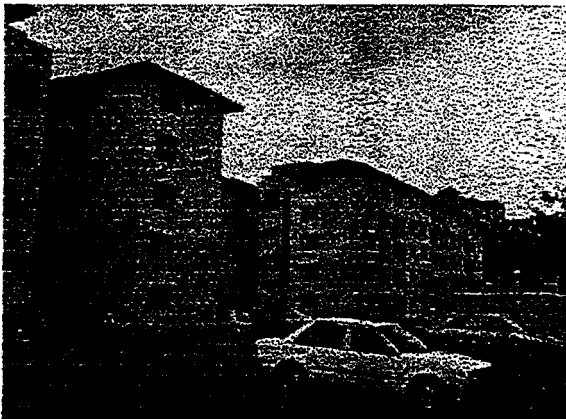
Low Cost Flats at Sungai Nibong



School and field located at the opposite of the flats



The surrounding area of the Sungai Nibong low cost flats

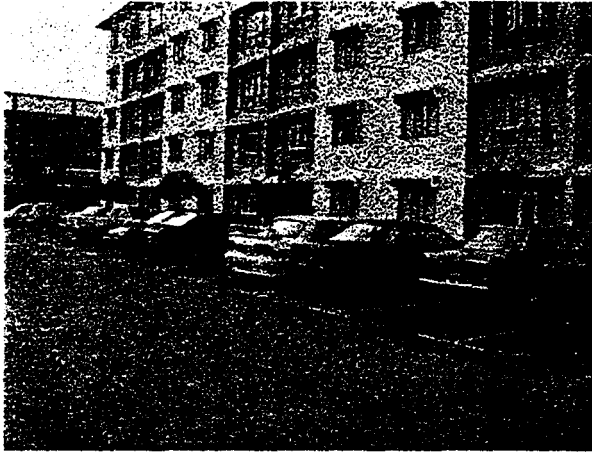


Car park facility provided for the residents of the flats



Clothesline or laundry area inside the flat area

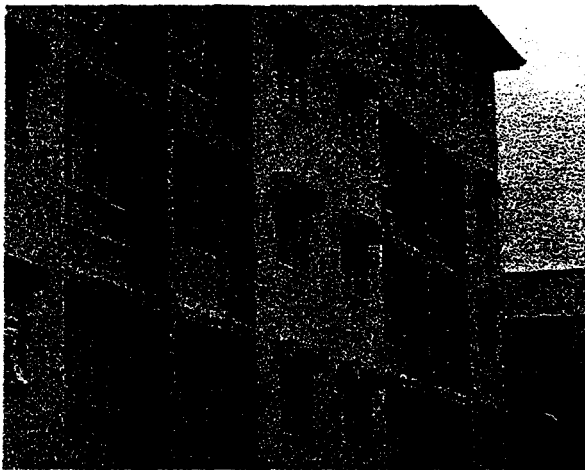
Low Cost Flats at Seberang Jaya



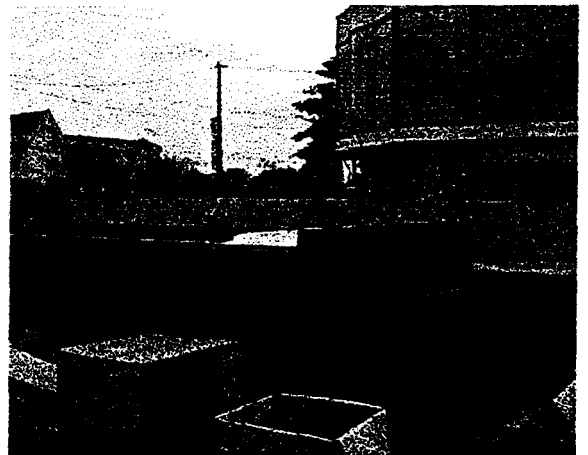
Seberang Jaya low cost flats



Surau located next to the flats as a public facility to the residents

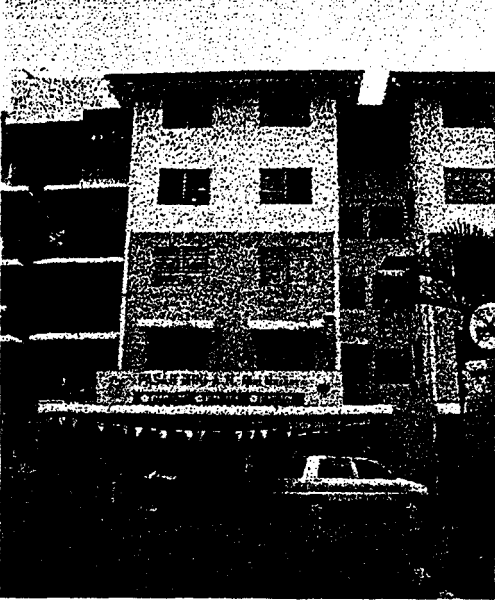


The physical outlook of the building



Garbage disposal facility provided by the developers to the residents

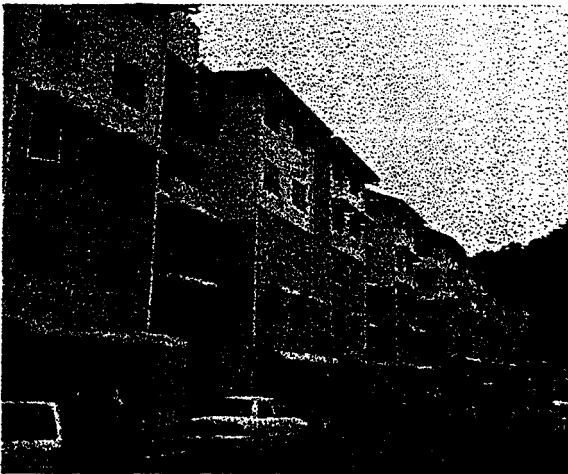
Low Cost Flats at Sungai Ara



Shops located below the flats of Sungai Ara



A mini market serving the community of the flats



Surrounding view of flats at Sungai Ara

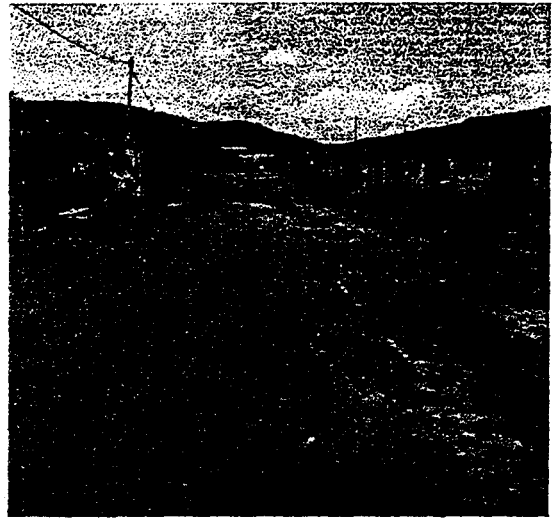


An overview of the walkways entering each housing unit

Low Cost Terrace Houses In Batu Kawan



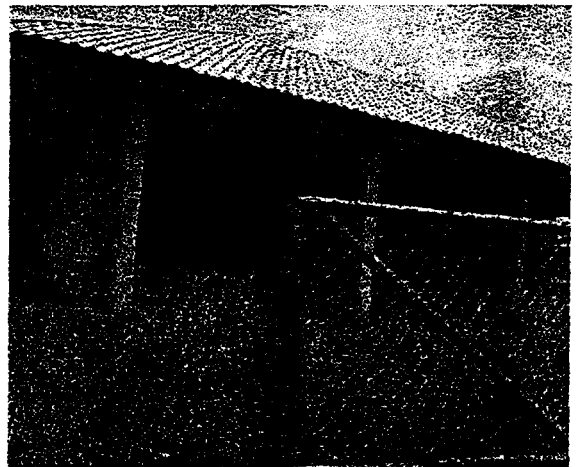
Low cost terrace houses in Batu Kawan



The road condition in Batu Kawan



A row of shop located behind the low cost houses



Community hall facility serving the resident of low cost houses in Batu Kawan

Cluster Housing In Sungai Pinang



Cluster housing at Sungai Pinang



Garbage disposal facility provided by MPPP



The surrounding view of the cluster housing

1.7 Chapter Organization

The report writing of this research has been divided into 7 chapters. The chapters were being organised into a systematic order and sequence for better understanding of this research. The chapters are as follows;

i. Chapter 1 (Introduction)

In this chapter the author will give an introduction on the research that will include the importance of the study, literature reviews, methodology of study, location of site for carrying out the survey and the limitation of the study. In other words, it will give an overview on conducting the study.

ii. Chapter 2 (Cognitive Framework)

This chapter will look into the low cost housing in Penang. The concept and the policy used by the local government and the performance by done the public and private sector will also be covered.

iii. Chapter 3 (Low Cost Housing Concept, Policies, Guidelines and Standards)

Analysis and summary of findings will be elaborated in this chapter. The results of the data will be shown in graphic form such as pie charts, line charts, tables, and the correlation on selected variables. The graphic presentation will be followed by an explanation on the given information.

iv. Chapter 4 (Methodology)

Methodology used in carrying out the research was explained in this chapter. The techniques in obtaining the sampling size and limitation of the research were also presented in this section. Type of data and techniques used were also specified to make sure that only the relevant data and information were gathered. An illustration on sampling design and questionnaire was also included to give an idea on the survey.

v. Chapter 5 (Analysis and Result)

Analysis and summary of findings will be elaborated in this chapter. The results of the data will be shown in graphic form such as pie charts, line charts, tables and the correlation on selected variables. The graphic presentation will be followed by explanation on the information.

vi. Chapter 6 (Research Findings and Recommendations)

From the information collected from Chapter 5, this chapter will disclose the findings of some issues and problems faced by the residents. The recommendations given were more toward the implication on the current planning guidelines and policies for future development of the low cost housing in Penang.

vii. Chapter 7 (Conclusion)

Summarization of the study will conclude on the overall findings of the research on the residents' satisfaction on low cost housing in Penang.

1.8 LIMITATION

The major limitation identified in this study that may reduce the power of internal validity and generalizability of the finding are due to inherent quantity for sampling that is collected due to time and money constrain.

1.8 PROJECT TIME FRAME

SCHEDULE FOR THE PROJECT

| CHAPTERS AND CONTENTS | TIME FRAME | | | | | | | | | |
|------------------------------------|------------|-----|-----|------|-----|-----|-----|------|-----|-----|
| | 2003 | | | | | | | 2004 | | |
| | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAC |
| 1 – Proposal | | | | | | | | | | |
| 2 – First Chapter | | | | | | | | | | |
| 3 – Second Chapter | | | | | | | | | | |
| 5 – Generate Questionnaire | | | | | | | | | | |
| 4 - Conducting Survey At The Field | | | | | | | | | | |
| 5 – Analysis | | | | | | | | | | |
| 6 – Findings | | | | | | | | | | |
| 7 – Conclusion | | | | | | | | | | |
| 8 – Amendments | | | | | | | | | | |
| 9 – Final Report | | | | | | | | | | |

2.0 CONCEPTUAL FRAMEWORK

Literature review is done for the purpose of creating a conceptual model and deeper understanding for the research. This chapter will zoom into the past research done on level of satisfaction on low cost housing in Malaysia and other countries. Methodologies used in the past research are also important as a guide in doing this research. This chapter will also look into the concept on housing, affordability and the quality of life in housing.

2.1 Satisfaction On Low Cost Housing In Malaysia

Few studies have been done in evaluating residents' satisfaction with housing and the contribution on the quality of life. These studies indicated a significant relationship between satisfaction with housing and the quality of life (Husna & Nurizan, 1987: 27). Generally, the residents living in the low cost housing area in Kuala Lumpur were satisfied with their housing conditions and environment.

A study evaluating the satisfaction of housing done in Malaysia proves that the residents were less satisfied with certain characteristics of their dwelling units and are generally satisfied with their environment (Husna & Nurizan, 1987: 38). The overall housing satisfaction was found only on the services, amenities and facilities provided by DBKL or in the neighbourhood, which has been seen as a whole picture. This does not mean that they are satisfied with the other features examine in the study.

Displeasure of residing in a house will result stress, maladjustment and pathological conditions as well as the well being of the resident residing in the housing unit.

Satisfaction and dissatisfaction of low cost housing depends on the resident and other element that is preferred as a cause factor. Study done in Penang Island (Agrawal, 1978:9) in the 1970's showed that most of the residents in the low cost housing area are dissatisfied with their dwelling unit and the environment. Different kinds of low cost housing have different level of dissatisfactions among the dwellers.

The concept of satisfaction in housing was based on the type of houses in a research done by Ahmad Sanusi incorporative with the environment and the concept of sustainability from the Local Agenda (Ahmad, 2003). The concern of the research is about supporting the re-adoption of traditional pattern of housing development and the enhancement of environmental sustainability. Conclusion of the research shows that the modern and traditional pattern of housing provides positive levels of physical satisfaction. But the medium that was able to provide positive levels of social satisfaction is only generated by traditional pattern. This is because people were used to spending most of their time outside their dwelling and the level of social interaction is high. On the other hand, the terraced housing indicates negative level of social satisfaction. Therefore, the housing policy should be directed in provision of housing that exemplifies traditional patterns of living and which are suitable for modern urban conditions.

2.2 Satisfaction On Low Cost Housing In Other Countries

A study of residents' level satisfaction also has been done on the public housing in Abuja (Onyekwere & Julia, 1997: 445). The results of the study indicate that the residents were dissatisfied with their overall housing situation but were satisfied with the neighbourhood facility that surrounds it. Relationship between housing norms and housing satisfaction supported by a conceptual model demonstrated that it is important in the cultural setting of housing development. The most vital grounds of housing dissatisfaction were due to the management.

Survey of English housing in 1997/98 showed that the generated result of housing satisfaction and general appearance of the neighbourhood were closely associated with neighbourhood dissatisfaction (Alison, 2002: 2413). The unfriendliness and the lack of community spirit, relatives in the area, social interaction has an impact of individuals' quality of life and their perception of dissatisfaction on their neighbourhood. Conversely, different types of neighbourhood will reflect diverge importance in different aspects of their local area.

As for the public housing in Singapore it has been debated in 1960s and early 1970s. In order to provide huge amount of housing for the nation with the rapid growth of the citizens, housing was built regardless of the quality until in the late 1990s (Teo & Lily, 1997: 441). A case study has been done in Pasir Ris (Peggy & Shirlena, 1996: 307) to evaluate the sense of bonding and belonging in the housing area. There has not been a clear sense of place and belonging in Pasir Ris. This is because the

organizations are perceived as 'top-down'; therefore they are unlikely to be effective conduits by which public's satisfactions may be redressed.

Housing satisfaction in Canada has made a comparison study for its residents in the urban area and the suburban area (William, 1977: 27). Different characteristics in terms of dwelling unit, location, facilities, social interaction and so forth in the urban and suburban area will satisfy a different set of goals for each family. Even though this study was done on apartments and houses, it is important to learn the methodology used in evaluating the level of satisfaction among the resident.

An article on Scattered-Site Public Housing and Housing Satisfaction (Varady, 1998) was done to determine the housing satisfaction among residents of the public housing. It shows that public housing failed to provide satisfaction to those living in single-family. However for the scattered-site units, the satisfactory level are higher than those living in clustered scattered-site units and those living in traditional developments. The dissatisfactory is due to indifferences in satisfaction that is contributed by other elements.

The level of satisfaction among the resident of Yemen (Ramdane & Abdullah, 2000: 203) has been for the first time been evaluated on the resident's decision and assessment of the environment they lived in. Dwelling unit, neighbourhood, and community services affected the overall level of satisfaction and few elements that they are not satisfied such as the distance to work, the distance to school, privacy, and