



PLANNING MALAYSIA:

Journal of the Malaysian Institute of Planners

VOLUME 24 ISSUE 5 (2026), Page 755 – 770

FACTORS INFLUENCING RUMAH SELANGORKU PURCHASE-RELATED DECISIONS AMONG YOUNG PROSPECTIVE BUYERS IN SELANGOR, MALAYSIA

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Abstract

Home ownership among young adults in Malaysia, particularly in Selangor, has become increasingly challenging due to rising property prices, income imbalance, and financial commitments. Although the Rumah Selangorku Scheme was introduced by the Selangor State Government to provide affordable housing for the B40 and M40 groups, concerns remain regarding its ability to meet the needs and expectations of young prospective buyers. This study aims to identify the factors associated with Rumah Selangorku purchase-related decisions among young prospective buyers and to examine differences in perceptions according to their application status. A quantitative approach was adopted using questionnaire data collected from 325 respondents aged 18 to 35 who live or work in Selangor. Data were analysed using descriptive statistics, the Relative Importance Index (RII), reliability and item analysis, exploratory factor analysis, Welch's ANOVA, Games–Howell post-hoc analysis, and multinomial logistic regression. The findings indicate that respondents generally placed high importance on housing price, facilities, location, developer reputation, government incentives, and related housing information. A single underlying perception factor was identified across the 27 items. Overall perception differed significantly by application status, with respondents who had previously applied but were unsuccessful reporting the highest perception scores. The findings provide insights for improving the implementation and delivery of Rumah Selangorku.

Keywords: Rumah Selangorku, young buyers, affordable housing, purchasing decision, determinants

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INTRODUCTION

Home ownership is an important element in enhancing quality of life, social stability and individual economic well-being. It is not only a basic necessity but also a symbol of achievement and a long-term investment. In Malaysia, home ownership among the younger generation has become increasingly challenging due to high property prices, low income levels and existing financial commitments. Although initiatives such as Rumah Selangorku were introduced to assist the B40 and M40 income groups, questions remain as to whether the scheme truly meets the needs and expectations of young buyers. In Selangor, pressure on the affordable housing market has intensified due to population growth, urban migration and the rising cost of living. Rumah Selangorku offers residential units priced between RM42,000 and RM250,000 however, many young buyers remain uncertain about the pricing and quality offered. Key concerns include non-strategic locations, questionable construction quality, impractical designs and delays in project delivery.

Financial burdens such as student loans, vehicle financing, and relatively low salaries further hinder young adults from owning homes. A study by the Khazanah Research Institute (2015) classified Malaysia's housing market as "unaffordable," even though certain units are technically categorized as affordable. As a result, young buyers tend to be more cautious and rely heavily on their perception of value, including house size, surrounding facilities and building materials. Moreover, national housing policies often emphasize the quantity of units rather than the quality of buyer experience. Thus, there is a lack of in-depth research exploring young buyers' perceptions and expectations of schemes such as Rumah Selangorku. Therefore, this research aims to analyse young buyers' perceptions of the price and quality of Rumah Selangorku and to examine how these perceptions influence their purchasing decisions. The findings are expected to provide valuable input to the state government, developers and relevant stakeholders in improving affordable housing policies and implementation to better reflect the current realities faced by young people.

RESEARCH BACKGROUND

Home ownership among young people in Malaysia, particularly in Selangor, has become increasingly challenging despite various affordable housing schemes introduced by the state government. Individuals aged between 18 and 35 often face financial constraints such as low starting salaries, rising living costs, existing debt commitments, and difficulties in obtaining housing loans from financial institutions (Ismail & Mohd Thalha, 2017). This situation raises concerns about whether affordable housing schemes such as Rumah Selangorku truly meet the needs and expectations of young buyers. Although Rumah Selangorku units are priced below market value, the level of acceptance among young buyers remains

inconsistent. This indicates that purchasing decisions are not influenced solely by price but also by perceptions of value and suitability. Previous studies highlight that factors such as house type and size, design, facilities, location and developer reputation significantly shape buyers' perceptions (Azmi et al., 2020). Negative perceptions may arise if houses are located far from employment centres, lack public amenities or have impractical layouts. Besides, external influences including government incentives, social media exposure and communication effectiveness, also affect buyer perceptions. Other than that, the perspective of liveable neighbourhood through community and social dimension is also another concern (Nabiha and Siti Hajar, 2025). From a consumer behaviour perspective, perceived value in terms of quality, comfort, and long-term potential plays a crucial role in purchase decisions (Adzhar et al., 2021). Previous study from Arham et. al., (2025) indicated that the barriers for affordable housing and sustainable housing for Malaysia youth are including financial constraints, limited housing supply in well-connected urban areas and a lack of awareness about government housing scheme. Thus, there is limited empirical research specifically examines young buyers' perceptions of Rumah Selangorku as an affordable housing in Selangor. Therefore, this study aims to address this gap and provide insights for policymakers and developers.

The scope of this study defines its boundaries in terms of location, time, subjects and thematic focus, ensuring that research is conducted systematically and aligns with its objectives. This study focuses on several dimensions of geographic, demographic, thematic and temporal. Selangor was selected as the study location due to its rapid economic and housing development, particularly in affordable housing projects under the Rumah Selangorku scheme, implemented through strategic collaboration between the state government, private developers and relevant agencies. According to the Lembaga Perumahan dan Hartanah Selangor (LPHS), over 60,000 Rumah Selangorku units have been planned or constructed, reflecting strong government commitment. Selangor also records the highest registration of young buyers in the Sistem Pendaftaran Rumah Mampu Milik (SPRMM), highlighting significant demand. The demographic focus is on young buyers aged 18–35, including early career individuals and first-time home seekers from the Millennial and Gen Z generations. The study examines factors influencing purchase decisions, such as awareness and knowledge of the scheme, financial capacity, perceptions of price and quality, social influences, and government incentives. Temporally, the study covers the past five years, reflecting post-COVID-19 shifts in financial ability and housing priorities. Limitations include the focus on Selangor only, time and resource constraints and potential response bias. Overall, the study aims to provide insights into young buyers' housing decisions and inform improvements in affordable housing policies.

The significance of this study extends beyond guiding the overall research structure, as it also provides meaningful contributions to key stakeholders within the affordable housing ecosystem, particularly in the context of the Rumah Selangorku programme. By focusing on young buyers' perceptions of housing quality and price, the findings are expected to generate several important impacts to the State Government and the Lembaga Perumahan Hartanah Selangor (LPHS), property developers, young buyers and to the academicians and researchers. This study assists the Selangor State Government and the Lembaga Perumahan dan Hartanah Selangor (LPHS) in evaluating the effectiveness of current affordable housing policies. Empirical data collected from young buyers enable policymakers to identify weaknesses in planning, implementation and monitoring processes. The findings may serve as a foundation for improving existing schemes or formulating new, more inclusive and responsive policies that address mismatches between price, quality, and affordability.

Besides, the study offers in-depth insights into young buyers' behaviour, preferences, motivations and expectations. Developers can use this information to enhance housing design, construction quality, supporting facilities and marketing strategies. It also helps identify value-added elements such as smart features, sustainable design, security and accessibility, thereby strengthening competitiveness in a dynamic housing market. This research amplifies the voices of young first-time homebuyers by reflecting their real challenges and aspirations. The findings encourage stakeholders to provide housing solutions that truly meet their financial, locational and quality needs. Finally, this study contributes to the literature on affordable housing, consumer behaviour and urban planning, providing a foundation for future research in similar or different contexts.

LITERATURE REVIEW

The following literature review discusses the factors that influencing the purchasing decisions of Rumah Selangorku among young buyers in Malaysia.

Type, Size and Price

Among young and lower-income buyers, affordability is highly constrained by unstable income, student loan commitments and rising living costs. Previous studies indicate that when house prices grow faster than wages, young households are more likely to turn to affordable housing schemes (Ismail & Mohd Thalha, 2017). In Selangor, average house prices frequently exceed RM300,000, while young household incomes generally range between RM3,000 and RM5,000 per month, widening the affordability gap and increasing Debt Service Ratios (DSR) beyond acceptable lending thresholds. The Lembaga Perumahan dan Hartanah

Selangor (LPHS) administers the Rumah Selangorku scheme, which offers units priced between RM42,000 and RM250,000 depending on type, size and location. The programme is structured into several categories. Type A units (approximately 550–650 sqft) are priced up to RM42,000 for households earning below RM3,500. Type B (700–750 sqft) is capped at RM100,000 for incomes up to RM7,000. Type C and D provide larger units (800–900 sqft) priced between RM150,000 and RM250,000 for middle-income groups. More recent categories, such as Type E and E Special, integrate smart-home features and improved finishes while maintaining price ceilings below RM288,000.

Overall, competitive pricing combined with regulated eligibility criteria ensures that the scheme targets B40 and M40 groups effectively. Government-backed affordable housing plays a critical role in reducing inequality in homeownership access and supporting sustainable urban development (Salleh & Yusof, 2019). Furthermore, variations in unit size and specifications allow buyers to select housing options aligned with their financial capability, household size and long-term living needs, thereby enhancing satisfaction and perceived value.

Design of Rumah Selangorku

Housing design plays a crucial role in ensuring not only affordability but also residents' quality of life. Within the Rumah Selangorku programme introduced by the Selangor State Government, design elements are emphasized to enhance both physical comfort and psychological well-being, particularly among young buyers. As demand for affordable housing among youth increases, the design approach has evolved from basic structural layouts to more sustainable and user responsive concepts.

Typical Rumah Selangorku units generally consist of three bedrooms, two bathrooms, a living area, a kitchen, and in selected projects, a small balcony. These layouts are targeted at young couples and small families, who represent the majority of buyers. Ergonomic spatial planning ensures efficient space utilization without compromising comfort. Minimalist concepts, natural lighting and cross ventilation are key features incorporated to improve indoor comfort and reduce energy consumption. Studies indicate that proper cross ventilation can reduce reliance on air-conditioning by up to 30%, thereby lowering utility costs for low and middle-income households (Ismail et al., 2021). According to Lembaga Perumahan dan Hartanah Selangor (LPHS), recent projects also integrate community-oriented facilities such as playgrounds, green spaces, and multipurpose halls to promote social interaction and overall well-being. Furthermore, selected developments in areas such as Puchong and Shah Alam adopt Transit Oriented Development (TOD) principles, enhancing accessibility and supporting sustainable urban growth.

Smart-ready features, including energy-efficient LED lighting, infrastructure for future solar systems, and high-speed internet connectivity, are increasingly incorporated to meet the digital lifestyle needs of millennials. Such design innovations reflect a shift toward people-centric and sustainable housing models. Overall, the design of Rumah Selangorku demonstrates how affordable housing can simultaneously address ownership accessibility, environmental sustainability and improved living standards (Zaid & Graham, 2020).

Facilities Provided and Location Preferences

The provision of physical and digital facilities within affordable housing developments has become a critical determinant of residents' quality of life, particularly among technology-oriented young buyers. In the Rumah Selangorku programme, basic amenities such as parking spaces, playgrounds, prayer rooms, and multipurpose halls are commonly provided to meet essential social and recreational needs. According to the Lembaga Perumahan dan Hartanah Selangor (LPHS), these facilities are part of the minimum planning requirements to ensure community well-being and liveability. However, market trends indicate growing demand for enhanced facilities and smart features that support modern lifestyles. Young buyers increasingly prioritize safety, convenience, and digital accessibility. Features such as digital door locks, CCTV systems linked to mobile applications, biometric access, and smart meters are no longer perceived as luxuries but as essential components of contemporary housing. Salimon et al. (2018) found that the integration of smart technologies significantly influences purchase intention among Malaysian urban buyers, particularly in the Klang Valley. Smart meters, for instance, provide real-time energy consumption data, encouraging efficient energy use and supporting sustainable living practices.

Beyond facilities, location remains a decisive factor in housing decisions. Young buyers prefer residences with strong connectivity to employment hubs, shopping centres, educational institutions and healthcare services. Developments near public transportation networks, including MRT and LRT stations, are especially attractive as they reduce reliance on private vehicles and improve daily commuting efficiency. Studies show that over 60% of young buyers prioritize accessibility and infrastructure when selecting a property (Fatimah Zulkifli & Hafiszah Ismail, 2023). In Selangor, areas such as Shah Alam, Puncak Alam and Cyberjaya are popular due to their strategic positioning and integrated urban planning. Overall, both comprehensive facilities and strategic location significantly shape young buyers' perceptions and purchasing decisions, reinforcing the importance of holistic, inclusive and future-ready affordable housing strategies in rapidly urbanising regions.

Developer Reputation and Government Incentives

Developer reputation plays a vital role in shaping buyers' perceptions of housing projects, including affordable schemes such as Rumah Selangorku. For first-time buyers, particularly young households, purchasing a home represents a long-term financial commitment involving decades of mortgage repayment. Therefore, trust in the developer becomes a significant determinant in the decision-making process. Cheng and Cheok (2008) emphasize that brand awareness and corporate image strongly influence property purchase decisions, as reputable developers signal construction quality, timely delivery and professional governance.

Developer reputation is commonly evaluated based on past project performance, construction quality, adherence to legal standards, timely completion, and after-sales service. Nursal et al. (2019) found that trust in developers significantly affects buyer confidence, especially for projects under construction. In the context of Rumah Selangorku, this issue is particularly relevant as some projects are undertaken by small to medium-scale developers with limited high-rise experience. Concerns over delays, abandoned projects, or construction defects may weaken buyer confidence. Hence, regulatory monitoring by the Lembaga Perumahan dan Hartanah Selangor (LPHS) and the Kementerian Perumahan dan Kerajaan Tempatan (KPKT) is essential to ensure compliance and safeguard purchasers' interests.

Beyond reputation, government incentives substantially influence young buyers' purchasing decisions. At the federal level, schemes such as Skim Rumah Pertamaku (SRP) provide up to 110% financing for eligible first-time buyers, reducing the burden of upfront deposits. The Skim Jaminan Kredit Perumahan (SJKP) further supports self-employed and gig workers by offering government-backed loan guarantees. Additionally, stamp duty exemptions for first homes valued below RM500,000 remain effective until 31st December 2025. Collectively, strong regulatory oversight and financial incentives enhance buyer confidence and improve accessibility to homeownership. These measures demonstrate the government's commitment to strengthening affordable housing participation among young Malaysians while ensuring accountability and sustainability within the property development sector.

Social Media Influence and Communication Channels

In today's fast-paced digital era, social media has emerged as a primary channel for information dissemination and perception shaping, particularly in the residential property sector. Its role extends beyond promotion, serving as a platform for interaction, testimonials, share their services and developer reputation evaluation (Siti Munirah & Ezdihar, 2022). This is especially evident among younger buyers, such as Millennials and Generation Z, who rely heavily on social media for property-related decisions. Affordable housing projects like

Rumah Selangorku are directly impacted by digital content in shaping public perception. Studies indicate that over 97% of homebuyers conduct initial research online, with 74% assessing property offerings through social media before making decisions (Ho, Zakaria & Foo, 2024).

Developers leveraging platforms such as Facebook, Instagram, TikTok, and YouTube can engage potential buyers through virtual tours, 3D design showcases and user testimonials. Electronic word-of-mouth (e-WOM) and interactive content influence both cognitive and emotional engagement, significantly affecting purchase intentions. Furthermore, social media enables two-way communication, allowing developers to respond to inquiries, provide construction updates and share information on government incentives. This transparency strengthens buyer confidence, particularly among tech-savvy young purchasers. High digital visibility also increases trust, as frequent exposure to project updates, tips, and achievements builds a positive narrative and strengthens brand recognition. Negative experiences shared online, such as construction delays or poor service, can quickly impact reputation, highlighting the necessity for careful social media management.

Effective communication channels are equally critical. The Selangor state government utilizes official social media, agency websites like Lembaga Perumahan dan Hartanah Selangor (LPHS), the Smart Selangor mobile app and property exhibitions to reach young buyers. Collaboration between government, developers, and financial institutions ensures information clarity and accessibility. Cross-sector partnerships enhance outreach efficiency, enabling buyers to understand eligibility, financing and procedural requirements (Yusof et al., 2020). In conclusion, social media and strategic communication channels are essential in influencing young buyers' perceptions and decisions. For Rumah Selangorku, integrating digital marketing, interactive content and multi-platform communication strengthens engagement, trust and overall program success, ensuring affordable housing reaches its intended demographic effectively.

RESEARCH METHODOLOGY

This study employs a structured and systematic research methodology to examine factors influencing young buyers' decisions under the Rumah Selangorku scheme, providing a framework to ensure the validity, reliability and transparency of findings. The primary instrument used was a structured questionnaire, developed based on prior literature, empirical studies on housing purchase behavior and the local context of affordable housing in Selangor (Zainon et al., 2017). The questionnaire captured data on demographic characteristics, housing type, size and price, design preferences, facilities, location considerations, developer reputation, government incentives, social media influence, communication channels and eligibility and application processes. Respondents

rated items on a five-point Likert scale, allowing quantitative analysis of perceptions and priorities.

Data Collection

Data were collected using an online survey via Google Forms and distributed through social media and messaging platforms such as WhatsApp, Telegram and Instagram. The questionnaire was shared in targeted housing and property related groups to reach individuals aged 18–35 associated with Rumah Selangorku. A screening question was included at the beginning to ensure only eligible respondents could proceed. Out of 400 questionnaires distributed, 325 were valid, yielding an 81.25% response rate, indicating reliable and representative data. This study adopted a quantitative research approach to examine the factors associated with Rumah Selangorku purchase-related decisions among young prospective buyers in Selangor. The questionnaire consisted of demographic questions and 27 Likert-scale items covering nine areas, namely housing type, size and price; housing design; facilities; location; developer reputation; government incentives; social media; communication channels; and eligibility and application processes. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure respondents' perceptions of the identified factors. A total of **325 valid responses** were obtained and included in the analysis.

Data Analysis

The data analysis was conducted using SPSS, beginning with descriptive statistics to summaries the characteristics of the respondents and their responses to the questionnaire items. The Relative Importance Index (RII) was subsequently employed to rank the perceived importance of the 27 factors. RII was calculated using the formula $RII = \Sigma W / (A \times N)$, where ΣW is the respondent score, A is the highest value on the Likert scale and N is the total number of respondents. RII, widely used in construction, social research and housing studies, captures both the frequency and importance of responses (Zainon et al., 2017). This approach allowed prioritization of factors such as house price, location, facilities, construction quality and government policies, providing actionable insights for policymakers and developers (Mohd Rahim et al., 2019). Reliability and item analysis were conducted using Cronbach's alpha and corrected item-total correlations to assess the internal consistency of the measurement items. Exploratory factor analysis was then performed to examine the underlying dimensionality of the 27 items, supported by the Kaiser Meyer Olkin (KMO) measure and Bartlett's test of sphericity. The factor analysis was used to determine whether the individual items represented distinct dimensions or a broader underlying perception construct.

Following the measurement assessment, an Overall Perception Index (OPI) was constructed by averaging the 27 perception items to provide an overall measure of respondents' perceptions towards Rumah Selangorku. Differences in OPI across the three application status groups that are those who had never applied, those considering applying, and those who had applied but were unsuccessful. These groups were examined using Welch's ANOVA, followed by the Games–Howell post-hoc test due to unequal group variances. Finally, multinomial logistic regression was employed to examine the association between overall perception and respondents' application status. The regression model used respondents who had never applied as the reference category. The analytical procedures were designed to provide both descriptive and inferential evidence on the relationship between young prospective buyers' perceptions and their engagement with the Rumah Selangorku application process.

RESEARCH FINDINGS

Descriptive Analysis and Relative Importance of the Factors

The first objective of this study was to identify the factors associated with Rumah Selangorku purchase-related decisions among young prospective buyers. A total of 325 valid responses were analysed. Descriptive statistics and the Relative Importance Index (RII) were used to assess the perceived importance of 27 items across nine factor areas, namely housing type, size and price, design, facilities, location, developer reputation, government incentives, social media, communication channels, and eligibility and application processes.

The results indicate that house price was the highest-ranked individual factor (RII = 0.811; mean = 4.06), demonstrating the importance of affordability in respondents' housing-related considerations. This was followed by neighbourhood safety and environment (RII = 0.796; mean = 3.98) and basic project facilities (RII = 0.791; mean = 3.96). Other highly rated considerations included checking the developer's background (RII = 0.779; mean = 3.90), government assistance (RII = 0.780; mean = 3.90), confidence in information provided through official channels (RII = 0.780; mean = 3.90), and location accessibility (RII = 0.767; mean = 3.83). These findings suggest that young prospective buyers place considerable emphasis on affordability, safety, accessibility, facilities, developer credibility and reliable information when evaluating Rumah Selangorku.

At the lower end of the ranking, interaction with developers through WhatsApp or Telegram recorded the lowest RII (0.707), followed by online housing advertisements (0.719) and understanding of eligibility requirements (0.718). However, the relatively high RII values across all 27 items indicate that the factors were generally perceived as relevant rather than being unimportant. Therefore, the findings suggest that respondents consider Rumah Selangorku

through a combination of financial, physical, locational, institutional and informational considerations, rather than relying on a single factor. Importantly, these findings represent respondents' perceptions and purchase-related considerations, and should not be interpreted as evidence of actual purchasing behaviour.

Table 1. Findings of RII

Rank	Factor/ Item	Mean	RII
1	House price	4.06	0.811
2	Neighbourhood safety and environment	3.98	0.796
3	Basic project facilities	3.96	0.791
4	Developer background	3.90	0.779
5	Government assistance	3.90	0.780
...	...	...	...
25	Online housing advertisements	3.59	0.719
26	Understanding eligibility requirements	3.59	0.718
27	Developer interaction via WhatsApp/Telegram	3.54	0.707

Based on the RII analysis, the three highest-ranking factors were as follows:

1. **House Price (RII = 0.811):** Price emerged as the most significant factor affecting young buyers' decisions. The highest RII value confirms that financial capability is a primary concern for young adults entering the workforce. Buyers evaluate monthly installment affordability, overall house cost and price suitability relative to income as critical conditions before selecting a property. This factor reflects the real challenges faced by young buyers in a housing market with rising prices and living costs.
2. **Neighborhood Safety and Environment (RII = 0.796):** Safety was the second-highest priority. Young buyers pay significant attention to the security level, crime rates, and the harmony and conduciveness of the neighborhood. This indicates that buyers seek not only affordable homes but also stable and safe environments, particularly for those planning to start a family.
3. **Basic Project Amenities (RII = 0.791):** Essential facilities such as adequate parking, recreational parks and places of worship were the third most significant factor. The high RII value highlights that young buyers value the comfort and convenience provided by housing projects. These amenities not only enhance the practical value of the home but also improve daily life quality and resident experience.

The three lowest RII values are recorded for interaction with developers via WhatsApp or Telegram, understanding of eligibility requirements and online property advertisements. These low values indicate that digital communication and promotions do not play a major role in purchase decisions. Instead, young buyers focus more on factors with direct, tangible impacts on daily life and homeownership experience, such as the physical condition of the house, neighborhood safety and price affordability relative to income. This suggests that practical needs drive purchase decisions more than marketing influence or online information.

Reliability and Factor Structure of the Measurement Items

Prior to further inferential analysis, the internal consistency and dimensionality of the 27 perception items were examined. The reliability analysis demonstrated very high internal consistency, with Cronbach's alpha values ranging from 0.863 to 0.903 across the nine factor areas, while the overall 27-item scale recorded an alpha of 0.985. Corrected item-total correlations ranged from approximately 0.65 to 0.84, indicating that all items contributed adequately to the overall measurement and were therefore retained for subsequent analysis.

Exploratory factor analysis further indicated that the 27 items were highly suitable for factor analysis. The Kaiser Meyer Olkin (KMO) value was 0.964, while Bartlett's test of sphericity was statistically significant, $\chi^2(351) = 11,621.40$, $p < 0.001$. The analysis identified one dominant underlying factor, with an eigenvalue of 19.561 and accounting for approximately 72.45% of the total variance. All 27 items demonstrated strong factor loadings, ranging from approximately 0.769 to 0.896. This result indicates that, despite being organised into nine thematic areas in the questionnaire, the items exhibit a strong common underlying perception towards Rumah Selangorku.

Overall Perception and Differences by Application Status

Based on the factor analysis, an Overall Perception Index (OPI) was constructed by calculating the mean score across all 27 items. The OPI was subsequently compared across three application-status groups: respondents who had never applied, respondents considering applying, and respondents who had applied but were unsuccessful. The results show a clear pattern in which respondents who had applied but were unsuccessful recorded the highest overall perception score ($M = 4.325$, $SD = 0.685$), followed by those who were considering applying ($M = 3.769$, $SD = 1.005$) and those who had never applied ($M = 3.580$, $SD = 1.227$). Given the unequal variances across groups, Welch's ANOVA was employed. The analysis demonstrated a statistically significant difference in OPI across the three groups, $F(2, 168.713) = 17.619$, $p < 0.001$, with an omega-squared effect size of 0.052, indicating a moderate overall group effect.

Table 2. Overall Perception Index by Application Status

Application status	n	Mean	SD
Never applied	182	3.580	1.227
Considering applying	87	3.769	1.005
Applied but unsuccessful	56	4.325	0.685
Overall	325	3.759	1.124

Games–Howell post-hoc analysis showed that respondents who had applied unsuccessfully reported significantly higher perceptions than both respondents who had never applied ($p < 0.001$) and those considering applying ($p = 0.001$). In contrast, the difference between respondents who had never applied and those considering applying was not statistically significant ($p = 0.374$). The results therefore indicate a consistent pattern of Never Applied $\approx$ Considering Applying $<$ Applied but Unsuccessful. This suggests that stronger overall perceptions of Rumah Selangorku are particularly evident among respondents who had already engaged with the application process, although the findings represent association rather than causation.

Multinomial Logistic Regression

To further examine the relationship between overall perception and application engagement, a multinomial logistic regression model was estimated using “never applied” as the reference category. The overall model was statistically significant, with a likelihood-ratio test of $p < 0.001$ and a McFadden pseudo- R^2 of 0.037. A one-standard-deviation increase in OPI was not significantly associated with being in the “considering applying” group relative to the “never applied” group (OR = 1.175, 95% CI = 0.911–1.515, $p = 0.215$). However, higher OPI was significantly associated with membership in the “applied but unsuccessful” group compared with the “never applied” group (OR = 2.785, 95% CI = 1.655–4.686, $p < 0.001$). Thus, respondents with higher overall perceptions were approximately 2.8 times more likely to belong to the group that had previously applied but was unsuccessful, relative to respondents who had never applied.

Overall, the findings demonstrate that price, safety and basic facilities are among the most highly perceived individual considerations, while the broader 27-item measurement reflects a strong common perception towards Rumah Selangorku. More importantly, overall perception differs according to respondents’ level of application engagement, with the highest scores observed among those who had previously attempted to apply. These findings provide empirical evidence that young prospective buyers’ perceptions are associated with their engagement with the Rumah Selangorku application process, while

avoiding the assumption that perceived factors directly cause actual purchasing behaviour.

CONCLUSION

This study concludes that young prospective buyers evaluate Rumah Selangorku through a combination of affordability, safety, facilities, location, developer credibility and access to reliable information. Among the individual considerations, house price, neighbourhood safety and basic project facilities emerged as the most prominent factors. The findings also demonstrate that the 27 perception items share a strong underlying perception, while respondents who had previously applied but were unsuccessful recorded significantly higher overall perception scores than those who had never applied or were merely considering applying. These findings suggest that improving affordable housing provision should extend beyond offering lower-priced units to ensuring that properties provide a safe, accessible and functional living environment. For potential buyers, the findings highlight the importance of evaluating Rumah Selangorku holistically, considering affordability alongside location, safety, facilities and developer reliability when assessing housing options.

For policymakers and housing agencies such as LPHS, the findings provide empirical evidence to support improvements in housing delivery, particularly in maintaining affordability while strengthening the quality, safety and liveability of housing projects. Application-related information and support should also remain clear and accessible to reduce barriers to participation. For developers, the findings suggest that greater emphasis should be placed on value-for-money housing, functional facilities, strategic locations, neighbourhood safety and transparent information rather than relying heavily on promotional or digital communication strategies. Overall, the study contributes to a better understanding of young prospective buyers' perceptions and application engagement towards Rumah Selangorku and provides practical direction for aligning affordable housing provision with the needs and expectations of its intended market. Future studies should expand geographic scope, incorporate mixed methods and examine broader socio-economic variables (Creswell & Creswell, 2018).

ACKNOWLEDGEMENT

The research was supported by the Universiti Teknologi Malaysia through the Q.J130000.3852.24H33 Universiti Teknologi Malaysia Fundamental Research (UTMFR) Grant Scheme.

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Received: 10th August 2026. Accepted: 13th August 2026