

## Study on Foreign Homeownership in Johor Bahru, Johor

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### Abstract

This study explores the phenomenon of home ownership by foreign citizens in Johor Bahru, a significant issue with broad economic and social implications. Using a quantitative approach through surveys and structured interviews with foreign buyers and real estate agents, the study examines the key factors driving foreign property purchases and their preferred property types. The findings reveal that strategic location, competitive property prices, and government initiatives such as the minimum property value requirement and the Malaysia My Second Home (MM2H) program are major attractions. Luxury condominiums and double-storey terrace houses emerge as the top property choices among foreign buyers. Additionally, the purchasing process for foreigners shows minimal differences in terms of personal documentation compared to Malaysian citizens. The study offers valuable insights for policymakers and property developers to balance foreign investment interests with the needs of local residents. It also recommends inclusive and sustainable property development strategies to promote balanced economic growth and equitable housing opportunities for all.

## 1. Introduction

The rapid development in Johor Bahru, Malaysia, has had a significant impact on the country's economic growth. The government has provided incentives such as tax reductions to encourage investments in Johor Bahru, including in the real estate sector. Alternative measures to attract foreign investors in residential property ownership in Johor have increased the demand for housing developments, particularly due to its strategic location. This study focuses on the ownership of homes by foreigners in Johor, providing a clear research structure and focus. The aim of this study is to formulate clear research questions and objectives. The background of the study provides an overview of the context and importance of the research, as well as an

overall insight into the key concepts and theories involved. The purpose of this study also examines the factors driving foreign interest in owning homes in Johor and serves as a foundation for further research.

Johor, located in the southern part of the Malay Peninsula, is one of the key states in Malaysia. With a population of approximately 4.19 million in 2023, Johor is the most populous state in Malaysia, underscoring its significance in the country's demographic landscape. Its capital, Johor Bahru, serves as an economic hub, reflecting its dual role in driving economic activity and shaping the administrative identity of Johor Bahru.

Economically, Johor boasts one of the largest GDP contributions in Malaysia, primarily driven by the manufacturing and services sectors. The state's strategic location and world-class infrastructure, such as the Port of Tanjung Pelepas, emphasize its importance as a critical logistics hub and a major player in international trade. Johor also plays a significant role in Malaysia's Johor Bahru Development Corridor, demonstrating its commitment to supporting robust economic growth at both national and international levels.

The study of foreign ownership of residential properties in Johor has become an increasingly important subject in the context of real estate development and national interests. Rapid economic growth and foreign investor interest, particularly from Singapore, have made Johor an attractive destination in the real estate sector. An article titled "*Do Not Restrict Foreign Property Ownership to Johor Alone*" highlights Johor's strategic importance in attracting foreign investment, especially from Singapore. The economic and social implications of foreign ownership on regional development and national interests must be carefully considered.

A report from the National Property Information Centre (NAPIC) shows that house prices in Johor have increased by 5% annually since 2015. The primary factor contributing to this rise is the high demand from foreigners attracted to Johor's real estate market. The domino effect of this demand has resulted in soaring house prices, making properties in the area unaffordable for local residents.

Johor Bahru is estimated to have a population of 1.71 million, or 42.6% of Johor's total population of 4.0 million (DOSM, 2025). Housing development, particularly in the high-cost luxury housing category, has exceeded demand, leaving many properties unsold. According to Astro Awani Online (2021), Johor is seeking the best methods to address the issue of over 70,000 unsold, unoccupied, or abandoned housing units around the city. A report from the Valuation and Property Services Department (JPPH) stated that there were 142,567 residential units available, while 193,271 units were under planned supply and had received planning approvals.

Furthermore, the growing interest of foreign nationals in purchasing houses in Johor has contributed to this trend. According to *Berita Harian* (2024), Johor properties have received encouraging interest from Singaporean buyers, with a significant increase in inquiries compared to the last quarter of the previous year, as reported by Juwai IQI. Co-Founder and Group CEO of Juwai IQI, Kashif Ansari, noted that inquiries from Singaporean buyers in Johor Bahru rose by 20% in March compared to the fourth quarter of 2022.

This study focuses on the Johor Bahru region in Johor, Malaysia, specifically from the perspective of government offices and individuals involved in real estate transactions in the area. The objective is to gain a deeper understanding of the demand for foreign ownership of homes in Johor Bahru and provide insights for effective housing management. This includes analyzing the factors driving foreign nationals to purchase homes in Johor and identifying the types of homes owned by foreigners in the real estate market. The findings aim to provide developers and foreign investors with valuable information to promote growth in the area.

Studying foreign home ownership in Johor is crucial for understanding the complexities of the local real estate market and its broader social impacts. By analyzing the direction and patterns of foreign investment, the study can offer insights into Johor's economic landscape. This can assist investors and developers in making informed decisions to encourage sustainable growth in the region.

Additionally, examining how foreign homeowners interact with local communities can provide valuable information on issues such as cultural integration and social cohesion. Understanding these dynamics can help policymakers develop strategies to foster inclusive communities and address any challenges that may arise. Lastly, by evaluating current foreign property ownership policies, policymakers can identify areas requiring improvement to ensure fair practices. Understanding the preferences of foreign homebuyers can also inform urban development plans to create livable cities for both local residents and foreign investors.

## 2. Literature Review

This literature review analyzes the factors influencing home ownership by foreign nationals in Johor, Malaysia, particularly in the Johor Bahru area. Factors such as location, infrastructure, price, rental rates, house design, and local government policies are examined to understand the motivations and criteria for home purchases by foreign nationals. This study aims to provide a comprehensive overview of foreign home ownership in Johor Bahru.

### 2.1 Planning for Johor Bahru, Malaysia

This literature review analyzes the factors influencing home ownership by foreign nationals in Johor, Malaysia, particularly in the Johor Bahru area. Factors such as location, infrastructure, price, rental rates, house design,

and local government policies are examined to understand the motivations and criteria for home purchases by foreign nationals. This study aims to provide a comprehensive overview of foreign home ownership in Johor Bahru

## 2.2 Laws Involved in the Purchase of Homes by Foreign Nationals

The ownership of homes by foreign nationals in Malaysia is regulated by laws such as the Housing Development (Control and Licensing) Act 1966 and the National Land Code 1965. These laws aim to regulate housing development, ensure developers comply with specific standards, and strictly manage the transfer of land ownership. For example, foreign nationals can only purchase properties valued above RM1 million and are subject to state government approval. The purchase process includes adhering to terms and regulations, such as obtaining approval from the State Land and Mines Office and paying stamp duties and related taxes. These measures are implemented to protect the interests of local residents and maintain balance in the property market. Therefore, foreign nationals must comply with all the guidelines and regulations set alby the government to own homes in Malaysia.

## 2.3 Impact on the State and the Country

The influx of foreign investments in the real estate sector in Johor has positively impacted the local economy by boosting Gross Domestic Product (GDP) and creating job opportunities for residents. Major projects such as Forest City and developments in Johor Bahru have attracted investments worth billions of Malaysian Ringgit (MYR), particularly from countries like China and Singapore. These investments also stimulate other economic activities such as construction, support services, and retail, contributing to overall economic growth.

Additionally, foreign investments in the real estate sector drive the development of infrastructure and public amenities. Studies show that these investments have spurred growth in sectors such as construction, services, and retail, supporting the establishment of shopping malls, hotels, hospitals, and high-quality international schools in Johor Bahru. Furthermore, the presence of foreign investments introduces new technology and expertise, particularly in construction and services, thereby enhancing industry efficiency and quality in the area.

However, the increase in home purchases by foreign nationals has posed challenges for local residents by driving up property prices. High demand from foreign buyers, particularly in Johor Bahru, has caused property prices to increase by 30% over the past five years, according to a report by JPPH. This increase far exceeds the rate of income growth among locals, making homes increasingly unaffordable and raising concerns within the community.

## 2.4 Factors Driving Foreign Nationals to Buy Homes in Johor

The first factor is the strategic location factor. This includes proximity to borders, shopping centers, and highways. Johor, especially areas like Johor Bahru, Malaysia, offers a strategic location near Singapore, making it a popular choice among foreign nationals, particularly from Singapore (Chee, 2023). According to a study by Phing et al. (2019), access to shopping facilities is one of the main criteria considered by foreign homebuyers. The Johor Bahru border is also noteworthy as it serves as an alternative route for foreign nationals from Singapore or local citizens commuting between the two countries. Highways from Johor Bahru facilitate travel from Johor to the northern regions and connect to Malaysia's capital. The use of highways saves time traveling to these areas, making them an attractive feature for homebuyers.

The second factor is infrastructure convenience, which is a major attraction for foreign nationals in Johor. Rapid infrastructure development, such as efficient transportation networks, international schools, and world-class medical centers, has increased the state's competitiveness (IRDA, 2024). Johor has an extensive public transportation network, including public buses that cover intercity routes and connect major cities, making movement easier for residents and visitors. Additionally, Senai International Airport serves as the main gateway to Johor, providing domestic and international flight services that facilitate travel for locals and tourists. In terms of education and healthcare, Johor offers institutions such as Universiti Teknologi Malaysia (UTM) in Johor Bahru, one of the country's leading universities, and high-quality healthcare facilities that provide access to world-class medical services. The combination of quality transportation, education, and healthcare facilities makes Johor a top choice for foreign investment and residence.

The third factor is the relatively low property prices and high rental yields in Johor, which are major attractions for foreign nationals investing in real estate (Bank Negara Malaysia, 2020). The cost of homes in Johor is significantly lower compared to the home countries of buyers, such as Singapore and Hong Kong, making it an appealing option for foreign nationals. According to Bank Negara Malaysia (2020), this price difference is one of the key factors influencing purchase decisions. Moreover, homes in Johor offer good value at reasonable prices, with Rahadi et al. (2022) noting that properties in Johor provide higher value for every ringgit spent.

Additionally, the potential for high rental income is also a critical factor, as the competitive rental rates compared to purchase prices offer good returns on investment for foreign buyers (Zarin, 2024). This combination of affordable prices and profitable rental yields makes Johor an ideal destination for property investment by foreign nationals.

Next, home loans and interest rates are also crucial factors that attract foreign nationals to purchase homes in Johor. The availability of housing loans with flexible terms simplifies the buying process for foreign buyers. According to Ibrahim (2014), local banks offer various flexible and accessible loan schemes for foreign buyers, making property purchases more attractive. Additionally, competitive interest rates offered by Malaysian banks play a significant role in reducing loan financing costs. Ibrahim (2014) highlights that low and competitive interest rates enable foreign nationals to secure loans at more economical costs, making Johor a preferred destination for real estate investment.

Furthermore, foreign nationals in Malaysia tend to prefer homes that offer modern amenities and a comfortable lifestyle, focusing mainly on luxury homes. Luxury properties such as exclusive condominiums, villas, and bungalows in areas like Johor Bahru and Kuala Lumpur are highly sought after as they come equipped with modern facilities like private swimming pools, beautiful landscapes, and advanced security systems. Additionally, condominiums are often a top choice as they provide a safe and comfortable lifestyle with modern amenities and 24-hour security services (Zarin, 2024). However, double-story terrace houses are also popular among foreign nationals as they offer more spacious living areas and greater privacy. A study by Karim et al. (2017) shows that double-story terrace houses provide good value in terms of space and privacy compared to other types of homes, making them an appealing option to meet the diverse preferences of foreign buyers.

The sixth factor is government policies. Government policies play a vital role in influencing foreign ownership of homes in Malaysia, including in Johor. The Johor state government has set specific conditions regarding ownership by foreign individuals or companies, including local companies with more than 50% foreign ownership. These policies aim to regulate foreign property ownership and safeguard local interests. Additionally, the Malaysia My Second Home (MM2H) program is a key initiative that allows foreign nationals to stay longer in Malaysia through a renewable 10-year multiple-entry social visit pass. This program serves as an attraction for foreign nationals who wish to own homes and reside in Malaysia, subject to immigration conditions.

### 3. Research Methodology

This study utilized qualitative and quantitative methods to examine foreign homeownership in Johor Bahru. The research was divided into five stages, including preliminary understanding, literature review, data collection, data analysis, and conclusion with recommendations.

#### 3.1 Research Design

For the research design, the researcher applied five stages to outline the overall methodology. The first stage involved identifying the research problem. At this stage, the researcher focused on defining the research problem, establishing objectives, and determining the scope of the study. This step is essential to ensure the research has a clear and focused direction.

The second stage involved a literature review. The researcher reviewed various secondary sources such as articles, journals, previous studies, websites, and newspapers. This review aimed to provide a solid theoretical foundation and reference framework for the study.

The third stage was data collection. The data collected at this stage consisted of primary data obtained through methods relevant to the study. This information is crucial in forming an initial understanding and providing a basis for the subsequent steps in the research.

The fourth stage focused on data analysis. The data collected was analyzed using appropriate methods to generate findings relevant to the research objectives. This process is vital to gain an in-depth understanding of the research issues.

The fifth and final stage involved conclusions and recommendations. Based on the findings, the researcher summarized the main outcomes and provided suggestions that could be used to address the issues studied or for further research.

#### 3.2 Data Collection

The research sample was distributed to pre-determined respondents, who were required to complete the survey forms. A total of 384 samples were distributed, with the results covering responses from 384 participants. Data collection also included conducting interviews with real estate agents experienced in selling homes to foreign buyers in the Johor Bahru area.

### 3.3 Data Analysis

The data collected was analyzed descriptively and calculations were conducted using Microsoft Excel to obtain systematic and accurate research findings. Descriptive analysis in statistics is used to describe the basic characteristics of data in a study. It provides a summary of the sample and its measures. For this study, descriptive analysis includes the validity and reliability of the data collected, as well as the mean and standard deviation to determine the ranking of factors driving foreign nationals to purchase houses in the Johor Bahru area. In this study, the Likert scale is designed such that 1 indicates 'Strongly Agree' and 5 indicates 'Strongly Disagree.' Therefore, a lower mean score reflects a higher level of agreement among respondents.

**Table 1:** Average Mean Score Rating Scale

Average Mean Score	Rating
1.00 – 1.49	Excellent
1.50 – 2.00	Good
2.50 – 3.00	Fair
3.00 – 4.49	Poor
4.50 – 5.00	Very Poor

## 4. Results and Discussion

In this study, both objectives have been achieved: identifying the factors motivating foreigners to purchase houses in Johor Bahru and identifying the process of foreigners buying MM2H houses in the Johor Bahru area using appropriate methodological approaches.

### 4.1 Demography of Respondent

**Table 2** The Demographic Respondent (Source: Researcher,2024)

Demografi Responden	Element	Count	Percentage %	Total Respondents
<b>Gender</b>	Male	80	60.6	<b>132</b>
	Female	52	39.4	
<b>Ethnicity</b>	Malay	37	28	<b>132</b>
	Chinese	75	56.8	
	Indian	30	15.2	
<b>Nationality</b>	Singapore	66	50	<b>132</b>
	China	36	27.3	
	Indonesia	24	18.2	
	Malaysia	6	4.5	
<b>Number of Houses Owned</b>	1	32	24.2	<b>132</b>
	2	47	35.6	
	3	31	23.5	
	More than 3	15	11.4	
<b>Monthly Income</b>	None	7	5.3	<b>132</b>
	below RM10,000	29	22	
	More Than RM10,000	47	35.6	
	Below RM40,000	40	30.3	
	More Than RM40,000	16	12.1	
<b>Occupation</b>	Government Employee	15	11.4	<b>132</b>
	Private Sector	60	45.5	
	NGO	20	15.2	
	Retired	28	21.2	

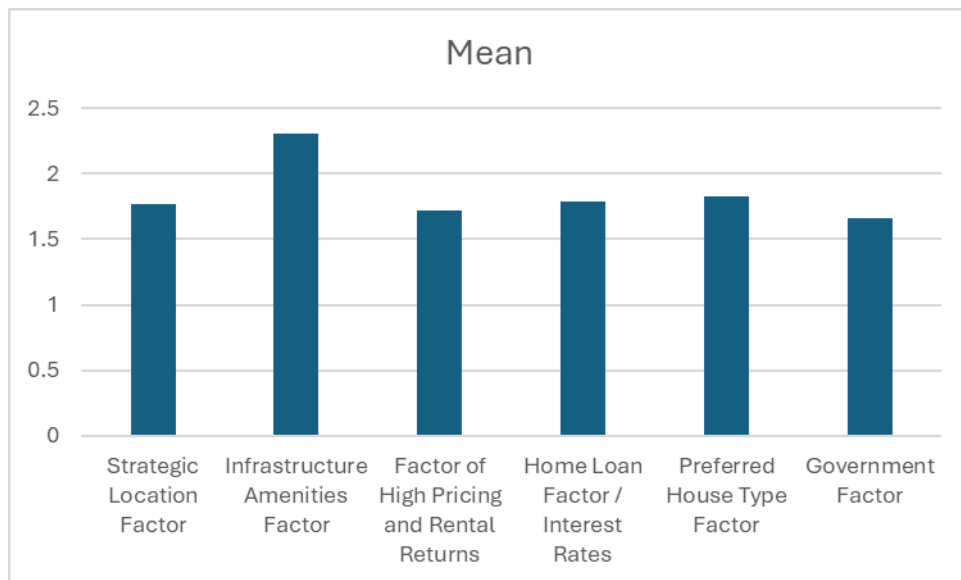
<b>Property Ownership in Johor Bahru</b>	Statutory Body Planner	8	6	<b>132</b>
	Yes	1	0.7	
		80	60.6	
	<b>No</b>	<b>52</b>	<b>39.4</b>	<b>132</b>

This study involved 132 respondents from diverse demographic backgrounds. In terms of gender, most respondents were male (80 individuals), while females numbered 52. Regarding ethnicity, Chinese respondents formed the largest group with 75 individuals, followed by 37 Malays and 30 Indians. For nationality, most respondents were from Singapore (66), followed by China (36), Indonesia (24), and Malaysia (6).

In terms of the number of houses owned, 47 respondents owned two houses, followed by 32 respondents with one house and 31 respondents with three houses. Fifteen respondents owned more than three houses, while seven respondents did not own any houses. Regarding monthly income, 47 respondents earned more than RM10,000, 40 respondents earned below RM40,000, 29 respondents earned below RM10,000, and 16 respondents earned more than RM40,000.

In the employment category, most respondents were employed in the private sector (60 individuals), followed by retirees (28), NGO workers (20), government employees (15), statutory body employees (8), and one planner. Lastly, in the context of property ownership in Johor Bahru, 80 respondents owned property in the area, while 52 did not.

#### 4.2 Chart from Google Form Results of the First Object Study

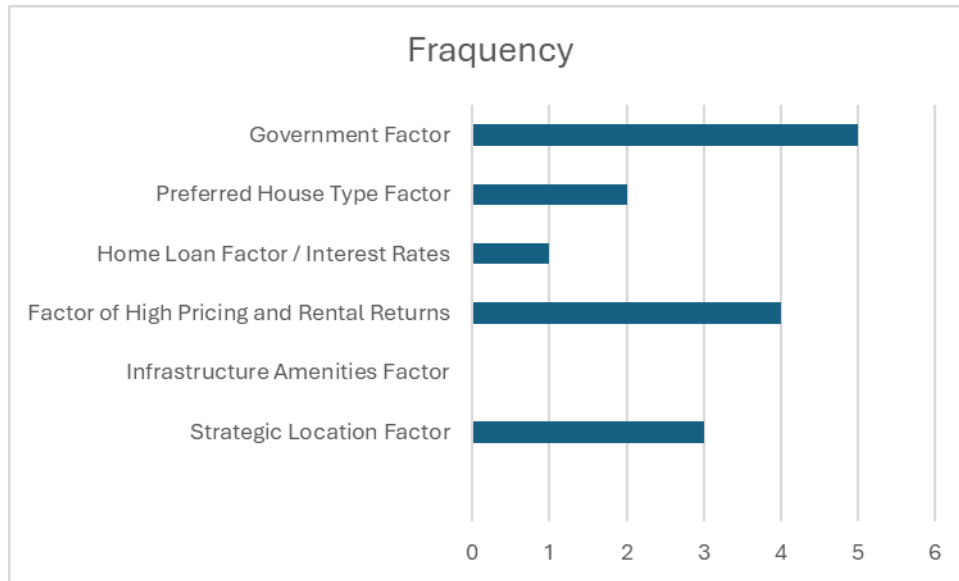


**Figure 1** : Result Finding the Factor That Contribute Foreigners Buyer (Source: Researcher, 2024)

Based on the bar chart above, the mean values highlight factors influencing foreigners to purchase houses in Johor Bahru. A strategic location scored a good mean of 1.77, while infrastructure amenities had a higher mean, indicating that it is less significant as a primary factor driving foreigners to buy houses in Johor Bahru.

Additionally, pricing and high rental rates showed a favorable mean of 1.72. Government factors emerged as the most significant, with a mean of 1.66, compared to house type preference (1.82) and home loan factors (1.83). In summary, government factors are the primary drivers for foreigners purchasing houses in Johor Bahru, followed by pricing and rental rates and strategic location.

### 4.3 Findings From Interviewing with Real Estate Negotiators

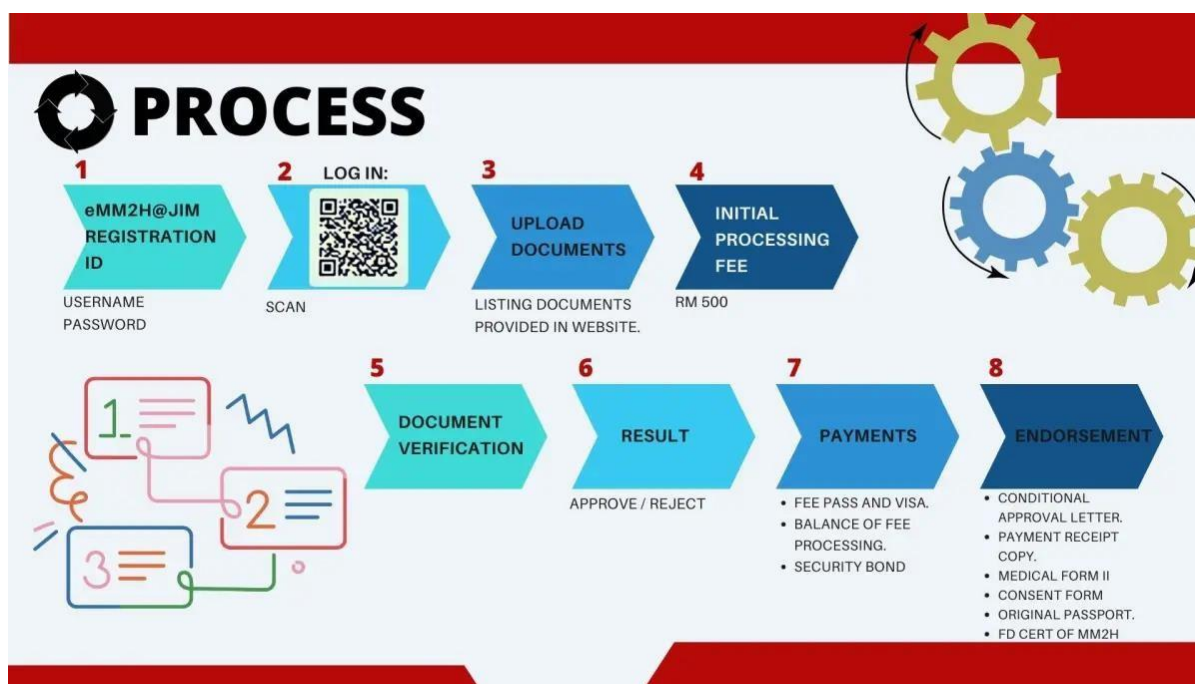


**Figure 2** Research Findings from Interview Season (Source: Researcher, 2024)

The bar chart illustrates the frequency of factors influencing foreigners to purchase properties in Johor Bahru. The most significant factor is the government factor, with the highest frequency (close to 6), indicating that policies, incentives, and governance are key in attracting foreign buyers. The second most influential factor is high pricing and rental returns, with a frequency of approximately 4, suggesting that foreigners find high rental yields and competitive property pricing appealing. This is followed by the strategic location factor, with a frequency close to 3, highlighting Johor Bahru's geographical advantage, especially its proximity to Singapore.

The preferred house type factor and infrastructure amenities factor have similar frequencies, around 2, showing that while these aspects are considered, they are not primary motivators for purchasing decisions. Finally, the home loan factor/interest rates is the least significant, with a frequency below 1, indicating that financing options and interest rates are less critical to foreign buyers, possibly due to their access to alternative financing or sufficient funds. As the summary, government policies, property pricing, and strategic location are the primary determinants for foreigners purchasing properties in Johor Bahru, while factors such as house type, infrastructure, and financing options play a secondary role. These findings emphasize the importance of strategic policies and targeted marketing to leverage the key motivators for foreign real estate investments.

#### 4.4 Home Purchase Process via MM2H by Foreigners



**Figure 3** The Process of Purchasing MM2H Housing (Source: Malaya Corporate,2025)

The registration process for the Malaysia My Second Home (MM2H) program begins with registering on the eMM2H platform via the Malaysian Immigration Department (JIM). Applicants must create a username and password to obtain a registration ID. Next, applicants log into the system using their account credentials or by scanning the provided QR code.

In the third step, applicants upload the required documents listed on the program's official website. The process continues with an initial processing fee payment of RM500 to initiate the application review. Uploaded documents are reviewed and verified by the authorities for authenticity. Once approved, applicants are notified of their application status. Successful applicants must pay the remaining processing fees, visa fees, and provide a security bond.

The final step involves endorsement, where applicants must present essential documents such as the conditional approval letter, payment receipts, medical forms, consent forms, original passport, and the MM2H Fixed Deposit certificate. This systematic process ensures successful applications.

#### 4.5 Discussion

The first objective was to study the factors motivating foreigners to purchase houses in Johor Bahru. The objective was achieved by identifying the main factors influencing foreigners to buy houses in the area based on six factors identified in literature review. These factors were incorporated into the questionnaire distributed online via Google Forms to respondents. To strengthen the study, interviews were also conducted with experienced real estate agents specializing in foreign property transactions.

The data was analyzed by calculating the mean values, and a ranking system was used. Factors with a mean of less than 3 were deemed significant. The analysis revealed that government factors were the primary motivators with a mean of 1.66, followed by pricing and rental rates. Interview findings also confirmed government factors as the primary reason for foreigners purchasing houses in Johor Bahru.

The second objective was to identify the home-buying process for foreigners in Johor Bahru. The study found that the process is nearly identical to that for locals, with slight differences in documentation. The Malaysian government offers the MM2H program, which requires foreigners to have a minimum fixed deposit of RM1 million upon bank approval. This program attracts many Chinese and Singaporean buyers to Johor Bahru. Local real estate agencies also provide specialized services to assist foreigners in purchasing houses through MM2H, simplifying the process and enhancing Malaysia's appeal as a property investment destination.

## 5. Conclusion and Recommendation

This study successfully achieved both objectives: identifying the factors driving foreign nationals to purchase homes in Johor Bahru and understanding the purchase process. The key factors identified include government incentives through the Malaysia My Second Home (MM2H) program, the strategic location of Johor Bahru, competitive housing prices, and the development of Iskandar Malaysia. The home-buying process for foreign nationals is almost identical to that for locals, with slight differences in documentation requirements and minimum property price thresholds.

Although there were limitations, such as a limited number of respondents and technical issues in data analysis, this study provides an in-depth understanding of real estate market altrends in Johor Bahru. It also suggests measures such as increasing transparency in the purchasing process and controlling price speculation. It is hoped that the findings of this study can serve as a valuable reference for researchers and stakeholders in formulating policies that strike a balance between foreign investment and the welfare of local citizens.

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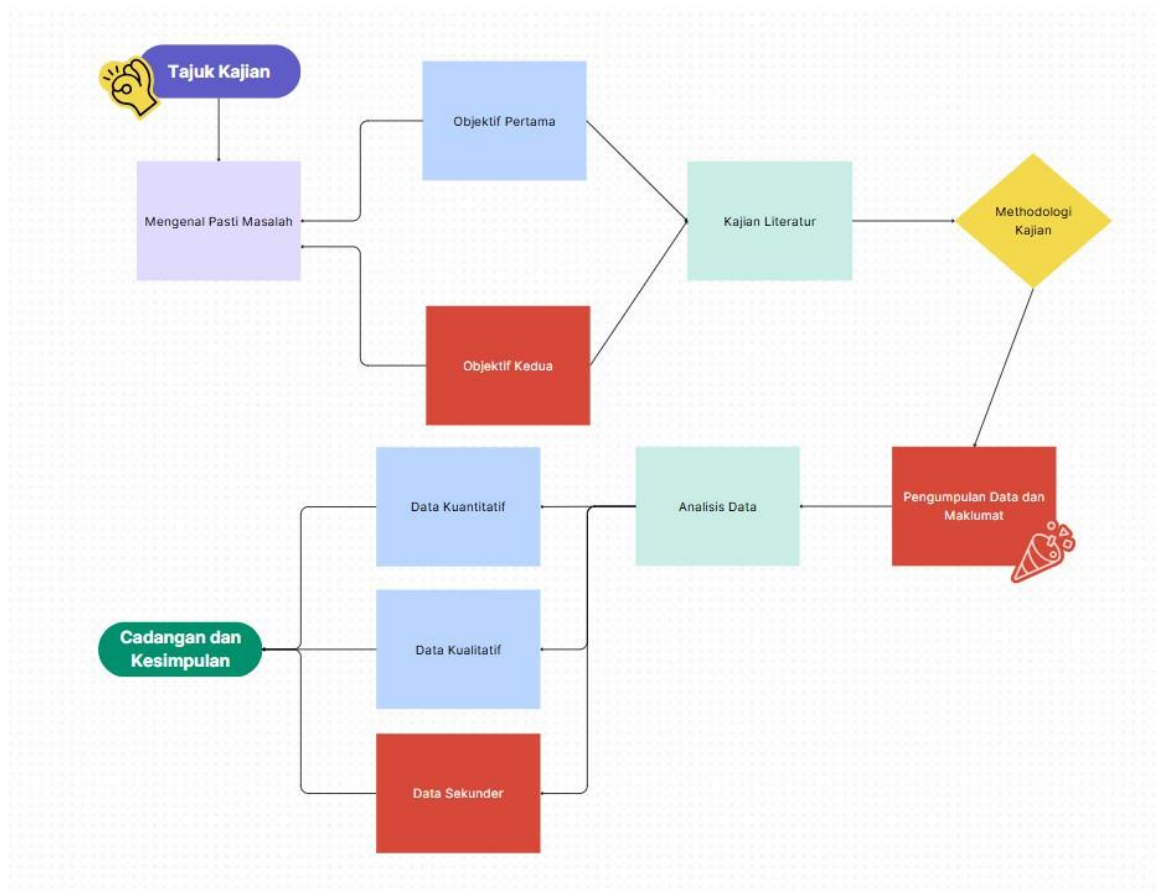
## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Authors Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Eiap Vien Kien, Abdul Jalil bin Omar; **data collection:** Eiap Vien Kien; **analysis and interpretation of results :** Eiap Vien Kien and Abdul Jalil bin Omar; **draft manuscript preparation:** Eiap Vien Kien and Abdul Jalil bin Omar. All authors reviewed the results and approved the final version of the manuscript

## Appendix A: Flow Chart of the Research Design



Flow Chart of the Research Design (Source: Researcher, 2024)

## Appendix B: The Interview Results

Respondents/ Factors Influencing Foreigners to Purchase Houses in Johor Bahru	Thasmeena Ganesalingan	June Talib	Siti Rukiah	Mohd Azlan	AimiDeen	<b>Frakuensi</b>
Strategic Location Factor	✓	✓			✓	<b>3</b>
Infrastructure Amenities Factor						<b>0</b>
Factor of High Pricing and Rental Returns		✓	✓	✓	✓	<b>4</b>
Home Loan Factor / Interest Rates	✓					<b>1</b>
Preferred House Type Factor			✓	✓		<b>2</b>
Government Factor	✓	✓	✓	✓	✓	<b>5</b>

### Appendix C: The Finding Result of the “google form”

Factor	Sub-Factor (Code)	Scale (Frequency)					Mean	Rank	Overall Mean	Overall Rank
		1	2	3	4	5				
Strategic Location Factor	<b>A1</b>	98	33	0	1	0	1.27	1	1.77	2
	<b>A2</b>	29	90	1	11	1	1.81	2		
	<b>A3</b>	25	72	1	31	3	2.24	3		
Infrastructure Amenities Factor	<b>T1</b>	26	69	1	30	6	2.4	3	2.31	6
	<b>T2</b>	29	65	3	29	6	2.38	2		
	<b>T3</b>	61	35	0	26	10	2.16	1		
High Pricing and Rental Returns Factor	<b>U1</b>	74	53	0	5	0	1.51	1	1.72	3
	<b>U2</b>	40	81	1	10	0	1.86	3		
	<b>U3</b>	45	79	2	3	3	1.79	2		
Home Loan and Interest Rate Factor	<b>D1</b>	78	44	1	7	2	1.84	2	1.79	4
	<b>D2</b>	87	39	1	5	0	1.74	1		
Preferred House Type Factor	<b>N1</b>	41	85	3	3	0	1.76	1	1.83	5
	<b>N2</b>	46	73	4	7	2	1.92	3		
	<b>N3</b>	46	77	1	6	2	1.80	2		

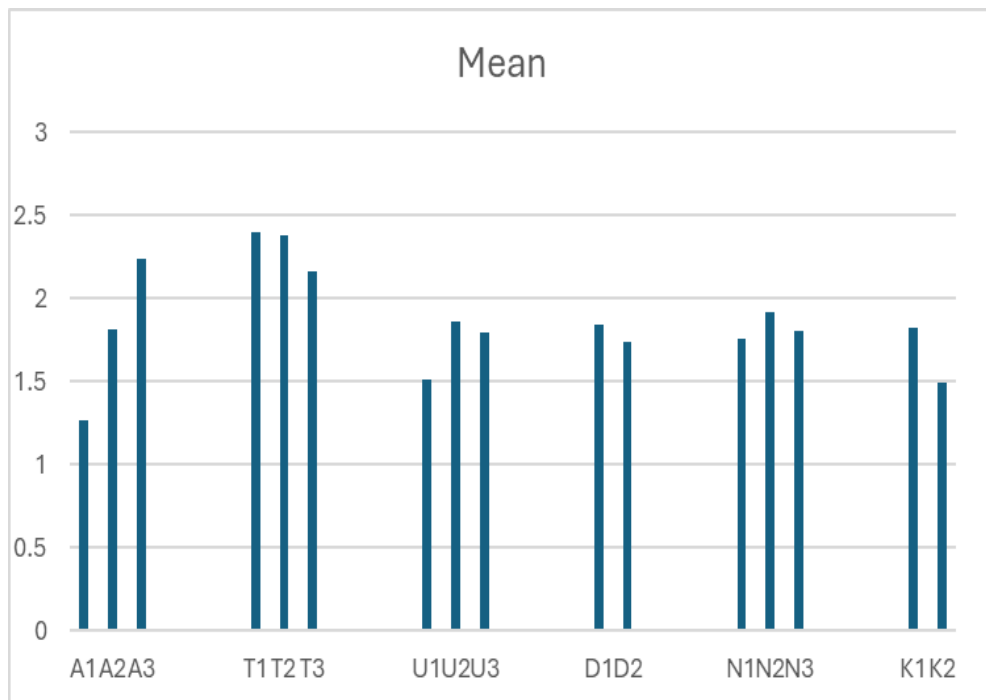
Government Factor	<b>K1</b>	40	83	3	5	1	1.82	1	1.66	1
	<b>K2</b>	77	50	0	5	0	1.49	2		

**Appendix D: Code from researcher from the question**

<b>Question Factors</b>	<b>Code</b>
<b>Strategic Location Factor</b>	
The location of the property near the border is important to me.	<b>A1</b>
Proximity to shopping centers is a priority in my property selection.	<b>A2</b>
Access to major highways is important when choosing a property.	<b>A3</b>
<b>Infrastructure Amenities Factor</b>	
Good public transport is an important factor.	<b>T1</b>
The presence of a nearby airport influences my decision.	<b>T2</b>
Access to quality education and healthcare is a primary consideration.	<b>T3</b>
<b>High Pricing and Rental Returns Factor</b>	
I am looking for affordable house prices.	<b>U1</b>
I prefer properties with reasonable prices.	<b>U2</b>
High rental yields make a property more attractive to me.	<b>U3</b>
<b>Home Loan and Interest Rate Factor</b>	
The ease of obtaining a housing loan is an important factor.	<b>D1</b>
Low-interest rates are a priority when choosing a property.	<b>D2</b>
<b>Preferred House Type Factor</b>	

I am interested in luxury properties.	N1
Condominiums are my preferred type of residence.	N2
I prefer double-story terrace houses.	N3
<b>Government Factor</b>	
The policies of the Johor state government influence my property choices.	K1
The Malaysia My Second Home (MM2H) program encourages me to purchase property here.	K2

**Appendix E: Ranking figure from the subfactor**



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