ABSTRACT

This study is undertaken to examine the housing location decision of HDB flat applicants. It is based on the analysis of primary data obtained through a survey conducted by the personal interview of households.

A conceptual model of housing location choice was formulated based on the consumer theory of utility maximisation. Housing location decision and the impact of the MRT was studied using the model through a comparative analysis of households' choice of housing location attributes.

It is found that households make their location decision in terms of satisficing their utility by choosing a location that provides the best combination of current housing satisfaction, long term security and the enjoyment of other goods.

The presence of the MRT has an impact on location decision. For the zone currently served by the MRT, proximity to bus-stops is relegated to a lesser importance compared to the zone where the MRT is absent.

KEYWORDS

housing, location, decision, satisficing, utility, MRT