

## **THE POWER OF PLACE: HOW LOCATION DRIVES RESIDENTIAL RENTAL PRICES IN KUALA LUMPUR'S EDUCATIONAL ZONES**

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This study investigates the factors influencing the rental value of residential properties near educational institutions in Kuala Lumpur, Malaysia, where rental prices have shown steady growth but vary significantly across different areas. The research focuses on the impact of locational attributes on rental values, examining key factors such as proximity to the central business district, public transportation access, environmental amenities, green spaces, safety, and neighbourhood services. Data was collected from approximately 400 students renting houses in these areas and analysed using SPSS. The findings reveal significant correlations between many of these locational factors and rental values, providing valuable insights for property agents, tenants, and property owners in Kuala Lumpur. These results highlight the importance of locational attributes in shaping rental prices, particularly in educational zones, and offer practical recommendations for stakeholders in the residential property market.