



**HOUSE PURCHASE INTENTION AMONG BUMIPUTERA
YOUTH IN KLANG VALLEY**

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**BACHELOR OF BUSINESS ADMINISTRATION
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JULY 2018

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VALLEY**

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGY MARA
KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD ALI ARIEF BIN SHAH FIESAL, (I/C Number: 960325-10-6363)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

3 July 2018

Head of program

Bachelor of Business Administration (Hons)

International Business

Faculty of Business Management Universiti Teknologi MARA

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500, Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**HOUSE PURCHASE INTENTION AMONG BUMIPUTERA YOUTH IN KLANG VALLEY**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

(MUHAMMAD ALI ARIEF BIN SHAH FIESAL)

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Bachelor of Business Administration (Hons) International Business

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ABSTRACT

A house is a living shelter that provide accommodation of safety for human beings from sunlight, rain and danger animals. As the city of Klang Valley is booming in terms of economy and population, the vast amount of bumiputera youth have also increase due to the growing economy. However, with the leading economy have lead towards the surplus of unsold houses in the Klang Valley area. Thus, this study had been conducted to investigate on the relationship between house purchase intention among bumiputera youth in the Klang Valley. The factors that have been investigate are financing, house attributes, location and environment that affects the house purchase intention among bumiputera youth in Klang Valley. A convenience sampling had been used in this research. A total number of 384 questionnaires had been distributed to the bumiputera youth respondents but there were 332 questionnaires that were fully completed by them. The data have been analysed using the SPSS version 23. The results shown that 3 out of 4 hypotheses were positively significant towards the study. They are house attributes, location and environment. Meanwhile, financing is not significant towards house purchase intention among bumiputera youth in Klang Valley.

Key Words: House, Bumiputera Youth, Financing, House Attributes, Location, Environment, House Purchase Intention