



THE FACTORS THAT INFLUENCE
THE BUYING SELECTION OF
APARTMENT IN JOHOR BAHRU

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BACHELOR OF BUSINESS
ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDAR MELAKA

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**THE FACTORS THAT INFLUENCE THE BUYING SELECTION OF
APARTMENT IN JOHOR BAHRU**

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Submitted in Partial Fulfillment of the,
FACULTY OF BUSINESS MANAGEMENT
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KAMPUS BANDARAYA MELAKA

Requirement for Bachelor of Business Administration (Hons) Marketing

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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“DECLARATION OF ORIGINAL WORK”

I, NURUL FARHANA BINTI RAHMAT, (I/C Number: 890306-01-5334)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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

April 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE FACTORS THAT INFLUENCE THE BUYING SELECTION OF APARTMENT IN JOHOR BAHRU**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

NURUL FARHANA BINTI RAHMAT
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ABSTRACT

By recognizing the fact that the property market becomes competitive, a full understanding of house buyers' needs, preferences, attitudes and buying behavior is important for the market leading developers to always survive in market. Hence, a research regarding on buying selection is necessary to overcome the problem by focusing on customer decision making process.

The objective of this research is to identify the most important factors that influence the buying selection of apartments in Johor Bahru and also wants to examine if demographic characteristics (gender, age levels, and race) have a relationship on the buying selection of an apartment. A sample consists of 100 persons who has an apartment in Johor Bahru was chosen to be a respondent. The respondent was highlighted that facilities is the most important factors to them to purchase an apartment. Followed by location, neighborhood, comfortable and Feng Shui factor. The findings also revealed that gender, age levels and races has no relationship on the buying selection an apartment.