



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING BUYERS' DECISIONS IN BUYING HIGH-RISE
RESIDENTIAL IN HILLSIDE AREA**

**Academic Project Submitted in Partial Fulfillment of the Requirements for
the award of the Degree**

Bachelor of Estate Management (Hons)

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STUDENT'S DECLARATION

Title of Academic Project

FACTORS INFLUENCING BUYERS' DECISIONS IN BUYING HIGH-RISE RESIDENTIAL IN HILLSIDE AREA

I hereby declare that this thesis was carried in accordance with the regulations of Universiti Teknologi MARA. This research project is the end result of my own work, and that due acknowledgement has been given in the references to all sources of information. No portion of this thesis has been submitted for any other degree or qualification of this or any other institution or non- academic institution

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Declaration Date : 10 October 2025

SUPERVISOR'S DECLARATION

Title of Academic Project

FACTORS INFLUENCING BUYERS' DECISIONS IN BUYING HIGH-RISE RESIDENTIAL IN HILLSIDE AREA

I hereby declare that I have read this thesis and in my point of view this thesis is sufficient in term of scope and quality for the purpose of awarding the Bachelor of Degree in Estate Management (Hons).

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Declaration Date : 10 October 2025

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ABSTRACT

This research explores the factors that influence buyers' decisions in purchasing high-rise residential properties in the hillside area, specifically in Cameron Highlands. As the demand for hillside development increases in this environmentally sensitive region, understanding buyer preferences is crucial for promoting sustainable and market-relevant housing development. A quantitative research approach was employed through the distribution of structured questionnaires to individuals with interest in high-rise residential units across Cameron Highlands. The study focuses on six main factors, namely price, location and design, view and ventilation, type of neighborhood, facilities and amenities, and safety and risk, encompassing a total of 18 sub-factors. Data collected from 218 respondents were analyzed using descriptive statistical methods, particularly mean score analysis. The findings revealed that Price is the most important factor influencing buyers' decisions, with sub-factors such as affordability, value for money, and potential return on investment receiving the highest importance scores. This reflects the financial awareness of buyers in Cameron Highlands, where purchasing decisions are strongly shaped by property pricing that fits within their budget, offers long-term investment potential, and delivers meaningful value relative to cost. The results offer valuable insights for real estate developers, planners, and policymakers to better tailor high-rise residential projects in line with market demand while maintaining environmental sustainability in highland regions.

Keywords: Cameron Highlands, high-rise residential, buyer decision, property preferences, price, hillside development, housing demand