



**PROGRAMME OF REAL ESTAE MANAGEMENT,
DEPARTMENT OF BUILT ENVIRONMENT STUDIES AND TECHNOLOGY,
COLLEGE OF BUILT ENVIRONMENT,
UNIVERSITI TEKNOLOGI OF MARA PERAK**

**FACTOR THAT INFLUENCES PURCHASE DECISION OF HIGH-RISE
RESEIDENTIAL PROPERTIES IN KUANTAN**

**Academic Project Submitted in Partial Fullfillment of the Requirements for the
award of the Degree Bachelor of Estate Management (Hons)**

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STUDENT DECLARATION

FACTOR THAT INFLUENCES PURCHASE DECISION OF HIGH-RISE RESIDENTIAL PROPERTIES IN KUANTAN

I hereby declare that this academic project is the result of my own research except for the quotation and summary which have been acknowledged.

Signature :

Name of Students : Nuraisyah Fariah Binti Ahmad Zawawi

Date : 16/6/2024

SUPERVISOR DECLARATION

FACTOR THAT INFLUENCES PURCHASE DECISION OF HIGH-RISE RESIDENTIAL PROPERTIES IN KUANTAN

I hereby declare that I have read this academic project and in my opinion it is sufficient for the award of Bachelor of Estate Management (Hons)

Signature :

Name of supervisor : Encik Mohd Farid Bin Sa'ad

Date : 16/6/2024

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ABSTRACT

This research addresses the factors influencing the purchase decisions of high-rise residential properties in Kuantan, a market predominantly characterized by a preference for landed houses. The primary issue investigated is why individuals purchase high-rise residential properties despite the availability of numerous landed properties in Kuantan. The study aims to understand these influencing factors and identify the most critical determinants in the decision-making process. To achieve this, the research sets two main objectives: (1) to determine the factors influencing the purchase decisions of high-rise residential properties in Kuantan, and (2) to identify the most important factors for purchasers. Data were collected through a survey of 188 respondents who had purchased high-rise properties in Kuantan. The methodology employed included a combination of primary data collection through questionnaires and secondary data analysis from various sources. The findings indicate that economic considerations, particularly property prices, play a vital role in influencing purchase decisions. Other significant factors include location, accessibility to public transport and amenities. The research highlights that despite the low volume of transactions for high-rise properties compared to landed homes, there is a growing demand for high-rise property in Kuantan due to these factors. These insights are crucial for developers and policy maker to align their strategies with buyer preferences, ensuring that future developments meet the needs and expectations of potential buyers.
