



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT INFLUENCE ON PURCHASING HIGH RISE
RESIDENTIAL IN TAIPING**

**Academic Project Submitted in partial fulfilment 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 THAT INFLUENCE ON PURCHASING HIGH RISE
RESIDENTIAL IN TAIPING**

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 :

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Date : 15/6/2024

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ABSTRACT

One of the necessities of existence, housing offers security, comfort, and a conducive environment for health and wellbeing. Housing is made up of both social and physical components. Families, neighbours, and the community constitute the social element, while the homes, amenities, and utilities represent the physical element. Other than that, housing has an impact on human health, education, employment, economic development and growth, the environment, and social life in relation to different societal groups. The property market in Taiping, Malaysia, has been experiencing a growth trend, with prices increasing rapidly. However, not all properties in Taiping are experiencing this growth. For example, condominiums and apartments in Taiping are not doing well, with developers being overly optimistic about their sales. Therefore, this research aims aim is to find the most factors that influence the purchasing of high rise residential in Taiping by outlining 2 objectives namely 1) To identify the factors that influence the purchasing of high rise residential in Taiping. 2) To determine the most factors that influence the purchasing of high rise residential in Taiping. This research applied a case study approach involving a selected condominiums and apartment in Taiping. A survey questionnaire with closed-ended questionnaire was distributed to 226 respondents. Data from the questionnaire were analysed quantitatively by using frequency and mean analyses. The findings have revealed, the most factors that influence the purchasing of high rise residential in Taiping was Safety and Security factors that ranking number one out of five factors.

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