

**FACTOR THAT INFLUENCE CUSTOMER'S  
DECISION TO PURCHASE HOUSES  
AT BANDAR UDA UTAMA, JOHOR BAHRU,  
JOHOR.**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

**2006**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Murnizah Binti Zainal, (I/C Number: 820711-01-5158)

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

28<sup>th</sup> November 2006

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“FACTOR THAT INFLUENCE CUSTOMER’S DECISION TO PURCHASE HOUSES AT BANDAR UDA UTAMA, JOHOR BAHRU, JOHOR”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

**MURNIZAH BINTI ZAINAL**  
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Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

This research was conducted for the purposed of finding the “Factor that Influence Customer’s Decision to Purchase Houses at Bandar UDA Utama, Johor Bahru, Johor”. The main objective of this research was to determine the factors that influence customer’s decision making toward purchasing houses at Bandar UDA Utama. There are many factors which able to influence any customer’s decisions before they decided to purchase their houses. Those factors are the location factor, the price factor, the workmanship factor, community preferences factor, developer factor or infrastructure factor.

The respondent of this study would be the residents’ at Bandar Uda Utama, Johor Bahru residential only. 150 questionnaires had been distributed to those residents but only 103 questionnaires from the respondents have been picked up due to the some of consequences such as the place is new and it creates difficulties to reach them. The researcher had used probability sampling and simple random sampling as the sampling technique.

The conclusion of this study was the outcome from the survey analysis and findings. Through the research, it shows that the most influencing factors for owner toward their decision making are price, developer and community preference factor. For tenant, the most influencing factor toward their decision making are developer and infrastructure factor.