UNIVERSITI TEKNOLOGI MARA

THE DETERMINANTS DEMAND OF THE RESIDENTIAL PROPERTY: CASE STUDY IN KAJANG

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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The aim of this study is to determine the key factors that the purchasers consider before making decision to purchase the residential property. The study uses primary data, which means that the data and information will be gained from the respondents. The factors involve in this study are location, neighborhood, structure attributes and financial. The factors are taken based on previous study by previous researchers. The data will be collected from the respondents through questionnaire distributed to them. The questionnaire will be distribute to those who have purchased the residential property in Kajang. 100 questionnaire forms will be answered by the respondents who qualified the criteria in this study. The data will then only be collected from community in Kajang. The data and information collected will be used to generate the analysis. Descriptive analysis, factor analysis, analysis of variance, reliability test and regression will be used to trigger the results of this study. The results showed that structural attributes factor do affect the demand of the residential property. The results revealed will help the future researchers and potential readers to gain better understanding on the residential property. By understanding the key factors behind purchasing residential property, purchasers of the property would be able to gauge the factors that matter most before purchasing the property.

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