



THE DETERMINANTS OF CONSUMER'S INTENTION  
ON PURCHASING HOUSES  
IN SEREMBAN, NEGERI SEMBILAN

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“DECLARATION OF ORIGINAL WORK”

We, NUR HIDAYATUL HIDAYU BINTI HASHIM (I/C NUMBER: 910101-14-5882)  
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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 information have been specifically acknowledged.

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Date: 2<sup>nd</sup> July 2014

**LETTER OF SUBMISSION**

June 2014

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Dear Madam/ Sir,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper title ‘The Determinants of Consumer’s Intention on Purchasing Houses inSeremban, Negeri Sembilan’ to fulfil the requirement as needed by the Faculty of Business Management,UniversitiTeknologi MARA.

Thank You.

Yours Sincerely,

*Nur Hidayatul Hidayu Hashim*

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## ABSTRACT

The purpose of this study is to determine the factors affecting consumer's intention on purchasing houses in Seremban, Negeri Sembilan. For this study only 200 respondents managed to be collected using convenience sampling. The objectives of this study is to identify the determinants of consumer's intentions on purchasing house in Seremban, Negeri Sembilan to ascertain the best predictor that affect consumer's intentions on purchasing house in Seremban, Negeri Sembilan. This study is a quantitative study whereby the findings the findings of the study were analysed using Statistical Package for the Social Sciences (SPSS). There five analysis used in this study to analyze the data which is Reliability Analysis, Frequency Analysis, Descriptive Analysis, Pearson Correlation Analysis and also Multiple Regression Analysis to achieved research objective. From the study most of the respondents were male, married and most of the respondents have household monthly income range between RM1001-RM3000. From this study, it can be concluded that most of the respondents is male, married and works for above 10 years in organisations. In addition, multiple regressions also answer research objective that strategic location and government policy influences consumer's intention on purchasing houses since its P-values is less than 0.05.

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