



**THE BUYER PREFERENCES ON HOUSING
PURCHASE DECISION AT PERBADANAN
KEMAJUAN NEGERI SELANGOR (PKNS)
SHAH ALAM**

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**BACHELOR OF BUSINESS ADMINISTRATION
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BANDARAYA MELAKA**

NOVEMBER 2008

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ZAHID BIN SHUHADIS

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

**FACULTY OF BUSINESS MANAGEMENT
UITM, BANDARAYA MELAKA
NOVEMBER 2008**

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”

I, ZAHID BIN SHUHADIS (I/C number: 840502085801/ 2006115129) hereby declared that:

1. This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree.
2. This project paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 19 November 2008

LETTER OF SUBMISSION

Date: 19 November 2008

The Head of Program

Bachelor of Business Administration with Honours (Marketing)

Faculty of Business Management

Universiti Teknologi MARA

75400 MELAKA

Dear,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE BUYER PREFERENCES ON HOUSING PURCHASE DECISION AT PERBADANAN KEMAJUAN NEGERI SELANGOR (PKNS) SHAH ALAM" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

ZAHID BIN SHUHADIS

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Bachelor of Business Administration with Honours (Marketing)

ABSTRACT

This paper studies the buyer preferences on housing purchase decision at Perbadanan Kemajuan Negeri Selangor (PKNS) Shah Alam. The analysis of variables will be analyzed to discover the buyer preferences on housing purchase decision.

This research paper will use the independent and dependent variable to verify any relationship between the buyers and the preferences. Researcher will analyze the variables of place (location), product (house), house price, promotion and reason of purchase decision in the questionnaire. Besides questionnaire as the primary data, all the data were obtained from the secondary data. Journals and related information were obtained from internet and journals.

The variables will be analyzed by using the frequency distribution, the reliability analysis, cross tabulation, the descriptive statistical analysis and lastly correlation analysis. Computer software of Statistical Package for Social Science (SPSS) is used in order to relate data and findings.