A STUDY ON FACTORS TOWARDS AFFECTING HOUSE PRICING AMONG EMPLOYEES AND CUSTOMERS OF MATRIX CONCEPTS HOLDINGS BERHAD

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UNIVERSITI TEKNOLOGI MARA

BANDARAYA, MELAKA.

JANUARY 2015

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
"DECLARATION OF ORIGINAL WORK"

I, am NUR DALILAH BINTI MAHASHIM, (I/C Number: 910423-05-5250)

Hereby, declare that:

- This work has not previously been acceptance in substance for any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.

- This project paper is the result of my independent work and investigation, except otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____   Date: 7th JANUARY 2015

January 2015

The Head of Program

Faculty Business of Management

Universiti Teknologi Mara (UiTM)

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

SUBMISSION OF FULL RESARCH PAPER

Attached is an original copy of research paper entitled **"A STUDY ON FACTORS TOWARDS AFFECTING HOUSE PRICING AMONG EMPLOYEES AND CUSTOMERS OF MATRIX CONCEPTS HOLDINGS BERHAD"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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NUR DALILAH BINTI MAHASHIM

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Bachelor of Business Administration (Hons.) Finance

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ABSTRACT

The purpose of this study is to determine the factors towards affecting house pricing among employees and customers of Matrix Concepts Holdings Berhad. For this study only 100 of respondents which are employees and customers at Matrix Concepts Holdings Berhad were selected using simple random sampling. The objectives of this study aims to identify the factors that influence and contribute the factors towards affecting house pricing among employees and customers at Matrix Concepts Holdings Berhad and to ascertain the best predictor to affect factors towards affecting house pricing among employees and customers at Matrix Concepts Holdings Berhad. Besides that, this study is a quantitative research study whereby the findings of the study were analyzed by using the Statistical Package for the Social Sciences (SPSS). The data collected in this study is analyzed by using frequency, descriptive analysis, reliability, Pearson's correlation analysis and multiple regressions in order to achieved the research objectives. Eventually, this study discovered that most of the respondents were male, Malay, single and most of them have a scale of household monthly income range between RM1500 and below. In addition, multiple regressions also answered the research objective one where cost of constructions, housing criteria and government policy become the factor that contribute factors towards affecting house pricing since its P value is less than 0.05. In order to answer the second research objective, cost of constructions which has the highest t-value became the best predictor to influence factors towards affecting house pricing among employees and customers of Matrix Concepts Holdings Berhad.