



**FACTORS INFLUENCING PURCHASE INTENTION TOWARD RESIDENTIAL
PROPERTY IN SERI ALAM BY SSI PROPERTIES SDN BHD**

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ABSTRACT

Nowadays, property has become the most basic need for human life. Property is something that can ensure your life in the future more better because the purchase of property never will make someone lose. As we notice, there are more developers in this challenging economy market conditions. They are very competitive to each other in order to sell their property by giving different kind of promotion, rebates and other than that. The purpose of this study was to determine the purchase intention towards a residential property in Seri Alam, Pasir Gudang. The main part of this study would be the factors of property view, property attribute and property surrounding. The data for this study was collected using a survey of questionnaire. Customers who walk into the sales gallery of Midas, Seri Alam would be the target population. A sample of 100 questionnaires was distributed to the respondent who have intention to purchase a residential property in Seri Alam, Pasir Gudang. The Statistical Package for Social Sciences (SPSS) version 22.0 was used to analyze the data collected through the survey. A few recommendations are presented to propose beneficial suggestions for future used.

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CHAPTER 1 : INTRODUCTION

In this chapter, the researcher will discuss the background of the study, background of the company, problem statement, research question, research objective, scope and limitation.

1.0 Research Background

According to local news, property sector in Malaysia is still in growing state. Government now is taking way to rebuild the image of property sector on new dimensions. For example is Ninth Malaysia Plan. It is together with the Malaysia My Second Home that embarked on an impressive number of provisions, include the remove of restrictions to increase the foreign investment to invest in Malaysia's market. In year of 2018, the preliminary Malaysian House Price Index (MHPI) increased by 4.1% (4Q 2017: 6.1%), amid slower growth in prices for both landed and high-rise properties. By state, the slower increase in MHPI reflected the moderating trend across all key states (Kuala Lumpur, Selangor, Penang and Johor). Real Estate and Housing Developers Association Malaysia (Rehda) President Datuk Seri FD Iskandar said that the sign of recovery are slowly to emerge at certain good location. Most of the developer are shifting their focus to affordable housing to gain customer interest on it. Moreover, project that have good location adding near to public transport will receive a good response. In April 2007, the Malaysian property market became more significantly attractive when the government eliminated capital gains tax on all property deals (Cheah, 2012). During this time more attention by customer that developers gain for their project.

Statistic shown that Malaysia's household debt accounted for 84.2 % of the country's Nominal GDP in Dec 2017. EIC calculates Household Debt as % of Nominal GDP from annual Household Debt and annual Nominal GDP. This proved that houses has a market value change from time to time because most of them realized how important houses for protection. The demand will increase by forwarding time because of adding more population growth.