



**IDENTIFYING THE DIMENSIONS OF CUSTOMER PREFERENCE ON
TERRACE HOUSE DESIGN IN JOHOR BAHRU, JOHOR**

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ABSTRACT

Purpose – The purpose of this paper is to identify the dimensions of customer preference on terrace house design in Johor Bahru, Johor.

Methodology/Approach – A total of 201 respondents from Bandar Baru UDA and Taman Perling, Johor Bahru had participated through convenient sampling technique in answering the questionnaire.

Findings – Most of respondents are female, the age is between 31-40 years old. The Correlation analysis shows there is very weak and negative relationship between the independent variables and dependent variable. Reliability analysis shows the strength of questionnaire is from good to very excellent. Regression analysis shows that quality has positive relationship with the customer preference compared to the other four variables. For the recommendation, there are some recommendations and suggestions to improve the terrace house design in Johor Bahru, Johor, for example, the facilities and amenities provided by developers need to be more user and eco-friendly.

Keywords – Privacy, space, ventilation, quality, developer, and customer preference on terrace house design.

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CHAPTER 1 : INTRODUCTION

1.1 Introduction of the study

This chapter will present the overview of the whole research project. The purpose of this research is to identify the dimensions of customer preference on terrace house design in Johor Bahru, Johor. There are several dimensions of customer preference housing design where some literatures has indicated that there are eight dimensions which can be applied when purchasing a home such as the number of rooms, quality of building, health facility, land size, location, finance, advertising and other factors (Levy & Lee, 2004; Witayapunpracha, 2003). Other than that, some have explored factors that impact on the decision making can be described in three factors which are; the characteristics of the house, family characteristics and the developer (Manorungruengrat, 2009).

Today, customers are getting particular in selecting and buying products especially when it comes to buy a house because it is a huge investment. Customers will actively participate in getting information from flyer, brochures, bunting, banners and etc. in order to compare the houses they had been offered with one another since the offers are from different housing developers. There are many types of house exist such as terrace, semi-detached, clusters, and bungalow. Each house has its own design and specification and the design may be differ according to the type of house.

In this study, the researcher is focusing on finding the dimensions of customer preference on terrace house design in Johor Bahru, Johor. Besides, the researcher also needs to sort out which dimensions are the most significant variables in order to make sure that customers are more attracted to purchase the house in terms of its design such as the privacy, ventilation system, space of the house, quality of the house and the developers itself.