



**FACTOR INFLUENCE CUSTOMER INTENTION TO PURCHASE HOUSE:
CASE STUDY IN WAWASAN INTACT PROPERTIES**

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"In the name of ALLAH, the most gracious and merciful"

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ABSTRACTS

Explaining human behavior is very important to determine the factor that influences the customer to make any decision to purchase something. By following the study of behavior, this study aim to determine the effect of attitude, subjective norms, perceived behavior control and location that influence the customer intention to purchase house. The theoretical of the study to examines the relationship of the customer intention to purchase the house with their attitude, subjective norms and perceived behavior control. The answer to the stated research questions were obtained through the questionnaires which were handed to the client of Wawasan Intact Properties that intend to buy the house. This study involve 100 customers or respondents that participate to answer the questionnaire given, using the method of multiple linear regression for data analysis, it was found that the perceived behavior control have a positive significant relationship with the intention of customer to purchase the house.

CHAPTER 1

CUSTOMER INTENTION IN PURCHASING HOUSE

1.10 INTRODUCTION

Today the demand of people to purchase the house is increase, some people that is afford tend to buy more than one house to keep as their property for the future. There have a different intention of the customer in purchasing house and we can identify whether they made their own decisions or influence by others to purchase house. The intention according to the dictionary define as the purpose or attitude towards the effects of one action conduct, it means that through the intention we will know their exact purpose to buy the house.

1.20 BACKGROUND OF THE STUDY

1.2.1 History of Wawasan Intact Properties

Wawasan Intact is starting the family business in 1970. At the early of the business they make the renovation and bungalow project only, and have few workers besides, all the process have been handle by the owner Mr Ng Choon Cheng such as the from the site until the process of the loan customers, now wawasan have been establish and well known in Malacca and the number of employees also increase to 50 staff in wawasan intact. The company also handles the big project such as double storey house in Merak Mas, Semi D house in Simpang Bekoh, Klebang, Bakri and Duyong. The latest project is under the project of government which called 'rumah prima' single storey terrace house in Lipat Kajang, Jasin.