



**CENTRE OF STUDIES FOR ESTATE MANAGEMENT
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**PREFERENCES OF HOME BUYERS IN PURCHASING STRATA
PROPERTY IN KUANTAN, PAHANG**

**Academic Project Submitted in Partial Fulfillment of the
Requirements for the Award of the Degree
Bachelor of Estate Management (Hons)**

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ABSTRACT

The increasing demand for high-rise residential buildings and the decline in building values over time have led to a growing interest in the quality of property management services. This research aims to investigate the impact of quality property management on homebuyers' preferences and its effect on the purchasing rate of properties. The study focuses on the district of Kuantan, Pahang, where the occupancy of strata properties has remained relatively low despite their popularity in other capital cities. The problem statement highlights the importance of understanding factors influencing homebuyers' preferences for purchasing strata properties to tackle the high unsold unit rate in the area. The research objectives are to identify and rank the preferences of strata property among homebuyers in Kuantan. To achieve these objectives, a quantitative research method is employed with a questionnaire distributed to potential buyers and current residents of strata properties. The data collected will undergo descriptive analysis using SPSS software to determine the mean score of each factor affecting buyers' preferences. The findings indicate that property management plays a crucial role in buyers' decision-making, with facilities and amenities, management and maintenance, price and value, security and safety, and fees and maintenance ranking as the most significant factors. Property developers and stakeholders can use these insights to address issues and improve strata management practices, attracting potential buyers and fostering a positive perception of stratified properties in Kuantan.

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CHAPTER 1

Background of Study

1.1 Introduction

Buildings decline in value over time, just like any other physical asset. This is due to a mix of environmental factors like rain and earthquakes, as well as human factors such as the use of low-quality materials in construction and a lack of building maintenance culture. These factors influence property quality and price by increasing the rate of depreciation. Besides, location, structure, and the quality of the surrounding environment are all factors that influence its worth. Prospective buyers examine the quality of property management services in addition to the physical qualities of a residential property. However, past research has indicated that property management services are now linked to attaining a variety of immediate and long-term goals, such as controlling the interests of property owners and potential buyers in terms of property price (Scarrett, 1983).

Good property management services not only keep the property in good condition but also minimize the operating cost and provide a positive image of the property. Property management service is a growing industry in the real estate market, and there is a significant need to investigate the impact of quality property management on homebuyers' preferences and how it affected the purchasing rate of property. Property management in general is a broad activity that includes property development, facilities management, project management, property portfolio management, human resources management, space management, risk management, and investment management.

Strata property has a very close relation to the service of property management. The existing urban lifestyle influences the increase in demand for high-rise residential buildings. Many people in the city are drawn to this type of housing scheme because of the amenities provided in high-rise residential buildings. High-rise