COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING HOUSE BUYERS PURCHASE DECISIONS
AMONG MIDDLE INCOME EARNERS IN SHAH ALAM**

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

**MUHAMMAD ALIF PUTRA BIN
AAFTAB ALAM 2023660764
SEMESTER AUGUST 2024 - FEBRUARY 2025**

STUDENT'S DECLARATION

**FACTORS INFLUENCING HOUSE BUYERS PURCHASE DECISIONS
AMONG MIDDLE INCOME EARNERS IN SHAH ALAM**

I hereby declare that this thesis was carried in accordance with the regulations of Universiti Teknologi MARA. This research project is the result of my own work, and that due acknowledgement has been given in reference to all sources of information. No portion of this thesis has been submitted for any other degree or qualification of this or any other institutionor non-academic institution.

Signature   **:**

Student's Name   **:**   Muhammad Alif Putra Bin Aaftab Alam

Declaration Date   **:**   13.07.2025

SUPERVISOR'S DECLARATION

Title of Academic Project

**FACTORS INFLUENCING HOUSE BUYERS PURCHASE DECISIONS
AMONG MIDDLE INCOME EARNERS IN SHAH ALAM**

I hereby declare that I have read this thesis and in my point of view this thesis is sufficient in the of scope and quality for the purpose of awarding the Bachelor of Degree in Estate Management (Hons).

Signature   **:**

Supervisor's Name   **:**   Puan Najma Binti Azman

Declaration Date   **:**   13.07.2025

ACKNOWLEDGEMENT

First, I would like to express my utmost gratitude to Allah SWT for allowing me to complete my BSc research despite the various challenges encountered during this research journey. However, with the grace of God, who provided me with numerous opportunities, I managed to complete this research within the stipulated time frame.

Moreover, the cooperation and assistance extended by my supervisor, Puan Najma Binti Azman, also known as Madam Najma, enabled me to conduct detailed research following the guidelines provided by her. Without her help and the knowledge, she imparted, this research work might not have been completed as effectively, given the limited knowledge of a student without a capable mentor.

Additionally, I would like to express my gratitude to my parents and fellow colleagues who continuously provided me with emotional and mental support, allowing me to complete this workwithout interruption. Without their willingness to offer encouragement and diverse ideas, I might have been stuck and lost at certain phases, rendering me unable to complete this research. Therefore, I wish to extend my deepest and most heartfelt appreciation to them, especially to myparents.

Lastly, I would like to extend my thanks to everyone involved in assisting me with this research, particularly the students and lecturers who kindly helped by participating in my survey,enabling me to gather relevant data for this research. Thank you once again.

ABSTRACT

The growing housing affordability crisis in Malaysia, especially among middle-income earners, has raised concerns about accessibility to homeownership in urban areas like Shah Alam. This study aims to identify and evaluate the key factors influencing house buyers' purchase decisions among this income group. Using quantitative research design, data was collected from 167 respondents through a structured questionnaire distributed online. The analysis, conducted using SPSS, focused on five primary factors: financial capability, location, property features, developer reputation, and accessibility to amenities. The findings revealed that location emerged as the most influential factor, followed closely by accessibility to amenities and financial capability. Property features and the developer's reputation, while still significant, were of slightly less importance. The study concludes that practical and lifestyle-based considerations, such as proximity to workplaces, schools, and public transport, play a crucial role in shaping the housing decisions of middle-income buyers. These insights can aid policymakers, real estate developers, and financial institutions in developing targeted housing strategies and more inclusive policies that address the unique challenges faced by this segment of the population.

Keywords: *house buyers, purchase decision, middle-income earners, housing affordability, Shah Alam, real estate*