



**PROGRAM OF ESTATE MANAGEMENT DEPARTMENT OF BUILT
ENVIRONMENT STUDIES AND TECHNOLOGY FACULTY OF
ARCHITECTURE, PLANNING & SURVEYING UNIVERSITY
TECHNOLOGY MARA PERAK BRANCH**

**FACTOR THAT INFLUENCES HOMEBUYER TO PURCHASE DOUBLE
STOREY TERRACE HOUSE IN TAMPOI, JOHOR BAHRU, MALAYSIA**

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

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SEMESTER FEB 2024 – OGOS 2024

STUDENT'S DECLARATION

Title of Academic Project:

FACTOR THAT INFLUENCES HOMEBUYER TO PURCHASE DOUBLE STOREY
TERRACE HOUSE IN TAMPOI, JOHOR BAHRU, MALAYSIA

I hereby declare that this academic project is the result of my own research except
for the quotation and summary which have been acknowledged

Signature : ..

Name of Student : Muhammad Arif Bin Lukman

Date of : 10TH JUN 2024

SUPERVISOR'S DECLARATION

Title of Academic Project:

**FACTOR THAT INFLUENCES HOMEBUYER TO PURCHASE DOUBLE STOREY
TERRACE HOUSE IN TAMPOI, JOHOR BAHRU, MALAYSIA**

I hereby declare that I have read this academic project and in my opinion, it is
sufficient for the award of Bachelor of Estate Management (Hons)

Signature :

Name of Supervisor : Mohd Farid Bin Sa'ad

Date of : 10TH JUN 2024

ACKNOWLEDGEMENT

Firstly, I would like to express my gratitude to Allah SWT for His guidance throughout the entire of the research completion. Without the help from Allah SWT, I may not be able to complete the assignment given. Thanks to Allah because He eases everything for me during that time.

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ABSTRACT

In this academic project, the researcher was able to discover the factor influencing of homebuyers based on a literature review, which included location, neighbourhood, design, financial, and price factors. The respondents included individuals planning to purchase a double storey terrace house and those who have already purchased such properties. Following that, the researcher listed the top factor of homebuyer based on the dispersed survey. Researchers used a questionnaire created using Google Forms. Using these technologies has saved researchers time in going back to Johor Bahru to deliver the questionnaire. this comprehensive method provides a clear insight into what potential homebuyers value most in their house search. By systematically ranking these factor, the study offers valuable data that can help developers and real estate professionals tailor their services to meet market demands. This structured research not only reveals the major factors driving homebuyer decisions but also underscores the importance of aligning property features with consumer expectations.