



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT INFLUENCE MUSLIM BUYERS ON THE DECISION TO BUY
RESIDENTIAL PROPERTY**

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

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STUDENT'S DECLARATION

Title of Academic Project:

FACTORS THAT INFLUENCE MUSLIM BUYERS ON THE DECISION TO BUY
RESIDENTIAL PROPERTY

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

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Date : 18/6/2024

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ABSTRACT

This study focuses on Factors that Influence Muslim Buyers on The Decision to Buy Residential Property. The primary issue investigated is Muslim homebuyers frequently pursue financial alternatives that align with Islamic teachings, so circumventing the inclusion of interest (riba) and the distinct preferences of Muslim buyers are not catered for in home options due to a lack of customized architectural and spatial considerations. The study aims to seek the factors that influence Muslim Buyers on the decision to buy residential property, offering insights into the specific dynamics that shape their choices. To achieve this, the research sets three main objectives: (1) To identify the types of residential properties preferred to buy by most Muslim Buyers., (2) To determine factors that influence Muslim Buyers on the decision to buy residential property., and (3) To analyze the most important factors that influence Muslim Buyers on the decision to buy residential property. The data were collected through a survey of 338 respondents who live and have bought a house in Tanjung Malim, Perak. The methodology employed included a combination of primary data collection through questionnaires and secondary data analysis from the literature review. The data was analysed using the Statistics Package for Social Science (SPSS) software which is version 29. In this study, SPSS was used to look at the frequency and mean score factors that were found in the results. The findings indicate that housing preferences for terrace houses and neighbourhood factor have a significant impact on people's purchasing decisions. The other significant factors include social factor, financial factor, location factor, and housing features. However, this study has limitations, particularly in its small coverage of economic factors and limits linked to respondent availability and diversity. Future research should broaden their geographic scope and include broader economic data to gain a better knowledge of Malaysian Muslims' housing choices and behaviors, influencing policy interventions and more focused market strategies.

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