



**THE FACTORS THAT AFFECT
THE PURCHASE DECISION OF FURNITURE
IN ISLAMIC CONCEPT**

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JULY 2014

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

JULY 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, Asyila Sasha Mohd Hanif, (I/C Number: 910831- 14- 5212)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project- paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

July 2014

Coordinator Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

No. 110, Off Jalan Hang Tuah,

75200 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “The Study of Factors That Affect the Purchase Decision of Furniture in Islamic Concept” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

Asyila Sasha Binti Mohd Hanif

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ABSTRACT

This research was conducted to carry out a study entitled “The Study of Factors That Affect the Purchase Decision of Furniture in Islamic Concept”. The purpose of this study is to investigate the element in each factor that affect the purchase decision of furniture in Islamic concept. Besides that, this purpose is to investigate which factors contribute the most towards the furniture purchase decision in Islamic concept. Basically, it consists of three factors that affect the furniture purchase decision in Islamic concept which are Islamic advertising, wealth and income and Islamic pricing.

For this study, 60 Muslim respondents who are already working and have a house of their own were chosen randomly among Malaysian because that indicates that most probably they have the experience in purchasing furniture. All the data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS).

The conclusion of this study is the outcome from the data analysis and findings. A clear findings and results were observed based on frequency and descriptive statistic. The result showed that the most factors that contributes to the purchase decision of furniture in Islamic perspectives was Islamic pricing. The recommendation is also provided in this research to emphasize the important of purchase decision of furniture in Islamic concept.