



**DETERMINANTS OF HOUSING PURCHASING DECISION AMONG
BUYERS IN KLANG VALLEY**

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MALACCA CITY CAMPUS

JULY 2014

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

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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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of any information have been specifically acknowledged.

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Date: _____

LETTER OF SUBMISSION

JULY 2014

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Bandaraya Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “Determinants Of Housing Purchasing Decision Among Buyers In Klang Valley” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

This research is conducted to carry out the “Determinants Of Housing Purchasing Decision Among Buyers In Klang Valley”. In order to investigate the different findings from other previous researchers, we have decided the relationship between house price, location, features, affordability of house buyers and house purchase decision. The objectives of this research are to analyze the relationship between prices of house, location, features of the house and affordability of house buyers with house purchase decision as well as to determine the most significant determinants that influence the purchase decision among house buyers in Klang Valley. Besides questionnaire as primary data, all the data were obtained from secondary data. Journals and related information were obtained from Internet and journals.

The variables will be analyzed by using the frequency distribution, the reliability analysis, descriptive statistical analysis, correlation analysis and multiple regression analysis. As results, we found that house price, house location, house features and affordability of house buyers have significant relationship with house purchase decision whereas house price is most influenced the housing purchase decision. The future researcher should survey more about this topic and make sure that all the information regarding house purchase decision can be used and can help the house buyer to make a good decision.

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