



**THE CUSTOMER PREFERENCES TOWARDS  
REAL ESTATE PROPERTY: THE CONTRIBUTING FACTORS**

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## **ABSTRACT**

The title of this research is “The Customer Preferences Towards Real Estate Property: The Contributing Factors”. The first purpose of this research is to determine the level of the customer preferences towards real estate property among the workers is Kulim Technology Park Corporation Sdn. Bhd. The second purpose is to determine the relationship between the factors of location, design, price and information towards the customer preferences towards real estate property. There are four independent variables involved which are Location, Design, Price and Information. Furthermore, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variables with the customer preferences towards real estate property. A total of 150 respondents have participated. Besides that, the methodology for this research was primary data collection. For primary data researcher used questionnaire as primary data and all the information based on the questionnaire was analysed and interpret. The reliability test, frequency analysis, descriptive analysis, Pearson’s correlation coefficient testing and regression method was used for data analysis. Based on the multiple regression method, the results shows that location, design, price and information are significant relationship to the customer preferences towards real estate property.

Keyword: real estate property, customer preferences, location, design, information, price.

**TABLE OF CONTENTS**

	<b>Page</b>
Abstract	iii
Acknowledgements	iv
Table of Contents	v
List of Figures	viii
List of Tables	ix
List of Appendices	x
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of Study	2
1.2 Problem Statement	5
1.3 Research Questions	6
1.4 Research Objectives	6
1.5 Scope of the Research	7
1.6 Significance of the Research	7
1.6.1 To Researcher	7
1.6.2 To Company	7
1.6.3 To Customers or Public's	8
1.7 Limitations	8
1.8 Definition of Terms	8
1.8.1 Location	8
1.8.2 Design	8
1.8.3 Prices	9
1.8.4 Information	9
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 Introduction	10
2.1 Location	10

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

A customer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. Customer preferences is used primarily to select an option that has the greatest anticipated value among a number of options by the customer in order to satisfy his or her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the customer is the result of their behaviour they show during searching, purchasing and disposing the products. Philip Kotler(2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. The title of this research is "The Customer Preferences towards Real Estate Property: The Contributing Factors". The reason of this research is to determine the relationship between the factors of location, design, price and information of the customer preferences towards real estate property among the workers in Kulim Technology Park Corporation Sdn. Bhd., Kedah. Kulim Technology Park Corporation Sdn. Bhd. is the company of developer and manager. It is located at Kulim Hi-Tech Park, Kedah and its centrally in northern region of Malaysia. There are four independent variables included which are Location, Design, Price and Information. Besides, the hypothesis was been built and focused on the objective to determine whether there has significant relationship between those independent variables with the customer preferences towards real estate property