

**FACTORS AFFECTING HOME BUYERS' PURCHASE
DECISION IN BANDAR LAGUNA MERBOK,
SUNGAI PETANI**

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THE ABSTRACT

The trend of home purchasing is always changes due to few factors. Financing factors always become the main factors that will affect the home purchase decision in Malaysia. However, the factors are differ for group of people as their demand and preferences in choosing a house is dissimilar. Because of that, most of the developer is hard to build and design a house to attract the home purchaser. There are a lots of factor that need to be consider before one decide on purchasing a house so that they are not facing any losses of the decision made in the future. Therefore this study aims to acknowledge the factors contribute in influencing the home buyers' purchase decision in Bandar Laguna Merbok, Sungai Petani. The researchers had listed financing, locational and neighborhood as the possible influential factors in determining the driven of the home purchasing among the residents in Bandar Laguna Merbok, Sungai Petani. The quantitative research method is adapted in this study whereby 74 questionnaires are distributed to the respondents within two weeks period of time. Findings indicated that that financing, locational and neighborhood contributes a significant positive relationship with the home buyers purchase decision in Bandar Laguna Merbok Sungai Petani. However, in the end of the study it reveals that the neighborhood as the most dominant factors influencing the home buyers purchase decision in Bandar Laguna Merbok Sungai Petani. From the results attained several recommendations are suggested by the researchers together with the limitation of the study.

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