



**FACTORS THAT INFLUENCE HOUSE PURCHASE INTENTION  
IN JOHOR BAHRU BY SSI PROPERTIES SDN BHD**

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**DECLARATION OF ORIGINAL WORK**



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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH (HONOURS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**"DECLARATION OF ORIGINAL WORK"**

I, NOR AMIRA BT MOHD JAMAL , (I/C Number: 960731-14-5624)

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 verb atim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

2018

Date: 12 December

**LETTER OF TRANSMITTAL**

26 December 2018

Mardziyana Mohamad Malom  
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
Dear Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the research report title — Factors that influence house purchase intention in Johor Bahru by Ssi Properties Sdn Bhd to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

  
\_\_\_\_\_

(NOR AMIRA BT MOHD JAMAL)

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Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

Nowadays, property has become the most basic need for human life. Property is something that can ensure your life in the future more better because the purchase of property never will make someone lose. As we notice, there are more developers in this challenging economy market conditions. They are very competitive to each other in order to sell their property by giving different kind of promotion, rebates and other than that. The purpose of this study was to determine factors that influence house purchase intention among consumer in Johor Bahru. The data for this study was collected using a survey of questionnaire. Customers who purchase the property with SSI Properties Sdn Bhd would be the target population. A sample of 100 questionnaires was distributed to the respondent who have intention to purchase a property in Johor Bahru. The Statistical Package for Social Sciences (SPSS) version 22.0 was used to analyze the data collected through the survey. A few recommendations are presented to propose beneficial suggestions for future use.