



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

NOR AMIRA BT MOHD JAMAL

2015419372

BACHELOR IN BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

JOHOR

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



18

**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

Ketua Pusat Pengajian (Ijazah)

Fakulti Pengurusan Perniagaan

Universiti Teknologi MARA,

85009 Segamat

JOHOR DARUL TAKZIM

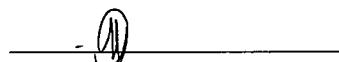
Dear Madam,

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)

2015419372

Bachelor of Business Administration (Hons) Marketing

Table of Contents

DECLARATION OF ORIGINAL WORK.....	i
LETTER OF TRANSMITTAL.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	viii
CHAPTER 1 : INTRODUCTION	1
1.0RESEARCH BACKGROUND.....	1
1.1 BACKGROUND OF COMPANY.....	3
1.2 PROBLEM STATEMENT.....	4
1.3 RESEARCH OBJECTIVE	6
1.4 RESEARCH QUESTION	6
1.5 SIGNIFICANCE OF THE STUDY.....	6
1.6 SCOPE OF STUDY	8
1.7 LIMITATION OF STUDY.....	8
1.8 SUMMARY	8
CHAPTER 2 : LITERATURE REVIEW	9
2.0 INTRODUCTION	9
2.1 REVIEW OF LITERATURE.....	9
2.1.1 Dependent Variables	9
2.1.1.1 Purchase Intention.....	9
2.1.2 Independent variable	10
2.1.2.1 House Features	10
2.1.2.2 Financing.....	11
2.1.2.3 Environment	12
2.1.2.4 Developer Brand.....	13
2.2 REVIEW OF RELEVANT THEORETICAL MODELS.....	14
2.2.1 Theoretical Framework	14
2.3 SUMMARY	15
CHAPTER 3 : METHODOLOGY	17
3.0 INTRODUCTION	17
3.1 RESEARCH DESIGN	17

ABSTRACT

Nowadays, property has becomes the most basic need for human life. Property is something that can ensure your life in future more better because the purchase of property never will make someone loss. As we notices, 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 used.