



# UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING CUSTOMER HOUSE PURCHASE  
INTENTION: A CASE OF JOHOR LAND BERHAD**

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**REPORT FINAL YEAR PROJECT**

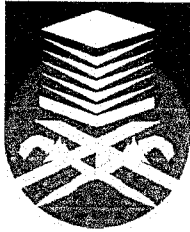
**BACHELOR OF BUSINESS ADMINISTRATION (Hons)  
(MARKETING)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JOHOR**

**JUNE 2018**




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

**"DECLARATION OF ORIGINAL WORK"**

I, Siti Qurratu Ain Binti Mohd Sani, (I/C Number: 940928-01-6174)

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

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

Date : 28<sup>th</sup> June 2018

## LETTER OF TRANSMITTAL

28 June 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 Influencing Customer Purchase Intention: A Case of Johor Land Berhad" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Siti Qurratu Ain Binti Mohd Sani  
2016438076  
Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

The purpose of this study was to determine the key factors that home buyers' will invest before making decision to purchase a residential property. This study will give benefits to developers' marketers, properties, buyers and future researcher to help in identify the house purchase intention. For this study, the data was collected by using questionnaire that were distributed to people at Johor Bahru. 100 sets of questionnaires will be distributed to the respondent who have intention to purchase a residential property. The respondents of this research focus on the first-time buyer which customers only have intention to buy a house but did not purchase the property yet. Five issues which are developer brand, proximity, living space, environment and reference group. The data collected was analyzed by using Statistical Package for Social Science (SPSS) version 22. The Cronbach's alpha result for this study shows that only one item has a poor internal correlation which is brand developer while another four variables wheres proximity, living space, environment and reference group have good internal correlation. So, the correlation analysis that researcher got from this study were living space and reference group have significant relationship with customer purchase intention while brand developer, proximity and environment have no significant with customer purchase intention. With the good conclusion, the researcher can put all the thread of the report details together and relate all of them to the initial purpose for writing the report. The recommendations can give some idea for developer to solve the problems while recommendations for future study can be used to find more about other related factors.