



**FACTORS THAT INFLUENCE PURCHASE INTENTION IN BUYING HOUSE :
A CASE STUDY IN MATRIX CONCEPTS HOLDINGS BHD
NEGERI SEMBILAN**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
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I, Mohd Arif Faiz bin Saifuddin, (I/C Number: 961103-05-5235)

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: 26/6/2018

LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "To determine the factors that influence public purchase intention in buying house a case in Matrix Concepts Holdings Bhd." to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



(Mohd Arif Faiz bin Saifuddin)

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of the study is to determine the factors that influence people's purchase intention in buying house in Negeri Sembilan case in Matrix Concepts Holding Berhad. The research executed was to test the relationship between three factors which are property attributes, property view, property surroundings towards purchase intention in buying house. A survey to atleast 100 respondents was conducted in Seremban, which is located to the headquarter in Negeri Sembilan. The results for this study has been analysed using Statistical Package for Social Science (SPSS). By having a better understanding of the influence of people's purchase intention in buying house, the developers to be specific Matrix Concepts Holdings Bhd would have a new marketing strategies and greater improvements on their products which is their property development to attract and make people conscious with their brand.

Keywords : Purchase intention, Property Attributes, Property View, Property Surroundings.