



**FACTORS THAT INFLUENCE THE PURCHASING DECISION FOR
RESIDENTIAL HOUSE IN BATU PAHAT**

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DECLARATION OF ORIGINAL WORK

I, ANUM SURAYA BINTI AWANG, (I/C NUMBER: 9312XX-XX-XXXX)

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 specially acknowledged.

Signature:

Date:

ACKNOWLEDGEMENT

First and foremost, syukur Alhamdulillah, I am so grateful that I finally managed to complete my thesis, Factors That Influence the Purchasing decision for residential House in Batu Pahat within the time given.

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ABSTRACT

The main purpose of the study was to find the factors that influence the purchasing decision for residential house in Batu Pahat. This study focuses on Batu Pahat area because the researcher finds out that there are quite a lot number of overhang residential house in Batu Pahat so the data findings will tell what factor actually caused the lack of residential house in Batu Pahat purchased.

A few factors were proposed as referred and analysed from previous literature about purchasing decision for residential housing. The factors proposed were financial, location, developer reputation, amenities and features. These five (5) factors were then analysed based on the data findings from survey done on 100 respondents. The questionnaires use a five point range Likert scale and then the data were recorded and analysed in the SPSS Software version 20.0.

The data finding shows that financial, location, developer reputation, amenities and features has positive relationship with the purchasing decision for residential house in Batu Pahat. On top of that, only financial considered as the major factor influencing the purchasing decision for residential house in Batu Pahat as it has the highest value of Pearson correlation.

Key words: overhang, purchasing decision, financial, location, developer reputation, amenities, features, residential house