



**UNDERSTANDING CUSTOMER NEED: A CASE STUDY
OF DUTA VILLA HOUSING PROPERTY**

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ABSTRACT

This research investigates both the understanding customer need when buying house and factors affecting customer preferences in purchase house. The study was undertaken in the SetiaAlam, Shah Alam. The sample of the study consist of 92 qualified surveys from householders in Duta Villa property phase one to answer the structured questions. In this study, probability samples is used only when the members of a population have a known probability of being chosen into the sample. There are many factors that affecting the buying preferences for houses. In this study, the researchers used the variables from the past researchers to support its research. The variables include financial factor, distance factor, property physical factor, environment factor and subjective norm. This study is useful in helping housing developers and local government to understand better prospective house buyers' expectation towards purchasing residential houses as references. In order to promote the homeownership a good housing development project should be constantly revised to provide a safe and secure neighbourhood to the Malaysian. Incentives for the poor in giving affordably housing loan should be provided in improving the lifestyle of the people in the country. The paper started with an overview of company background, followed by literature review, research methodology, findings and finally conclusion and recommendations.