



UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCE THE INTENTION TO
PURCHASE A HOUSE AMONG COMMUNITY IN
BATU GAJAH, PERAK.**

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ABSTRACT

Nowadays, home is an important needs for an individuals. It is due home is a necessity, an individuals can fulfil it by leasing or purchasing. In addition, there has a several factor that need to study on the factors influence the intention to purchase a house among community in Batu Gajah, Perak. However, the demand for house has increased year by year. This will make a developer construct many house in certain period. There are too many consumer want to purchase a house regardless of Muslim or non-Muslim. This study would conduct to identify the relationship between the dependent variable and independent variables and to arise the question of the relationship between dependent and independent variables. The respondent on this research would be age 18 years old and above. This study aims the people that live at Batu Gajah, Perak. According to Uma Sekaran sample size, this paper need 382 respondents to answer the questionnaire. The data was analyse by using the SPSS version 23.0. At the end of this research, the result finding that independent variables were influence the dependent variable.

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