



**THE FACTORS THAT INFLUENCE HOUSE LOAN
PRICING IN MAYBANK**

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ABSTRACT

Nowadays, the demand for house is huge as the population in Malaysia is continuing to increase every year. The demand for all sort of houses come from all income group of people. In addition, buying a house is one of long term investment that people aware the most. Therefore, financial institutions in Malaysia have been creating long term house loan plan to attract homebuyers. Moreover, people may have two choices either making loan from conventional bank or Islamic bank. The purpose of this study is to investigate the factors that influence house loan pricing that determine by the Malayan Banking Berhad or Maybank. In order to achieve the objective this study is conducted by using a time series data during the period of 2005 until 2015 and the method used is Ordinary Least Square (OLS).