



**PURCHASE DECISION FOR HOUSE IN MALACCA: A CLOSER LOOK INTO
THE MAJOR INFLUENCING FACTORS**

INSYIRA INANI BINTI IDER

2016537953

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGY MARA

CAMPUS BANDARAYA MALACCA

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ABSTRACT

The most concern part of this study would be the factors Price, Quality and Location. As we know that, there are plenty of developers in the market in this challenging economy conditions. These researches hopefully will benefits developers, marketers, investors, property, buyers and future researchers to help to identify the purchase intention towards a residential property in Melaka.

The purpose of this study was to examine the purchase decision towards a residential property in Melaka. The data for this study was collected using a survey questionnaire. For this research, the target populations were the customers of the developer in Melaka. A sample of 100 questionnaires was distributed to the respondents who have an intention to purchase a residential property in Melaka. The Statistical Package for Social Sciences (SPSS) version 23.0 was used to analyze the data collected through the survey. A few recommendations are presented to propose beneficial suggestions and call for further studies.

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