COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING CUSTOMERS PURCHASE DECISION OF LANDED RESIDENTIAL PROPERTY IN SEREMBAN

Academic Project Submitted in partial fulfillment of the Requirements for the award of the Degree Bachelor of Estate Management (Hons)

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ABSTRACT

Nowadays, residential property is the type of property that most people are rushing to buy since it satisfies a fundamental human need. In addition, real estate is one of the key factors that promote stability and improve people's quality of life. Property development is therefore always the foundation of the real estate industry. The right decision to buy the property can be made with enough knowledge of the asset. Many people struggle with choosing a property for themselves; thus, it is necessary to list the considerations for making that selection. Therefore, this research study is about the factors influencing the customer's purchase decision of landed residential property in Seremban. This research aimed to identify the factors influencing customers' purchase decision of landed residential property in Seremban and analyse the significant factors influencing customers' purchasing decision of landed residential property in Seremban. An online questionnaire has been distributed, and secondary research was chosen for the research methodology for the data gathering and the results. The data collected from the questionnaire has been analysed using the Statistical Package for Social Science (SPSS). The results of this study will be used by the developers, homebuyers, and the government in determining the factors that influence the purchase decision and for a feasibility study of future development.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Property can be defined with a variety and a wide range of meanings in its real sense. As stated in the Malaysia Valuation Standards (2019), the property can be meant as "a legal concept encompassing all the interests, rights and benefits related to ownership. The property consists of the rights of ownership, which entitle the owner to a specific interest or interests in what is owned". In general, any physical entity owned by an individual or a group of individuals is called a property (Charan, 2018). The owner has the right on their property to sell, rent, transfer, and others as stated in the National Land Code.

As claimed by psychologist Abraham Maslow, the human physiological needs for food, water, and shelter must be met before handling other problems such as mental and physical health (Conway, 2019). Protection is a basic human need to protect them from hazards, weather, and disease. Nowadays, in many properties, residential property is the property that many people are scrambling to acquire because it is a basic human need. Besides, properties are one of the most important things that lead to stability and enhance the lifestyle of human beings (Rachmawati et al., 2019). Therefore, property development is always the backbone of the real estate sector. Sufficient information about the property can lead to the right decision in purchasing the property. People can own any real estate property either for their primary residence or to invest. This can make them do whatever they want to their property either to sell, rent, auction, and so on, but before that, they must have the legal ownership known as the title.

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