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THE FACTORS INFLUENCE BUYERS BEFORE PURCHASE HOUSE IN KEPALA BATAS, PULAU PINANG

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

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ABSTRACT

Every person should possess a house, house is a decent place to live is seen as a basic human requirement. It offers a physical setting where people and families may take care of their fundamental needs, including eating, sleeping, and keeping up with personal hygiene. One's general well-being is influenced by having a safe and secure location to live. Besides, a house offers shelter and defense from the elements, guaranteeing the security and safety of both people and their possessions. It provides a quiet, cozy setting where individuals can unwind, sleep, and spend time with their loved ones without being concerned about dangers outside. But now days, there's lot of issue of overhang residential property. According to Property Market Report 2020 shows Penang is fourth highest overhang residential property in Malaysia. So, this study was conducted to identify what are the factor influencing buyer before purchase house and to know the most influence factor that influencing buyer before purchase house in Kepala Batas, Penang. This study began with identify the problem statement and the objective, which it comes from the literature review from the previous study. The problem statement is number of overhang residential property is higher in Penang. Then the objective will be made based on a study of the relevant literature, observational data, and relevant problems. Next, based on the literature review the factor influence buyer before purchase house was obtained. After that is data collection, the questionnaire form become sources of the primary data and the respond gained from the 199 respondents while the secondary data is from review of the literature which have mentioned by previous authors. Next data analysis and findings, analyzing the data which obtained from the questionnaire and find out what the most influence factor influencing buyers before purchase house. The data analysed using descriptive frequencies and ranking analysis. Lastly, the study findings are resolved and explained in the data analysis, which results in a recommendation and conclusion based on the results. Based on the findings there are many factors mentioned by a previous author which influence buyer before purchase a house. For instance, factor of financial, house attribute, location, developer reputation, return on investment, superstitious beliefs and neighbourhood factor. This study was found the most influence factor influencing buyer before purchase house is financial factor, then it was followed by location, neighbourhood, housing attribute, developer reputation, return on investment and lastly superstitious beliefs. The recommendations for future are the future studies should focus on one of these factors, focus on specific demographic segments and conduct comparative analysis of different housing markets or regions. As a conclusion, the researcher has succeeded in achieving both objectives set out before the research was carried out.

Keywords: *Factor, House, Influencing, Purchase.*

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CHAPTER 1

RESEARCH BACKGROUND

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This chapter presents the major research components namely 1.2 Research background, 1.3 Problem statement, 1.4 Objectives of study, 1.5 Significance of study, 1.6 Scopes and limitations of study, 1.7 Research methodology, 1.8 Summary of each chapter and 1.9 Summary of chapter. All these sections serve to introduce the overall research plan.

1.2   Research Background

In Malaysia, the residential real estate sector has played a significant role in the national economy. This study focuses on the residential market. Houses, flats, apartments, and condominiums can be generically categorized as belonging to the residential sector. This market has matured in Malaysia, with more sophisticated and educated homebuyers becoming pickier and demanding. They now seek prime locations, eye-catching features and designs, and high-quality finishes.

Besides, house is a basic need and should be owned by every human being. This is because the house is a human refuge from the threat of bad weather such as heat and rain. House is also a place to prevent humans from the threat of wild animals and also protect against the occurrence of criminal cases such as theft. Next, the house serves to provide comfort for people to relax or clean themselves after a tiring day of work. Furthermore, it can be seen today that the population in Malaysia is increasing from year to year. However, there are still issues of unsold houses and one