

HOME BUYERS' PURCHASE DECISION:
A CASE STUDY OF PERUMAHAN RAKYAT 1MALAYSIA
(PR1MA) HOME

AFIFAH BINTI ZAINAL ABIDIN

MASTER OF BUSINESS ADMINISTRATION
(CORPORATE GOVERNANCE)

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT

APRIL 2019

HOME BUYERS' PURCHASE DECISION:
A CASE STUDY OF PERUMAHAN RAKYAT 1MALAYSIA
(PR1MA) HOME

Afifah binti Zainal Abidin

A research project submitted in partial fulfilment of the requirement
for the degree of

Master of Business Administration
(Corporate Governance)

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

April 2019

HOME BUYERS' PURCHASE DECISION:
A CASE STUDY OF PERUMAHAN RAKYAT 1MALAYSIA
(PR1MA) HOME

By

Afifah binti Zainal Abidin

This research project is supervised by:

Sr Amalina binti Azmi
Head of Programme (MBA (Building Management))
Department of Building & Property Management

Copyright @ 2019

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is _____.

Name of Student: Afifah binti Zainal Abidin

Student ID: 17UKM04369

Signature: _____

Date: 19 April 2019

ACKNOWLEDGEMENT

Foremost, I would like to thank my supervisor, Sr Amalina binti Azmi, Head of Programmer MBA (Building Management) from the Faculty of Accountancy and Management, University Tunku Abdul Rahman (Sungai Long Campus) for guiding me until the very end of the submission of my research project.

To all the respondents who participated in the survey, I would also like to give special thanks for providing earnest response that was instrumental in the analysis process. Without the data from you, my research would not have completed. Not forgetting all friends as well as course mates whom I had been through with all the intellectual discourse. I will treasure the thoughts, ideas, philosophies, and viewpoints that were shared throughout this research project.

Last but not least, I express my profound gratitude to my lovely family with support and continuous encouragement throughout the process of studying, researching and completing this thesis. This accomplishment would not have been possible without them.

TABLE OF CONTENTS

	Page
Copyright Page	ii
Declaration	iii
Acknowledgments	iv
Dedication	v
Table of Contents	vi-x
List of Tables	xi
List of Figures	xiii
List of Appendices	xiii
Abstract	xiv
CHAPTER 1 INTRODUCTION	1
1.0 Introduction	1
1.1 Research Background.....	3
1.2 Problem Statement	5
1.3 Research Aim	7
1.4 Research Question.....	7
1.5 Research Objectives.....	8
1.6 Scope of Study	8
1.7 Hypotheses of the Study.....	9
1.8 Significant of the Study.....	10
1.9 Chapter Design	11

1.10	Conclusion.....	11
CHAPTER 2	LITERATURE REVIEW	12
2.0	Overview	12
2.1	Establishment of PR1MA	13
2.1.1	The PR1MA Programme.....	14
2.1.2	PR1MA Aim.....	14
2.1.3	PR1MA Act 2012.....	15
2.1.4	PR1MA HOME in Greater Kuala Lumpur.....	16
2.2	Review of the Literature.....	28
2.2.1	Purchase Intention.....	30
2.2.2	Demographic.....	32
2.2.3	Price.....	39
2.2.4	Location.....	41
2.2.5	Income.....	44
2.2.6	Facilities.....	45
2.3	Theoretical Framework.....	51
2.4	Proposed Conceptual Framework.....	52
2.5	Conclusion	53

CHAPTER 3	METHODOLOGY	54
3.0	Overview	54
3.1	Research Approach.....	55
3.1.1	Quantitative research.....	55
3.1.2	Qualitative research.....	56
3.2	Research Design	56
3.3	Data Collection Methods	57
3.3.1	Primary Data.....	57
3.3.2	Secondary Data.....	58
3.4	Sampling Design.....	59
3.4.1	Target Population	59
3.4.2	Sampling Elements.....	59
3.4.3	Sampling Technique.....	60
3.4.4	Sample Size.....	60
3.5	Research Instrument.....	60
3.5.1	Questionnaire Design.....	60
3.5.2	Pilot Test.....	62
3.6	Construct Measurement.....	63
3.6.1	Scale of Measurement.....	63
3.7	Data Processing.....	64
3.7.1	Statistical Package for the Social Science (SPSS).....	65

3.7.2	Reliability and validity	65
3.8	Conclusion	66
CHAPTER 4 THE EMPIRICAL RESULTS AND FINDINGS		67
4.0	Introduction.....	67
4.1	Demographic.....	67
4.1.1	Gender.....	67
4.1.2	Age.....	68
4.1.3	Ethnicity.....	68
4.1.4	Number of Household.....	69
4.2	Purchase Decision.....	69
4.2.1	The willingness price to pay for PR1MA HOME.....	70
4.2.2	Preference on Location/Area.....	70
4.3	Reason respondent prefer such area/location.....	76
4.4	Respondent Monthly Gross Income.....	79
4.5	Preference on Facilities.....	79
4.6	Most factor respondents prefer when purchase PR1MA HOME.....	86
4.7	Inferential Analysis.....	89
4.7.1	Demographic.....	90
4.7.2	Price.....	91

4.7.3	Location.....	91
4.7.4	Income.....	92
4.7.5	Facilities.....	92
4.8	Regression.....	93
4.9	Reliability test.....	94
4.10	Conclusion	94
CHAPTER 5	DISCUSSION, CONCLUSION AND RECOMMENDATION	95
5.1	Overview	95
5.2	Discussion on Result.....	95
5.2.1	Demographic.....	95
5.2.2	Price.....	97
5.2.3	Location.....	98
5.2.4	Income.....	98
5.2.5	Facilities.....	99
5.3	Conclusion.....	100
5.5	Limitation of Study	101
5.6	Future Research.....	102
5.7	Recommendation.....	102
REFERENCES	
APPENDIX A	
APPENDIX B	
APPENDIX C	

LIST OF FIGURES

	Page
Figure 1.1: House Price and Affordable House Price by States in Malaysia for year 2016	3
Figure 1.2: Housing Price and Affordable House Price by City Centres in 2016	4
Figure 1.3: Index of House price in Malaysia in 2017	6
Figure 2.1: Population in Greater Kuala Lumpur, 2010	16
Figure 2.2: Demographic statistics by state, third quarter (Q3) 2018, Malaysia	33
Figure 2.3: Malaysian population size (2010 to 2040)	34
Figure 2.4: Age Structure (2010 to 2040)	35
Figure 2.5: Ethic Composition (2010 to 2040)	36
Figure 2.6: Number of household size in Malaysia, 1970- 2020	37
Figure 2.7: Theoretical Framework	51
Figure 2.8: Proposed Conceptual Framework	47

LIST OF TABLES

	Page
Table 2.1: Purchase Intention/Influence as Dependent Variable that was used in the previous studies	29
Table 2.2: Location of PR1MA Home in Greater Kuala Lumpur	42
Table 2.3: Facilities provided by PR1MA in Greater Kuala Lumpur	47
Table 4.1.1: Gender	67
Table 4.1.2: Age	68
Table 4.1.3: Ethnicity	68
Table 4.1.4: Number of Household	69
Table 4.2.1: The willingness price to pay for PR1MA HOME	70
Table 4.2.2.1: Bandar Teknologi Kajang	71
Table 4.2.2.2: Kajang	71
Table 4.2.2.3: Cyberjaya Lakefront	72
Table 4.2.2.4: Kajang Utama	72
Table 4.2.2.5: Alam Damai	73
Table 4.2.2.6: Bukit Jalil	73
Table 4.2.2.7: Brickfields	74
Table 4.2.2.8: Cyberjaya 2	74

Table 4.2.2.9:	Bandar Bukit Mahkota	75
Table 4.2.2.10:	Cyberjaya	75
Table 4.2.2.11:	Jalan Jubilee	76
Table 4.3.1:	Near Hometown	76
Table 4.3.2:	Near workplace	77
Table 4.3.3:	Strategic Area	77
Table 4.3.4:	Social Facilities	78
Table 4.3.5:	Others	78
Table 4.4.1:	Income	79
Table 4.5.1:	Swimming Pool	79
Table 4.5.2:	Kindergarten	80
Table 4.5.3:	Playground	81
Table 4.5.4:	Community Hall	81
Table 4.5.5:	Nursery	82
Table 4.5.6:	Surau	82
Table 4.5.7:	Clinic	83
Table 4.5.8:	Gymnasium	83
Table 4.5.9:	CCTV	84
Table 4.5.10:	Retail	84
Table 4.5.11:	Library	85
Table 4.5.12:	Recreational Facilities	85
Table 4.5.13:	Sky Garden	86

Table 4.6.1:	Price	87
Table 4.6.2:	Location	87
Table 4.6.3:	Income	88
Table 4.6.4:	Facilities	89
Table 4.7.1:	ANOVA – Demographic	90
Table 4.7.2:	ANOVA – Price	91
Table 4.7.3:	ANOVA – Location	91
Table 4.7.4:	ANOVA – Income	92
Table 4.7.5:	ANOVA – Facilities	92
Table 4.8.1:	ANOVA – Regression	93
Table 4.9.1:	Reliability	94

LIST OF APPENDICES

Appendix A:	Questionnaire
Appendix B:	Output of SPSS
Appendix C:	Ethical Approval for Research Project / Protocol

EXECUTIVE SUMMARY

In most household budgets, acquiring a house and paying its mortgage would be the biggest burden and most probably the biggest spending in the list. Individuals purchase home not just for home security or shelter but instead, they also seek to express values and aspirations. Studies on home preferences has been developed through an understanding of the home buyers' demographic factors such as age, household composition, income and current housing situation. These factors will play a major role in influencing the buyers decision to purchase a house. It is important to understand the consumer preferences and other influenced factors as it can shed some light of what the actual demand in housing market. While, the price of the majority of the society have earnings below the average household earnings. Thus, local incomes and local house prices remain the determining factors in the level of affordability. In order to overcome the issues of affordable housing, Perumahan Rakyat 1Malaysia (PR1MA) had been established by government of Malaysia. As per the order to give 500,000 units of HOME, PR1MA has been engaged to design, create, build and keep up townships in significant urban communities all through the nation, Therefore, this research proposal will cover the issues on affordable housing in general. The discussion will entirely focus on the factor that influence home buyers to purchase PR1MAHOME in Greater Kuala Lumpur.



HOME BUYERS' PURCHASE DECISION:

A CASE STUDY OF PERUMAHAN RAKYAT 1MALAYSIA (PRIMA) HOME

CHAPTER ONE

1.0 Introduction

For many years, past and present, Malaysia is experiencing never ending inflation in the property market price. The increase in the property price has made it difficult for young generation, newly wedded, and growing families to own a property. This issue has also affected the affordability to own property for the low-income group as well (Chin, 2013). As to date, the investors, speculators, and homeowners are well known as the main players in the property market. Where the speculators are those who plays with luck by investing money in real estate for a short span, subsequently hoping to make huge return out of it. As for investors, they acquire properties with the knowledge of rental yields as well as capital appreciation, thus, expecting to generate financial returns from the investment. Therefore, they do not depend on sheer of luck in making profits out of property investment. Lastly, people whom purchase properties for their own dwelling refers to as a homeowner.

Purchasing a property is the biggest acquisition in most family spending plans. That customer use significance to the financial matters of the nation as it additionally significance to serve the mental and social need. Individuals purchase HOME for shelter and it is part of Maslow's Hierarchy of Needs. Individuals who purchase HOME for their own is one of the ways of trying to improve their qualities of life and yearnings. Study on housing choice has developed by understanding the housing preferences based on home buyers' demographic factors such as age, household composition, income and current housing situation. Such factors are initially will influences the buyers' decision to purchase a house. By understanding the consumer preferences and influenced factors can summarized the ideas of actual demand in the market.

Therefore, this research will cover the issues on affordable housing in general. The discussion will entirely focus on the factor that influence home buyers to purchase Perumahan Rakyat 1Malaysia (PR1MA) Home in Greater Kuala Lumpur. The research proposal will start by elaborating problems that leads to issues arises on affordable housing and the reason behind the establishment of PR1MA in Malaysia. Later part of this research will then be followed by the research questions and research objectives which basically the main purpose for this research. This research also will further explain the methodology that will be used in leading the research and in addition, the restrictions of this exploration. Finally, the relevant literature concerning the affordable housing issues will be reviewed to identify possible areas that has yet to be addressed.

1.1 Research Background

Generally, the word “affordable” is very subjective and often guided by factor of locality. It is measured by the affordability of that particular section of society, in which their income is below the median (in some cases, mean is used) household income. Nowadays, the Majority of the society have earnings below the average household earnings. Thus, local incomes and local house prices remain the determining factors in the level of affordability. Apart from price, such housing should meet certain standards pertaining to quality, location, and amenities.

As a general rule of thumb, households should not pay more than 30.0 per cent of their income for housing (whether it is for rental or ownership). Some countries might set this limit higher or even fixed a discount rate from the current market prices for these houses (Asian & Strategy & Leadership Institute, 2005).

Household Income and Expenditure Survey 2016 had conducted a research and shows that Malaysia are yet to be categorized as countries with housing affordability issues. Based on the data collected, the median of Malaysian household income is RM5,228 and the median house price is between RM313,000 – RM315,000 was viewed as affordable. However, the prevailing market prices in key urban area especially areas that is considered employment hub were beyond the means of household income and the severity varies across locations.

As we can see in Figure 1.1, houses in Wilayah Persekutuan Kuala Lumpur, Sabah, and Pulau Pinang are the most unaffordable based on salary ranges for each family. Meanwhile, in Figure 1.2, we can see that the main city hub, houses that is the most costly or unaffordable is in Pulau Pinang i.e. Georgetown, which had one of the lowest median income levels i.e. RM5,477 and highest median house prices i.e RM600,000.

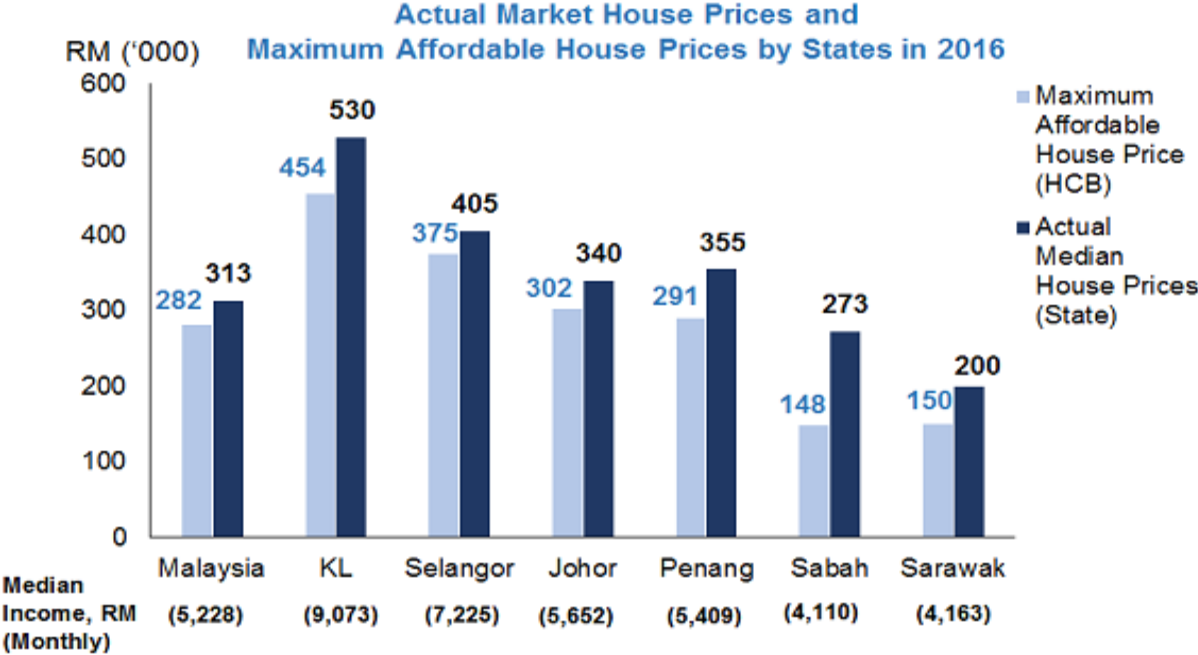


Figure 1.1: House Price and Affordable House Price by States in Malaysia for year 2016

Sources: National Property Information Centre (NAPIC), Department of Statistics Malaysia (“DOSM”) and Bank Negara Malaysia (“BNM”) Estimates.

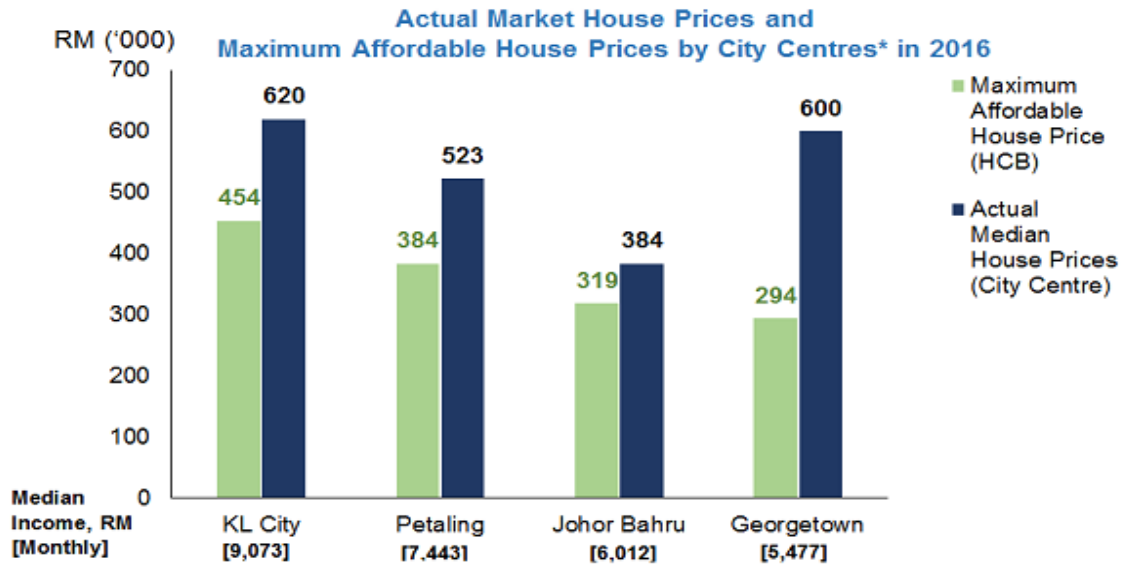


Figure 1.2: Housing Price and Affordable House Price by City Centres in 2016

Sources: NAPIC, Department of Statistics Malaysia and BNM Estimates (2016)

In addition, the snappy rate of common Malaysian Malay migration from non-urban to urban concentration during 1980s has triggered the interest in houses that is affordable in numerous urban communities (Salfarina et al., 2010). The increase in population has affected the demand of houses and it has subconsciously contributed to the increase of the housing price (Ong, 2013). Land and house costs are soaring, and this has caused even the middle-income group in Malaysia to face difficulties in owning a home. The affordability issues among middle-income group has been made known to be one of the main national issues that needs to be addressed due to lack of supplies or development of houses that matches with the group earnings. This problem of accessibility to housing among the middle-income group has been identified as one of the critical problems facing the country due to the lack of supply adequate and affordable housing (Asia Property Market Sentiment Report, 2016).

The government took the initiative to provide an affordable housing to the citizen by improving the cost of living for the lower income group, promoting cost efficiency through development that provides advantages such as time saving and regularly the strategies and type of housing to ensure sustainable development and affordability (NA Mahamud, 2011). The government have introduced a few housing programs to provide affordable housing particularly for the middle-income groups via National Housing Department in their National Housing Policy, 2011 such as Skim Rumah

Pertamaku/ My First Home Scheme (“SRP”), My Home Scheme, Low Cost and Affordable Public Housing Program, and Perumahan Rakyat 1Malaysia or 1Malaysia People’s Housing Program (PR1MA).

1.2 Problem Statement

Moving forward to Vision 2020 or commonly known by Malaysian as ‘Wawasan 2020’ that was announced by Prime Minister Dr Mahathir Mohamad in 1991, recognized that the Government needs to provide enough by improving the health facilities, essential shelter, and all the basic necessities. To be a developed nation, a wide and dynamic middle class is needed. Other than that, opportunities must be presented to those who are in the bottom third for them to climb their way out of the poverty pit. The Malaysian Government’s vision is structured to provide balanced and life friendly system through the development of moderate and quality home for the general population that combines the support of private developers in its development plans. This strategy generally supports working relations between the citizen and the private sector which will steer Malaysia to the quantum leap of improvement and advancement by Ezeanya (2004).

Furthermore, Dato’ Seri Najib Abd Razak has subsequently amended the 10th Malaysian Plan which once again was administered to emphasis on the improvement of 78,000 affordable houses and RM500 million assets to restore housing business. Despite various values and core arrangements that are held and implemented to ensure that low income groups can afford to own a house, the ability to own a home among middle-income groups was not given enough attention and consideration. The rapid growth in many major cities in Malaysia, especially in Selangor and Kuala Lumpur has resulted in the drastic increase of price for the property market as per issued by the Ministry of Housing and Local Government of Malaysia (Suhaida et al., 2011).

Thereafter, the Lead Agency has been mandated to PR1MA Corporation Malaysia (hereinafter referred as “PR1MA”) in providing the affordable housing in Malaysia. These Leads Agencies will be supported by Ministry of Finance, States Government, Local Government, Government Linked-Companies and subsidiaries of States Government as part of social responsibilities duties toward accommodating the affordable houses to the targeted M40 group which also known as middle-

income group. The focal point of the improvements is situated in key urban focuses across the nation and are priced affordably without trading off on quality between RM100,000 to RM400,000.

As per latest survey by Bank Negara Malaysia shows that despite the government has initiated the affordable programme by established PR1MA in both Federal and State level, there has been increasing number of middle income group that are yet own a home. On the second quarter of 2017, the Malaysian House Price Index (MHPI) increased by 5.6 per cent (1Q 2017 : 6.7 per cent), in the midst of a slower development in both landed and skyscraper property costs. This reflects a moderation in house prices in all key states except Johor. The above survey also in line with the report by National Property Information Centre (NAPIC) in 2017 as per Figure 1.3:

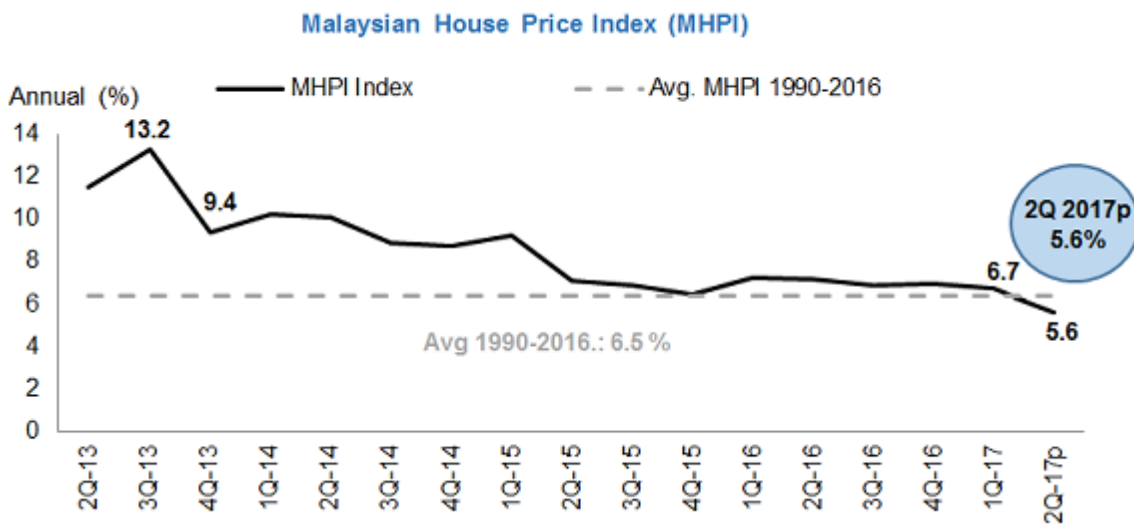


Figure 1.3: Index of House price in Malaysia in 2017

Sources: National Property Information Centre (NAPIC), Department of Statistics Malaysia (“DOS”) and BNM Estimates year 2017.

Affordability of housing has become an issue that burdens many Malaysians. Given that the research conducted by the Khazanah Research Institute (KRI) in 2015, the average household cost is 4.4 times the average annual household income at the national level. This indicates that the housing market falls below the “seriously unaffordable” market. Although it is an exemplary that the Malaysian government is doing its best to help individuals in low and middle-income group to own

their own property, but it still remains to be proven whether their recent decisions will successfully bring about negative effect on the property market.

According to PR1MA, 60.0 per cent of its homebuyers had to give up their booked units due to problems with end-financing, prompting the corporation to shift its focus to helping them secure a home loan. Thereafter, Special PR1MA End Financing Scheme (“SPEF”) was introduced where it is established in collaboration with Central Bank of Malaysia, Employees Provident Fund (“EPF”), and four local banks i.e. Commerce International Merchant Bankers (“CIMB Bank”), Malayan Banking Berhad (“Maybank”), RHB Bank and AMMB Holdings Berhad (“Ambank”) (PR1MA, 2018). While these measures are meant to ease the financing process and enable more people to own a home under PR1MA, what should homebuyers consider before signing themselves up?

1.3 Research Aim

This research is aiming to break down and to discover the reasons and factors that impact home buyer’s in Greater Kuala Lumpur area when purchase PR1MA HOME. By conducting this research, it will profit and recognize the property highlights which have been most favored by purchasers when purchase PR1MA HOME.

1.4 Research Question

- a) What are the factors associated with influences to purchase PR1MA HOME in Greater Kuala Lumpur?
- b) Is there any relationship between the Price (P), Location (L), Income (I), Facilities (F) and Influences?
- c) Which is the strongest predictor Price (P), Location (L), Income (I), and Facilities (F) towards purchase intention of PR1MA HOME?

1.5 Research Objectives

- a) To identify the factors associated with influences to purchase PR1MA HOME in Greater Kuala Lumpur;
- b) To investigate the relationship between the Price (P), Location (L), Income (I), Facilities (F) and Influences; and
- c) To evaluate the strongest predictor Price (P), Location (L), Income (I), and Facilities (F) towards purchase intention of PR1MA HOME.

1.6 Scope of Study

For this research, the extent of study depends on qualification criteria to purchase PR1MA HOME which are as follows:

- i. Minimum 21 years of age at the time of application;
- ii. An individual or family (husband and wife) with a combined household monthly income of RM2,500 – RM15,000;
- iii. Must be a Malaysian citizen; and
- iv. Not more than one property owns by an applicant or his/her spouse.

1.7 Hypotheses of the Study

H1_A : Genders has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_B : Age has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_C : Ethnicity has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_D : Number of household has significant difference towards home purchase influence when purchase PR1MA HOME.

H2 : Price (P) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

H3 : Location (L) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

H4 : Income (I) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

H5 : Facilities (F) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

1.8 Significance of the Study

An understanding of the affordability for middle-income group in the Greater Kuala Lumpur area will be achieved when undertaking this study. In addition, it also helps the government in organizing more efforts to ensure that middle-income group can own a property.

To look at the fundamental reasons that prompted Malaysians to purchase PR1MA HOME in Greater Kuala Lumpur was the most important elements in this study where it focused on home buyer's purchase influence to purchase PR1MA HOME. This study provides the dimensions of learning to PR1MA and to bring forward the issues on the buyer's benchmark or criteria before buying a home. From descriptive research, it will assist PR1MA to know priorities of Malaysian property buyers in terms of their pricing, location, social status, facilities and income level.

In addition, PR1MA can use this research by considering the buyers' wants and needs before launching any new developments. It also can assist PR1MA to attract more customers and prevent market share loss.

Through this research, PR1MA can use the information to identify customers preferences before acquiring PR1MA HOME. Besides that, this study will show that prices, locations, income and facilities are the determining factors that influences purchasers to purchase PR1MA HOME. With the impact on property costs and property designers increasing, it is a sign of the success of property engineers for this research. Home buyers, designers, Ministry of Housing and future analyst will be contributed from this research.

1.9 Chapter Design

This research divided into Five (5) Chapters. Chapter One gives a review of the research problem and objective to guide this research. Chapter Two will review the writing that focus consumer purchase decision processes and the qualities and administrations which impact purchase choices of homebuyers. Chapter Three clarifies the data collection, variables selection, and approach utilized in the research. Whereby the data was collected and converted into SPSS. Thereafter, the data was extracted into ANOVA, Descriptive analysis and so on. Following this, a discourse of the exact outcomes and discoveries is in Chapter Four and lastly, Chapter Five gives the finishes of the research discoveries, approach suggestions, impediments and proposals for forth coming study.

1.10 Conclusion

Chapter on of this research describes details to conduct the research, problem statement, aim of the research, research question, research objective and relevant hypotheses for each predictor are being measure. The next chapter will review the literature that focuses on the establishment of PR1MA and the attributes and services that impact purchase choices of homebuyers.

CHAPTER 2

LITERATURE REVIEW

2.0 Overview

Problems related to owning a property in Malaysia has been a noteworthy worry among parliamentary pioneers, town organizers and the administration throughout the years. To own a property that we can called our own HOME is viewed as a driving force for every family member in Malaysia. By itself, a precise measure of housing affordability is essential to ensure aspirant home owners can fulfill this life-long investment and also the need for shelter.

The issue of affordability in Malaysia has never been dealt with in detail and no explicit research on housing affordability has been completed. The implication 'rumah mampu-milik' which has been generally utilized by home developers in Malaysia is basically pitching their point without referring to the certainty or file that has been solved as a base point. Similar marvels exist among the countries in Asia, where thorough research on home affordability has never been done unlike developed countries such as Germany, United States, United Kingdom, Spain, Italy and Holland.

Is affordability an issue for homebuyers? The answer to this question is most definitely a “yes”. Every living thing on this earth needs a shelter and human being in particular needs protection as a first step to fulfill their basic desires. Housing affordability contributes largely to the socioeconomic stability of a country (Eva Yeong, 2015). Other than wellbeing and social justice, housing is an important element in the growth of urban country in any country. Without a doubt, this has made housing an asset of incalculable value or worth that greatly affects the prosperity of a society. Housing means nothing to anyone if it isn't affordable. The issue of housing affordability has become controversial in most developed and even developing countries as the society's main focus is to own a home within their financial appetite. To purchase house in affordable price will become top priority to the public. The issue to provide affordable house with affordable price also arise in the most developing countries not only in Malaysia, Nguyen (2005).

Chen (2000) and Lew et al. (2003) expressed that developing country like Malaysia required a total of 8,850,554 units of houses, this also includes 4,964,560 units of new housing to provide accommodation for about 20% out of total masses amidst the years 1995 to 2020. Sadly, just 1,382,917 units were developed under the sixth (1991-1995) and seventh (1996-2000) Malaysia Plan. While another 3,581,643 units must be worked inside the following twenty years. That is, by and large, 1,790,820 units to be worked for at ordinary interims and the achievement are only 844,043 units amidst 2001-2005 and the housing demand is all things considered 709,400 units in the midst of Ninth Malaysia Plan (2006-2010). Clearly, apart from an unprecedented contrast in technique identifying with masses advancement is gotten, or some new response for this development housing demand is completed, issue on housing have been occurred since before and yet continue to grow and become worse.

2.1 Establishment of PR1MA



2.1.1 The PR1MA Programme

PR1MA was set up on 1 January 2013 and has been consolidated under Perumahan Rakyat 1Malaysia Act 2012 (hereinafter alluded as "PR1MA Act 2012") to construct quality HOME in urban zones and make them affordable for the middle-income group is set to usher the start of a better tomorrow for most Malaysians. The middle-income group comprises of more than half of population (i.e. 60.0 per cent) of Malaysian households (PR1MA Annual Report, 2016).

As per mandated by the former Prime Minister YAB Dato' Seri Najib Razak for PR1MA to give 500,000 units of HOME, PR1MA has been engaged to design, create, build and keep up townships in significant urban communities all through the nation, PR1MA means to convey something other than brick and mortar. PR1MA HOME would be the establishment for solid, integrated and harmonious communities that would develop into townships that meet environmental, social and economic sustainability objectives (PR1MA, 2018).

2.1.2 PR1MA Aim

As indicated by PR1MA Annual Report 2016, the point of the foundation of PR1MA is to give assurance of house-ownership for Malaysia's middle-income group. The development of PR1MA HOME are mainly in the key urban regions and is open to all Malaysians at least 21 years of age with a monthly household income range between RM2,500 to RM15,000, and don't possess more than one property. Where the household income is characterized as the joined income of husband and wife. PR1MA encourage an adult's age over 21 years of age to apply individually.

In order to accomplish that objectives, effective development is ingrained in the culture of PR1MA as the centre of its projects, where latest innovations as their main foundation, ideal collaborations, good communication among the work force, interested parties, strategic partners and PR1MA home owners.

2.1.3 PR1MA Act 2012

PR1MA is bound by their own act, PR1MA Act 2012. Even though, PR1MA has been mandated by the Malaysia Government to provide affordable HOME to the nation, unfortunately under the Act did not specify the concept of ‘affordable housing’ nor the ‘middle income group’. Generally, PR1MA Act 2012 clearly stated that:

“the act is to provide for and regulate matters relating to the development and construction of housing accommodation, infrastructure and facilities under the Perumahan Rakyat IMalaysiaprogramme, to address the need for sustainable housing community living in the urban areas in Malaysia towards creating a strategic socio-economy housing development model, to provide for the establishment of Perumahan Rakyat, and to provide related matters.”

It also clearly stated that in Section 32(1) of the PR1MA Act 2012, provides criteria in relation to eligible persons *inter alia*, “PR1MA shall prescribe the criteria for application to purchase or rent PR1MA HOME shall be based on the following factor i.e, Malaysian citizenship, the income level of the applicants, the status of ownership of property of the applicant and any other factors which the Minister, on the advice of Corporation deems fit” yet, it does not provide any of clear definition or the purpose of establishment of PR1MA in providing the affordable housing to the middle income group. Since the beginning, PR1MA has been significantly known as an agency to provide the affordable housing to the middle income. Former Prime Minister, YAB Datuk Seri Najib Abd Razak declared in his Budget Speech in 2011 under paragraph 76 that;

“To enable buyers to own houses, the Government established the IMalaysia People’s Housing (PR1MA) as the sole agency to develop and maintain affordable and quality houses, specifically for middle-income group.”

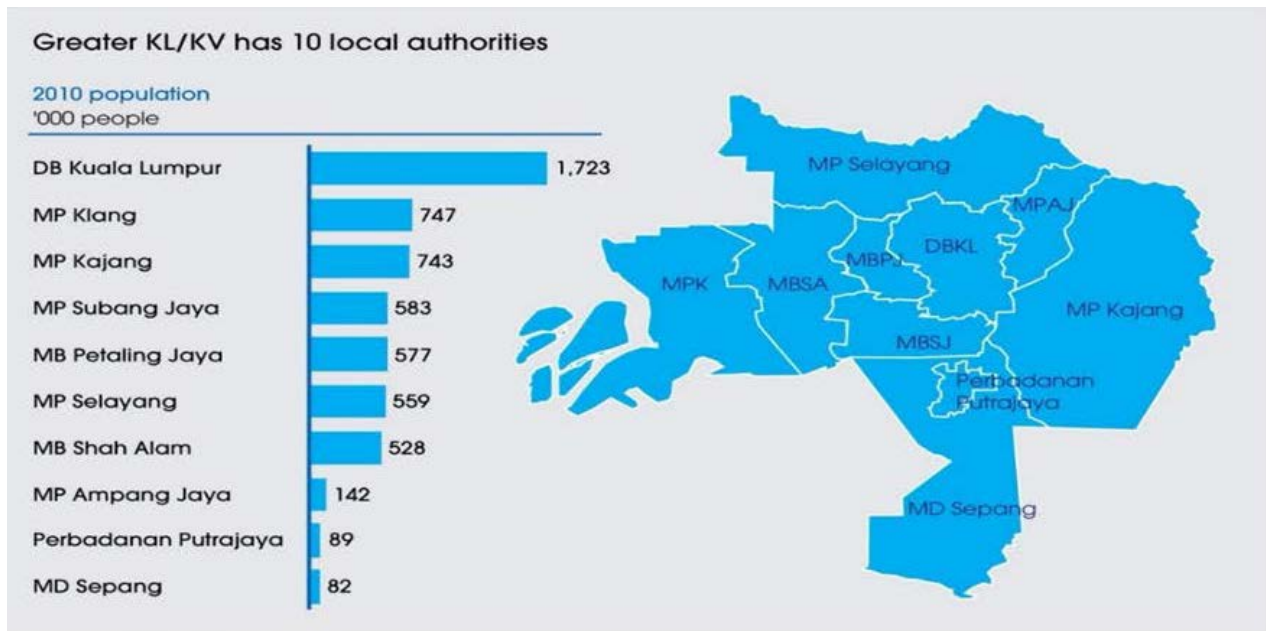
Whereby, the definition of "Middle Income Group" varies depending where they reside, for example, middleclass individual living in Kuala Lumpur can in any case afford of a house valued at RM500,000 while in Kedah or Kelantan, the affordability level is estimated to be RM70,000. There are other subcategories of the middle-income group such as Upper-Middle Income, Middle-Middle Income and Low-Middle Income which the affordability ranges between RM120,000 and

RM150,000 except in the city centre of Kuala Lumpur. Therefore, this study will cover the term middle income as general and will be based on Greater Kuala Lumpur.

However, PR1MA concept of the term middle income refer as “*PR1MA is open to all Malaysians with a monthly household income between RM2,500 to RM10,000 with the affordable housing offered within price range between RM100,000 to RM400,000*”. It varies from states in Malaysia such as Selangor, the middle-income range between RM5,000 up to RM8,000 for the house price range between RM100,000 to RM250,000. Whereas, in Johor the target group for middle income only up to RM8,000 for the affordable housing price range from RM120,000 to RM220,000.

Nevertheless, since to this date of research proposal PR1MA has not establish any policy in respect of the development for affordable housing. Currently, PR1MA’s practices can be view only through the PR1MA official website.

2.1.4 PR1MA HOME in Greater Kuala Lumpur



Source: Department of Statistics Malaysia, 2010

Figure 2.1 : Population in Greater Kuala Lumpur, 2010

The Tenth Malaysia Plan (2011-2015) pointed out that the Greater Kuala Lumpur conurbation has been distinguished as a National Key Economic Area. Real undertakings and activities are made arrangements for the Tenth Plan, towards changing Greater Kuala Lumpur into a main worldwide city (PEMANDU, 2010).

Greater Kuala Lumpur is the extend of Kuala Lumpur area that include ten (10) districts zones, Petaling Jaya, Kuala Lumpur, Ampang Jaya, Shah Alam, Subang Jaya, Kajang, Putrajaya, Klang, Selayang, and Sepang. On the whole, Greater Kuala Lumpur is Kuala Lumpur and it's including an area in the territory of Selangor and Putrajaya (PEMANDU, 2010).

Kuala Lumpur and Selangor are said to be the two (2) most preferred areas based on 2nd Half of 2014 Asia Property Market Sentiment Report by iProperty.com. The city of Kuala Lumpur and major parts of Selangor are part of Greater Kuala Lumpur. According to the report as well, areas like Ara Damansara, Bukit Jalil, Cyberjaya, Kajang, Petaling Jaya, Puchong and Shah Alam are the property hotspots inside Klang Valley (Asia Property Market Sentiment Report, 2016).

Greater Kuala Lumpur is home to a best-of-class airport terminal, structural landmarks like the Twin Tower of Petronas and Menara Kuala Lumpur, and various public transportation such as LRT, MRT, Monorail, ERL, and Commuter. Cities that has rapid growth are usually the places where most homebuyers will likely make property investment. As of now, the population around Klang Valley is around 7 million, however are expected to grow up to 10 million by 2020. This is a sign of a positive growth and it proves that there will be more interest in housing development in the coming future (PEMANDU, 2010).

Despite the potential increase of growth in the Klang Valley, houses price in the area skyrocketed which resulted with many overhang houses. The overhang is an indication that houses in Kuala Lumpur and Selangor is unaffordable. This was supported by a research by Khazanah Institute stating that both cities fall in the 'severely unaffordable' category.

Therefore, this research will cover PRIMA HOME in Greater Kuala Lumpur which as follows:

1. PR1MA @ Bandar Teknologi Kajang – Kajang, Selangor

According to PR1MA, PR1MA HOME at Bandar Teknologi Kajang located at Kajang area nearby Semenyih. The property can be access through SILK highway, LEKAS highway and Grand Saga highway. It also can be access through Kajang by pass and Expressway Utara-Selatan. This project provides a total of 1,530 units of HOME with 3 proposed unit type and sizes. There are six facilities that the developer of this project proposed to build and provide. That includes Clinic, Kindergarten, Playground, Community Hall, Nursery and Surau. The price for PR1MA HOME at Bandar Teknologi Kajang range between RM250,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 700 square feet and the largest is 950 square feet.



2. PR1MA @ Kajang – Kajang, Selangor

PR1MA at Kajang located at the centre of Kajang and can be access trough Jalan Bukit, Kajang or direct access from Jalan Bukit (PR1MA, 2018). PR1MA at Kajang price starting at RM288,000 to RM500,000 where PR1MA do mention in their website that their price is subject to any changes in the future. The smallest size of the property is 700 square feet and the largest is 950 square feet. This project provides a total of 393 units of HOME with 3 proposed unit type and sizes. There are five facilities that the developer of this project proposed to build and provide. That includes Clinic, Nursery, Surau, Kindergarten and Playground.



3. PR1MA @ Cyberjaya Lakefront – Cyberjaya, Selangor

According to PR1MA, PR1MA HOME at Cyberjaya Lakefront located at Persiaran Sepang, Taman Sains Selangor 2, district of Selangor. It can be access through NKVE by exit from Putrajaya, ELITE highway, SKVE highway and LDP, Besraya and Pintasan Dengkil. The price for PR1MA HOME at Cyberjaya Lakefront range between RM280,000 to RM500,000. The price of the property is subject to any changes in the future. The size is 850 square feet for all types. This project provides a total of 1,932 units of HOME with 3 proposed unit type and sizes. There are eight facilities that

the developer of this project proposed to build and provide. That includes Kindergarten, Multipurpose Hall, Outdoor Gym, Surau, Management Office, Nursery, Retail and Swimming Pool.



4. PRIMA @ Kajang Utama - Kajang, Selangor

PRIMA HOME at Kajang Utama have an easy access from SILK highway and LEKAS highway. The property is located at the strategic area which have direct access to town of Kajang, Bandar Bangi and Kajang Hill Golf Resort. It also can be access through North-South Highway. PRIMA mentioned that the price for PRIMA HOME at Kajang Utama range between RM347,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 900 square feet and the largest is 1,124 square feet. This project provides a total of 566 units of HOME with 4 proposed unit type and sizes. There are five facilities that the developer of this project proposed to build and provide. That includes Community Hall, Nursery, Surau, Kindergarten and Playground.



5. PR1MA @ Cyberjaya 2 – Kajang, Selangor

This project provides a total of 469 units of HOME with 5 proposed unit type and sizes. There are seven facilities that the developer of this project proposed to build and provide. That includes CCTV, Kindergarten, Multipurpose Hall, Playground, Gymnasium, Mini Library and Nursery. While the price for PR1MA HOME at Cyberjaya 2 range between RM247,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 850 square feet and the largest is 1,000 square feet. PR1MA HOME at Cyberjaya 2 located nearby Laman View Cyberjaya. The property can be access through NKVE highway by exit from Putrajaya, Maju Expressway, SKVE and LPD, Besraya and Pintasan Dengkil.



6. PRIMA @ Bandar Bukit Mahkota – Kajang, Selangor

For Bandar Bukit Mahkota the price range start from RM288,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 859 square feet and the largest is 1,107 square feet (PRIMA, 2018). This project provides a total of 650 units of HOME with 2 proposed unit type and sizes. There are five facilities that the developer of this project proposed to build and provide. That includes Kindergarten, Playground, Surau, Multipurpose Hall and Recreational Facilities for the Elderly. The property it is located at Persiaran Mahkota 1, Bandar Bukit Mahkota, Kajang district of Selangor. The property can be access through LEKAS highway, North-South Highway and from Jalan Putra Mahkota (PRIMA, 2018).



7. PR1MA @ Jalan Jubilee – Kuala Lumpur, Wilayah Persekutuan

PR1MA at Jalan Jubilee price starting at RM385,000 to RM500,000 where PR1MA do mention in their website that their price is subject to any changes in the future. The smallest size of the property is 906 square feet and the largest is 1,045 square feet (PR1MA, 2018). This project provides a total of 543 units of HOME with 9 proposed unit type and sizes. There are seven facilities that the developer of this project proposed to build and provide. That includes Community Hall, Nursery, Playground, Swimming Pool, Kindergarten, Outdoor Gym and Surau. PR1MA at Jalan Jubilee located at the center of Kuala Lumpur. It is a strategic area to go place around Kuala Lumpur. The property can be access through Jalan Jubilee, Jalan Loke Yew and Maju Expressway (PR1MA, 2018).



8. PRIMA @ Alam Damai – Kuala Lumpur, Wilayah Persekutuan

PRIMA HOME at Alam Damai price range from RM243,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 662 square feet and the largest size is 1,048 square feet (PRIMA, 2018). This project provides a total of 2,074 units of HOME with 4 proposed unit type and sizes. There are five facilities that the developer of this project proposed to build and provide. That includes Community Hall, Nursery, Prayer Room, Kindergarten and Playground. PRIMA HOME at Alam Damai located at Persiaran Bestari, Alam Damai in the Cheras district. It has an easy access through Cheras-Kajang Highway, Link Highway and MRR2 Highway (PRIMA, 2018).



9. PRIMA @ Cyberjaya – Cyberjaya, Selangor

PRIMA HOME at Cyberjaya price range from RM220,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 850 square feet and the largest size is 1,000 square feet (PRIMA, 2018). This project provides a total 650 units of HOME with 2 proposed unit type and sizes. There are seven facilities that the developer of this project proposed to build and provide. That includes Gymnasium, Management Office, Nursery, Surau, Library, Multipurpose Hall and Retail. The property is located at Laman view Cyberjaya. It can be access through NKVE highway by exit from Putrajaya, Maju Expressway, SKVE and LDP, Besraya and Pintasan Dengkil (PRIMA, 2018).



10. PRIMA @ Brickfields - Kuala Lumpur, Wilayah Persekutuan

PRIMA HOME at Brickfields price range from RM270,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 691 square feet and the largest size is 1,005 square feet (PRIMA, 2018). This project provides a total of 920 units of HOME with 4 proposed unit type and sizes. There are five facilities that the developer of this project proposed to build and provide. That includes Gymnasium, Multipurpose Hall, Surau, Kindergarten and Nursery. PRIMA HOME at Brickfields located at town of Brickfields, Federal Territory of Kuala Lumpur. The property can be access from New Pantai Expressway, Jalan Bangsar, Jalan Tun Sambanthan and Jalan Syed Putra.



11. PR1MA @ Bukit Jalil - Kuala Lumpur, Wilayah Persekutuan

The price for PR1MA HOME at Bukit Jalil range between RM260,000 to RM500,000. The price of the property is subject to any changes in the future. The smallest size of the property is 654 square feet and the largest is 957 square feet. This project provides a total of 320 units of HOME with 8 proposed unit type and sizes. There are six facilities that the developer of this project proposed to build and provide. That includes Clinic, Retail, Surau, Multipurpose Hall, Sky garden and Swimming Pool. While PR1MA HOME at Bukit Jalil can be access through SKVE highway, MEX Highway, KL-Seremban Highway and Bukit Jalil Highway. PR1MA HOME at Bukit Jalil can be access through SKVE highway, MEX Highway, KL-Seremban Highway and Bukit Jalil Highway.



2.2 Review of the Literature

This section presents a review of the attributes that influencing Home Buyers' Purchase Decision and the literature related to Home Buyers' concern and develops hypotheses.

2.2.1 Purchase Intention

If a person is planning to perform certain behaviors and act immediately towards it, that indicates the person has 'intention'. According Armitage and Conner (2001), intention is perceived as the motivation for a person to engage in certain behavior. Besides, as per the Theory of Planned Behavior demonstrate, the quick determinant of conduct is the person's goal to perform or not that behaviour. Meanwhile, behavioural intention is characterized as the person's abstract likelihood that the individual will participate in that conduct by Ajzen and Fishbein, 1980. In view of Theory of Reason Action (TRA), an individual's intention is an element of two essential determinants, one individual in nature and the other reflecting social impact. The individual is the person's certain or pessimistic assessment of playing out the conduct. This factor is named frame of mind toward the

conduct (Ajzen & Fishbein, 1980). In the interim, TRA and Theory of Planned Behavior delineate individual's social expectation as a mix of three fundamental determinants; frame of mind towards the conduct, emotional standard, and saw social control (Randall & Gibson, 1991). Theory of Planned Behavior has been broadly utilized by analysts in estimating individuals' expectation to purchase, devour and acknowledge Halal nourishment items (Alam & Sayuti, 201; Nazahah & Sutina, 2012).

As per Sidi and Sharipah (2011), purchase intention alluded as abstract judgment by customers whom it reflected after customer assesses whether to purchase an item or a service. Purchase intention secured a few implications, for example, purchaser's ability to purchase at specific product or services; purchaser's purchase intention to purchase goods in the future; purchaser choice of repurchase the goods, (Han et al., 2010). Purchase intention indicate the preference of purchaser to purchase any product or services. The higher the purchase intention, the higher the readiness of a customer to buy the product or services (Schuler, 2003). As indicated by Han et al., (2010), purchase intention showed customer pursued their inclinations, from their earlier encounters and outside condition to gather data and to assess accessible option before settling on any choice.

According to Zawawi et al. (2004), purchase intention of a customer has advantageous result on customer authentic buy lead on a private property. Consequently, if a customer will burn through cash to purchase a property, the person in question bound to have higher expectation to purchase it. Hence, customer with solid goal to purchase the private properties, the person in question will be bound to move the goal into genuine purchase intention.

In this examination, the goal is the reliant variable and it is anticipated by free factors, which are Price (P), Location (L), Income (I), and Facilities (F). An exploration by Kim et al. (2005), discovered that goal shift every once in a while, and as the time interim builds, the lower is the connection amongst intention and activity. Taylor and Todd (1995) recommend that intention is a solid indicator of human conduct.

Table 2.1 : PurchaseIntention/ Influence as Dependent Variable that was used in the previous studies

Authors	Title of Research	Dependent Variable	Underlying factors (IV's)
Tawfiket al (2015)	Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia: Moderating Effect of Demographic Citizenship	Purchase Intention	<ol style="list-style-type: none"> 1. Attitude 2. Perceived Behavior Control 3. Subjective Norms
Wang (2014)	Customers purchase intention of shoes : Theory of Planned Behavior and desired Attributes	Purchase Intention	<ol style="list-style-type: none"> 1. Shoe Attributes 2. Attitude, Subjective norms , and Perceived Behavior control 3. Demographic and Shopping Behavior Variables
Tan (2013)	Use of Structural Equation Modeling to Predict the Intention to Purchase Green and Sustainable HOME in Malaysia	Purchase Intention	<ol style="list-style-type: none"> 1. Structural equation modeling 2. Green and sustainable HOME
Chan (2013)	Customers	Purchase Intention	<ol style="list-style-type: none"> 1. Self-efficacy

	purchase intention of green products: An investigation of the drivers and moderating variable		<ol style="list-style-type: none"> 2. Social Influence 3. Store image 4. Willingness to pay more
Sabbir et al (2012)	A Conceptual Study on Customer's Purchase Intention of Broadband Services: Service Quality and experience economy Perspective	Purchase Intention	<ol style="list-style-type: none"> 1. Service Quality and Customer Perception 2. Technical Quality 3. Competence Issue 4. Responsiveness Issue
Rezai et al (2011)	Consumers' awareness and consumption intention towards green foods	Purchase Intention	<ol style="list-style-type: none"> 1. Attitude and awareness 2. Subjective norms 3. Perceived Behavioral control
Yoon et al (2011)	Ladies' purchase intention during retail shoes sales promotions	Purchase Intention	<ol style="list-style-type: none"> 1. Social Surrounding 2. Physical Surrounding 3. Temporal Perspective Task definition

Ramayah et al. (2010)	Green product purchase intention: Some insights from a developing country	Purchase Intention	<ol style="list-style-type: none"> 1. Environment 2. Individual consequences 3. Self-enhancement value
Sangkakoon et al. (2010)	The Influence of Group References in Home Purchase Intention in Thailand	Purchase Intention	<ol style="list-style-type: none"> 1. Subjective Norms 2. Attitude 3. Perceived Behavior Control

Sources: Tawfiket (2015); Wang (2014); Tan (2013); Chan (2013); Sabbir et al. (2012); Rezai et al. (2011); Yoon et al. (2011); Ramayah et al. (2010); and Sangkakoon et al. (2010).

2.2.2 Demographic

Demography defines by Beatson (2014) as a logical investigation of people populaces. Sociology Guide, 2016 state that A. Guillard utilized in his book entitled ‘Elements de Statistique Humanineou Demographie Comparee’ the word 'demography' without precedent for the year 1855.

A progression of critical determinants of shoppers' interest for items or administrations are customers' close to home qualities, which incorporate their statistic points of interest, ways of life and personalities, by Blackwell, et al.,(2006).

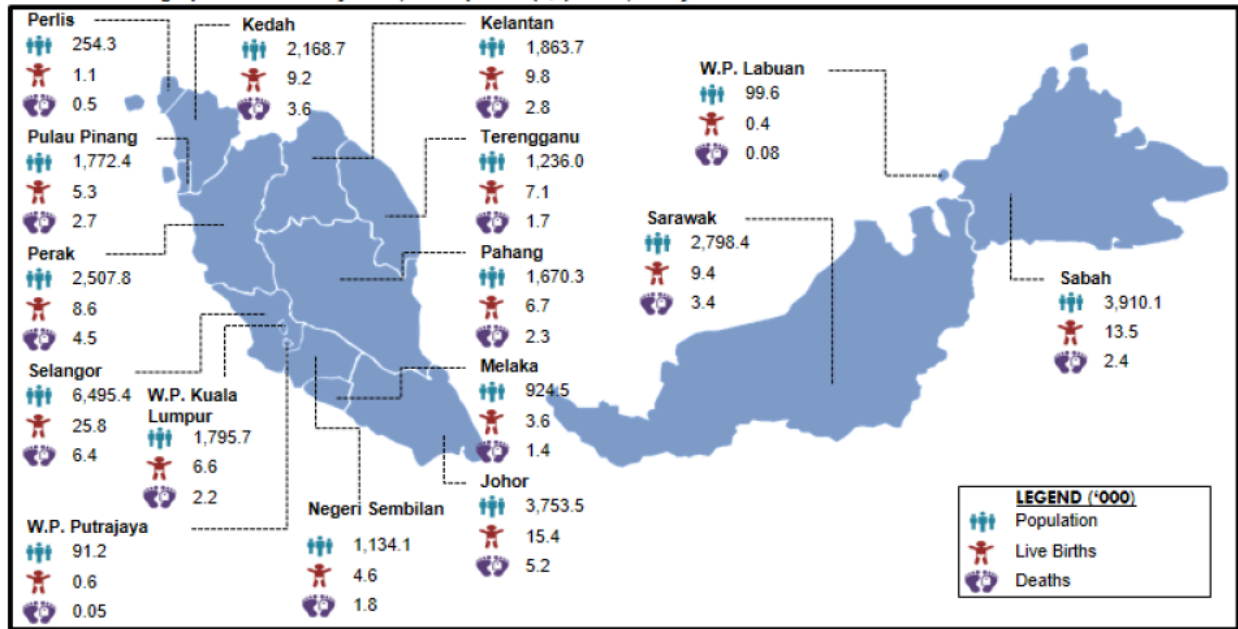


Figure 2.2: Demographic statistics by state, third quarter (Q3) 2018, Malaysia

Source : Department of Statistics Malaysia (2018)

Figure 2.2 provides the details of the demographic statistics by state in third quarter (Q3) 2018. It was highlighted that 32.5 million population is recorded in third quarter 2018 where there is an increase by 1.0 per cent compared to third quarter 2017. 127.9 thousand live births were recorded in third quarter 2018, decrease by 2.2 per cent compared to third quarter 2017. 41.3 thousand deaths were recorded in third quarter 2018, decrease by 0.5 per cent compared to third quarter 2017.

Meanwhile, Figure 2.3 show us the Malaysia’s population that has been slow down, with forecasts that it will continue to decrease.

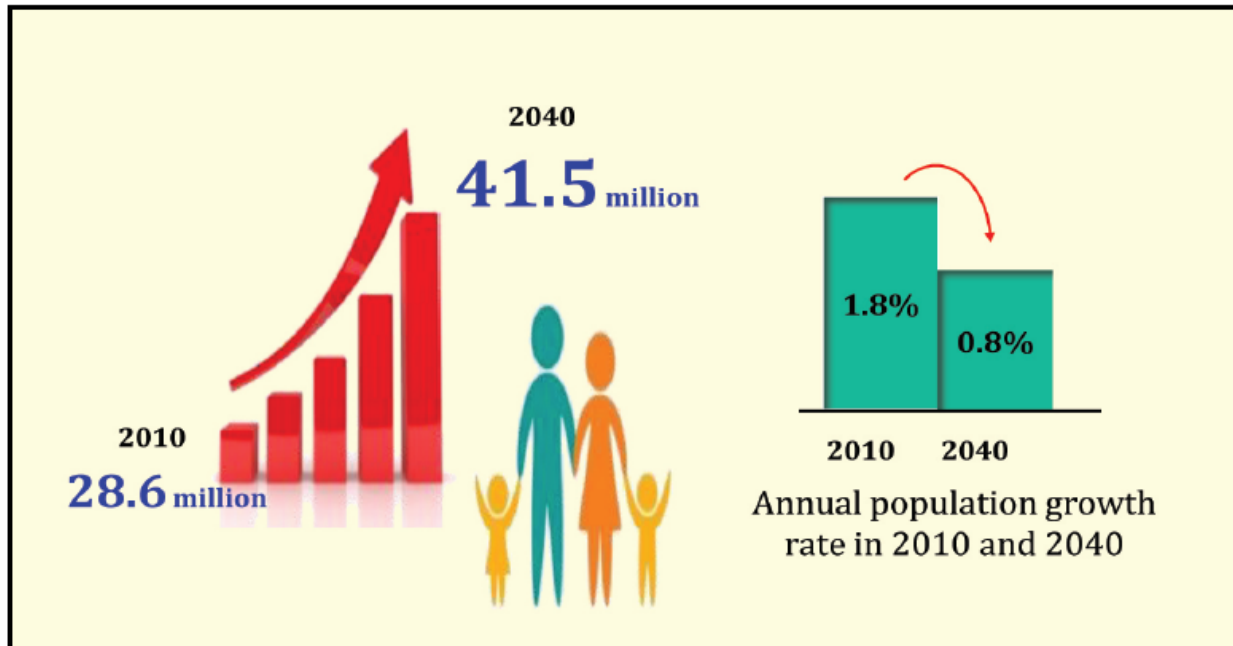


Figure 2.3: Malaysian population size (2010 to 2040)

Source : Department of Statistics Malaysia (2018)

There is 32.5 million population with 127.9 thousand live births and 41.3 thousand deaths in Malaysia for the third quarter 2018 as reported by Department of Statistic Malaysia. Whereby in 2010, the Malaysian's populace is anticipated to increment to 41.5 million (2040) from 28.6 million (2010). Nevertheless, the populace increment is moderate with the yearly populace development rate diminishing to 0.8 per cent in 2040 from 1.8 per cent in 2010. Though, the normal populace development rate diminishes by 0.05 per cent every year (Department of Statistics, 2018).

UN World Urbanization prospects latest revision projected and estimates Greater Kuala Lumpur's population in 2019 at 7,780,301. In 1950, the population of Kuala Lumpur was recorded at 261,528. Kuala Lumpur has grown by 928,870 since 2015, which represents a 3.23 per cent annual change.

According to Livette (2007), gender plays an important role when making the decisions to purchase something, where males will focus on the criteria or task. Meanwhile, female only focus on their activities. As female decision influences by their emotional and males influences by

understanding (Livette, 2006). Hence, male will purchase the product if they find it is suitable and worth while women will depend on their emotion.

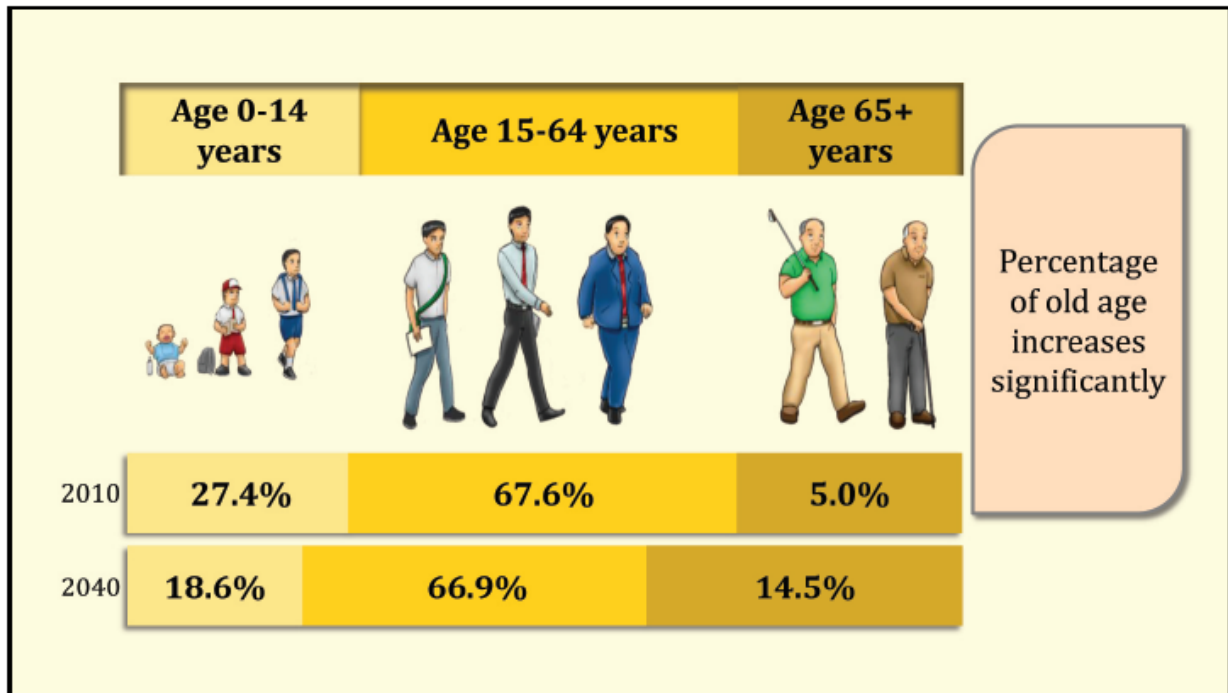


Figure 2.4: Age Structure (2010 to 2040)

Source : Department of Statistics Malaysia (2018)

Figure 2.4, shown us the age structure for Malaysia’s population that can be categorized into three main groups, an old age (65 years and above), the working age group (15-64 years) and the younger group (0-14 years).

The median age will be expected to rise in 2040 to 38.3 years from 26.3 years in 2010. This will lead to the increase in the total dependency ratio to 49.5 in 2040 from 47.8 in 2010 due to an increase in the old age dependency ratio, almost a three-fold increase to 21.7 in 2040 from 7.4 in 2010. Hence, the population in the age groups of young and old age to be bear for every 100 people of working age.

In view of research by Khazanah Research Institute (2015) report, crosswise over age-groups, the working-age grown-up populace (24-multi year-olds) is the most astounding contrasted with the

others. At the point when the age bunches are considered independently, the general example of populace thickness takes after a donut, especially to work age grown-ups and kids (0-multi year-olds). The 'gap' of the donut is the city of Petaling Jaya, where populace densities are generally lower contrasted with the 'ring' which contains the Kuala Lumpur downtown area and rural mukims, for example, Damansara and Ampang (where the centralization of kids, which infers youthful families, is the most elevated).

Age do have impact in the decision making when to purchase a house. Simple design of the house and has a flexibility to move around in the house will attract above 50 years old group of people, who also known as old age, to buy it (Hurtubia et al., 2010). People life cycle can be identified by looking at their current life cycle in their house. For example, to determine the type of people living in the house whether it is a newly married, single or elderly. Each of them has their own preference that will lead them to make decision to purchase the house (Hurtubia et al., 2010). Meanwhile, the group age below 30 have less intention to purchase a house due to the monthly commitment that most likely will give impact to their financial stability (Lutfi, 2010).

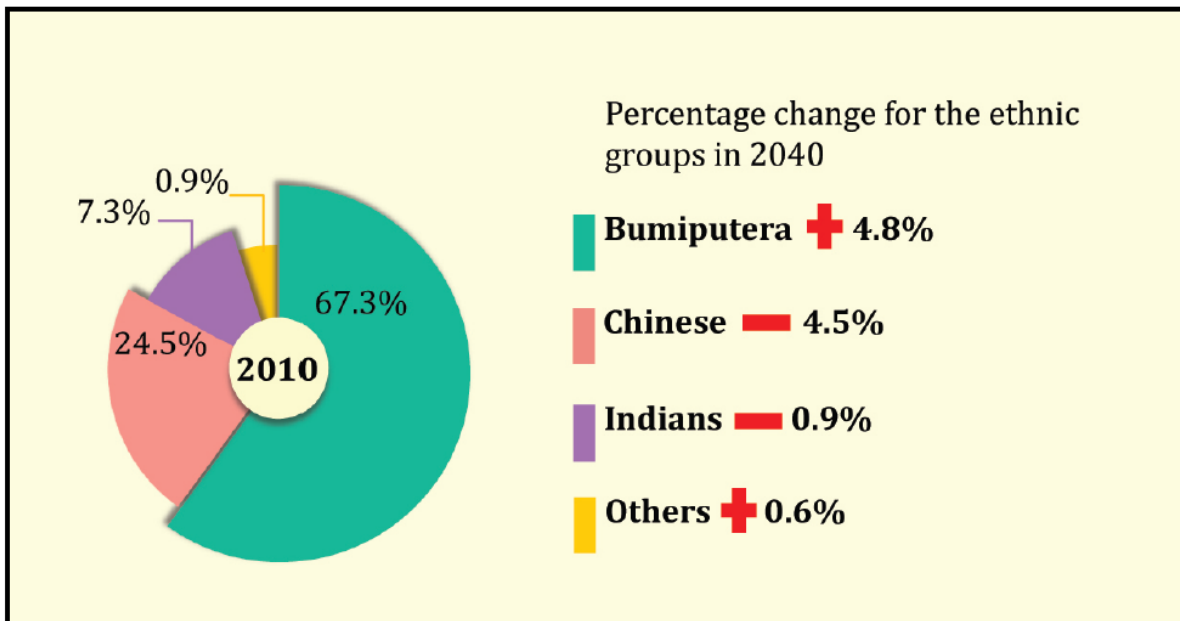


Figure 2.5: Ethic Composition, (2010 to 2040)

Source : Department of Statistics Malaysia (2018)

Figure 2.5, shown us the ethnic composition for Malaysia’s population. As we can see, the majority of the ethnic groups in Malaysia are holds by Bumiputera. Malaysian’s population is projected to increase from 28.6 million in 2010 to 41.5 million in 2040. Where the percentage of ethnic composition was increase by 4.8 per cent from 67.3 per cent in 2010 to 72.1 per cent expected in 2040. (Department of Statistic, 2016).

According to Hurtubia et al. (2010), the residence in staying in the area of the house will give an impact in the decision making to purchase a house. That is the results of the variety of ethics in the certain area (Bajari & Khan, 2005). Hence, race do have an impact in decision making when to purchase a house or property (Bajari & Kahn, 2005; Leppel, 2007).

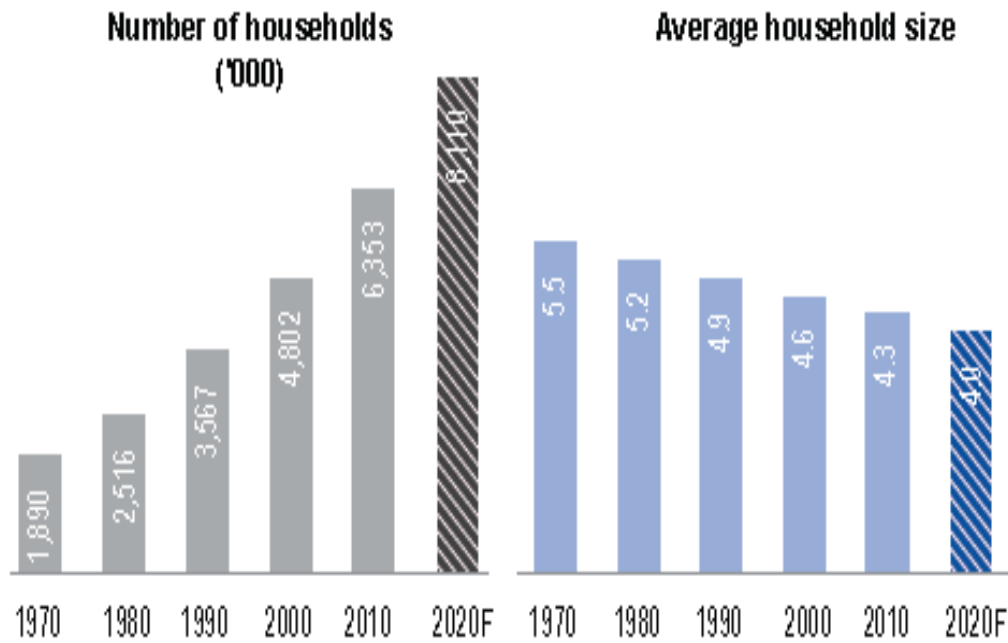


Figure 2.6: Number of household size in Malaysia, 1970 - 2020

Source : Department of Statistics Malaysia (various years), KRI Calculations

In the interim, the extent of family units is getting littler, according to Figure 2.6. In 1970’s an average of an ordinary of 5.5 people per family or, we can be concluded that there were around 182 families for each 1,000 people. In year 2020 the measure is that the ordinary is going to be 4 people, or 250 per family for each 1,000 people. An amount of each family is in this manner extending at a

speedier rate than the improvement of the masses. This unalterable measurement sureness is what is one of the drivers for housing demand.

Hurtubia et al. (2010) was of the opinion that the bigger the house the more people living in it. The total square feet of the house will affect the decision of the people to purchase it, either for family or young people. Majid (2010) also mentioned that people who has a young child would prefer a house with a simple design with superfluous space for their convenient. The numbers of room in the house and the total square feet will also plays an important role for the family with bigger number of household to make decision to purchase a house (Suaid, 2012).

Hence, the analyst can infer that Demographics is keen on any populace trademark that might be valuable in understanding what individuals think, what they will purchase, and what number of fit this profile by Zikmund and Babin (2009). Statistic factors is simpler to gauge than different factors in an examination paper and purchasers' requests nearly reflect statistic factors. Statistic factors incorporate Genders, Age, Ethnicity and Number of Household. The idea of market portion dependably expects to modify for contrasts in shoppers' needs and changes items to meet and fulfill diverse gatherings of customers (Hoyer & Macinnis, 2010). Concerning buyer buy conduct, a few specialists look at a scope of statistic qualities that might be related with requirements and needs of shoppers in portion markets.

Along these lines, shopper socioeconomics incorporate Genders, Age, Ethnicity, and Number of Household are on the whole individual elements which apply an effect on customers' buy practices.

H1_A : Genders has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_B : Age has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_C : Ethnicity has significant difference towards home purchase influence when purchase PR1MA HOME.

H1_D : Number of household has significant difference towards home purchase influence when purchase PR1MA HOME.

2.2.3 Price

House value definition may vary by the various workforce, for example, designer, temporary worker, merchant, and the purchaser (Lee, 2009). Michele (2012) indicated house cost as an incentive for private property which gets the ideal harmony between drawing in strong offers and eventually getting the best cash. While Lee (2009) characterized house cost as an incentive to be paid for the exchange of procurement a private property which more to purchaser's viewpoint.

In housing possession, number of elements been distinguished to impact the capacity of purchaser in housing proprietorship. The high cost of the houses is one of the essential issues in urban housing proprietorship. As indicated by Rodney (2008), the procedures where costs and determinants of costs are shaped can change from place to put. For instance, the report from Khazanah Research Institute (2015) demonstrated that the middle costs for housing crosswise over states in Malaysia surpass multiple times middle yearly household income affordability. Also, to think about housing affordability dependent on territory, territories like Kuala Lumpur, Terengganu, Pulau Pinang and Sabah has seriously exorbitant to the general population. Essentially, there are five noteworthy motivation behind why moving costs will proceed with rise which are cost of land, materials and work, intrigue cost, endorsement process and net revenue (Chan, The Edge, 2011).

Wan NorAzriyati et al. (2010) likewise clarified that as developers needed to hold up under the increasing expense and expected deal cost of property, without uncertainty bringing about more expensive rate of housing. As indicated by Central Bank of Malaysia dependable guideline, the cost of house that bear the cost of by purchasers should cost 1.5 and 2.5 occasions their yearly pay (Bank Negara Malaysia, 2003). Therefore, if the cost of house is RM 327,000, the month to month pay of potential housing purchasers ought to be around RM10,900 in reality the mean month to month net household income of Selangor in 2009 is just RM 5,962 (Department of Statistic, 2010). Salfarina et al. (2010) in their research found that the vast majority of respondents feel that houses in urban Malaysia is excessively costly and past their capacity. Susilawati and Armitage (2004) in their research likewise discovered that the capacity to get to housing has declined because of limitations on pay that is the costs of houses has not been similarly trailed by ascends in salary. This finding has been concurred by Ahmad Ariffian et al. (2008) as the high in housing costs influence the

housing proprietorship as it past individuals pay. Moreover, the study additionally discovered that the cost offered by private developers is high to Bumiputera even been given 15 percent markdown and because of developers' theory for a greater edge.

An expanding cost of houses has led issues to the individuals who live in urban regions the center and low-salary bunches particularly. Regularly, as the property estimation expanded the houses costs likewise expanded. This is because of the zones that are completely furnished with the offices and turn into the principle access to the high esteem business property (Mona, BeritaHarian, 2011). According to Puteri et al. (2012), in their research even referenced that if this circumstance proceeds later on, owning a house is inconceivable for youngsters in urban territory.

The price for PR1MA HOME is varies depends on the location, square feet and facilities provided for each project, the price range for PR1MA HOME in Greater Kuala Lumpur. The summary of the price for PR1MA HOME are as follows:

PR1MA HOME	Price Range (RM)
PR1MA @ Bandar Teknologi Kajang	From RM250,000
PR1MA @ Kajang	From RM288,000
PR1MA @ Cyberjaya Lakefront	From RM280,000
PR1MA @ Kajang Utama	From RM347,000
PR1MA @ Cyberjaya 2	From RM274,000
PR1MA @ Bandar Bukit Mahkota	From RM288,000
PR1MA @ Cyberjaya	From RM 220,000
PR1MA @ Jalan Jubilee	From RM 385,000
PR1MA @ Alam Damai	From RM 243,000
PR1MA @ Bukit Jalil	From RM 260,000
PR1MA @ Brickfields	From RM 270,000

H2 : Price (P) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.
--

2.2.4 Location

As indicated by Miron, (2004), location is the main factor people will consider when they want to purchase a house. This also concurred by Zhang and Lin (2011), where they reveal the impact of location towards individual feeling when staying in HOME with lifts or in the gated network, that provide more esteem and appreciation. Distinctive plan and location of the habitation will give diverse qualities as far as the presence of public goods, job opportunities, social status, and the use of personal items (Jansen et al., 2011), the area is the fundamental factors that lead to quality housing and welfare HOME.

One of the principles worries that Salfarina et.al (2010) found in their research for house buyers in urban districts is location. This is valid as location of housing assumes the imperative role in deciding the capacity to get to the good schools, employment and social facilities (Gilbert, 2001). What's more, Mona (Berita Harian, 2011) and ISIS Housing Study Team (1997) referenced that the area of housing, that is close to the work, will eventually be picked by the people as it will reduce the cost of transportation.

The greater part of Bumiputera respondents in Ahmad Ariffian et.al (2008) ponder demonstrate that housing areas for them frequently arranged at a not key area, a long way from the town locale, impact other narrative cost and a bit of the units apportioned are not sensible in term of position of Kiblat for supplication. As per Mazlin and Anniz (2011) examine, there are 3 perspectives can be identified with area. To start with, in term of geographical area, a house that near the city will be picked for the most part by individuals contrasted with the far one. Second, the physical nature of the earth around the house, for example, in a peaceful condition will be more than one in boisterous road.

Along these lines, area plays a most basic effect on the achievement of a private advancement. Incredible property in an extraordinary region will give a high advantage return. Exchange factors that would impact the territory are its neighborhood economy and activities around the property. In any case, these components are more towards pay and societal position. Moreover, different components that can impact the decisions of area for the purchasers are the status and estimations

of speculations. These variables are very essential on the grounds that the populace in lodging region more esteem.

PR1MA works as a balancer that helps close the hole between different fragments. PR1MA's view that they will attempt to infiltrate areas that are reviewed as exclusive areas. For instance, PR1MA offers 1,932 units of HOME at Cyberjaya Lakefront, an area ringed by extravagance HOME ventures (PR1MA, 2018). Following are the summary of location of PR1MA HOME in Greater Kuala Lumpur:

Table 2.2: Location of PR1MA HOME in Greater Kuala Lumpur

PR1MA HOME	Location	Accessibility
PR1MA @ Bandar Teknologi Kajang	Kajang, Selangor	<ul style="list-style-type: none"> • Access via SILK Highway • Access via LEKAS Highway • Access via Grand Saga Highway • Via North-South Expressway and Kajang by-pass
PR1MA @ Kajang	Kajang, Selangor	<ul style="list-style-type: none"> • Jalan Bukit, Kajang • Direct access from Jalan Bukit
PR1MA @ Cyberjaya Lakefront	Cyberjaya, Selangor	<ul style="list-style-type: none"> • NKVE (Exit Putrajaya) • Lebuhraya ELITE • SKVE • LDP, Besraya • Pintasan Dengkil

PR1MA @ Kajang Utama	Kajang, Selangor	<ul style="list-style-type: none"> • Via Silk Highway and LEKAS Highway • Accessibility to Kajang Town, Bangi Town and Kajang Hill Golf Resort • Via Lebuhraya Utara-Selatan
PR1MA @ Cyberjaya 2	Kajang, Selangor	<ul style="list-style-type: none"> • NKVE (Exit Putrajaya) • Maju Expressway (MEX) • SKVE • LDP, Besraya and Pintasan Dengkil
PR1MA @ Bandar Bukit Mahkota	Kajang, Selangor	<ul style="list-style-type: none"> • Lebuhraya Utara – Selatan • Jalan Putra Mahkota • LEKAS Highway
PR1MA @ Cyberjaya	Cyberjaya, Selangor	<ul style="list-style-type: none"> • NKVE (Putrajaya Exit) Maju Expressway • SKVE • LDP, Besraya and Dengkil Bypass
PR1MA @ Jalan Jubilee	Kuala Lumpur, Wilayah Persekutuan	<ul style="list-style-type: none"> • Maju Expressway (MEX) • Jalan Loke Yew • Jalan Jubilee
PR1MA @ Alam Damai	Kuala Lumpur, Wilayah Persekutuan	<ul style="list-style-type: none"> • Via Cheras-Kajang Highway • Link Highway & Middle Ring Road 2
PR1MA @ Bukit Jalil	Kuala Lumpur, Wilayah Persekutuan	<ul style="list-style-type: none"> • South Greater Kuala Lumpur Expressway (SKVE) • Maju Expressway (MEX) • KL – Seremban Highway • Lebuhraya Bukit Jalil

PRIMA @ Brickfields	Kuala Lumpur, Wilayah Persekutuan	<ul style="list-style-type: none"> • Jalan Tun Sambanthan • Jalan Syed Putra • Jalan Bangsar • New Pantai Expressway (NPE)
---------------------	---	--

H3 : Location (L) will have a positive direct effect on home purchase influence when purchase PRIMA HOME.

2.2.5 Income

Bujang et al. (2010), was in a sentiment that pays will impact people in obtaining a home and as indicated by Chuler and Adair, (2003) and Garcia and Hernandez, (2008), the component of pay will impact the cabin showcase cycle and will extend the purchasing power of the buyer (Miron, 2004). Chiu and Ho, (2006), recommend that "the salary level will change and can be arranged into a few gatherings, for example, low pay, high, medium and. He additionally recommends that the choice of a house will differ depending on the dimension of pay identified with their capacity. Normally hitched family unit will have higher buying power when contrasted with single individuals, Fontenla and Gonzalez, (2009).

Turner and Lue(2009) discovered that because of this circumstance, it will urge individuals to purchase new property, and Ariffin (2010), additionally concurred that the higher the pay, they will, in general, want to purchase top of the line property. In the meantime, Turner and Lue, (2009) contend that low pay individuals would experience issues to purchase any houses. In any case, Kranz and Hon (2006) investigate repudiate and contend that household income does not have much impact on the estimation of interest and purchase choice and that the effect of these criteria is low, and the request is negligible.

Consequently, the 3.9 per cent more seasoned individuals matured 65 or more in Malaysia is relied upon to increment by 6.8 per cent in 2020 and 11.4 per cent in 2040 (DOS, 2012), numerically from 1,398.5 million out of 2000 to 3.5 million out of 2020. The maturing society in Malaysia put weight to the Government to turn out with a feasible arrangement and has prompted an expansion

enthusiasm for issues concerning and the manageability of the present benefits framework in guaranteeing an average expectation for everyday comforts pay amid retirement. Normal to worldwide pattern, Malaysia included there exist differential among guys and female future, and death rate.

According to Yusuf (2012) in spite of the fact that Malaysia is right now having the most reduced extent of more established individuals in the Southeast Asia locale, its rate increment between 2000-2050 is relied upon to be the most elevated.

The Poverty line livelihoods (PLIs) for Malaysia are determined dependent on three districts and the normal PLI for the nation for 2009 is evaluated at RM800 (US\$266) every month (PLIs for Peninsula, Sabah, Sarawak, RM763, RM1048, RM912, and means for Malaysia is RM800) (DOS, 2010). It is evaluated that 228,400 (3.8 per cent) out of 6.2 million family unit in Malaysia falls under the destitution rate and progressively noticeable in the rustic regions and among Malays. In view of the computation of 4.4 individuals per family unit, this mean generally 1.7 million Malaysian are named poor (Suman, 2012). Ladies are relied upon to live by and large 4 years longer than men; 72 years for men and 76 years for ladies, separately (DOS, 2008a). It is shown that 80.0 per cent of elderly Malaysian ladies contrasted with 59.0 per cent elderly men are arranged as 'poor' and have a salary underneath the destitution line (Masud et al. 2006). In this manner, a great part of the more established ladies populace in Malaysia are living in neediness. Given this, it is critical that the annuity framework ought to give ladies a satisfactory pay at retirement that will empower them to carry on with an agreeable life in maturity (Sabri & Juen, 2014; Yusuf, 2012).

PR1MA aims is to deliver the promise of home-ownership for Malaysia's middle-income group where since to this date of research proposal the classification of middle-income group was adjusted to household in the RM2,500 to RM15,000 income bracket from the RM2,500 to RM10,000 income sector previously.

H4 : Income (I) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

2.2.6 Facilities

Two types of extrinsic factors are facilities and services. Facilities consist of as main street, downtown area, nurseries, schools, hospitals and health centres, sports facilities, shopping malls, libraries, community hall, mosque and others (Fierro et al., 2009).

Malaysia as a developing country where their people become more educated and advance in technologies, they will start planning to have a secure future. Safety is the most important factor for most people when they want to purchase a house that they can called as their own Home (Lang & LeFyrgy, 2007). Nowadays, there are a lot of news we can heard from television, radio or social media pertaining to the increase in crimes around our neighborhood such as burglary, snatch theft, kidnapping and so on. According to Lang and LeFyrgy (2007), people are more willing to spending extra money on their facilities in order to have a peace of mind by having a Closed-circuit television (CCTV) and living in a guarded area. As investors start to know about these trends, they start looking into situation and invest more on their development by providing more facilities to ensure that they will gain more in their investment. Well, as we are aware, facility such as gated guarded with 24 hours a day normally comes with a big amount of monthly bills.

According to Asiedu and Arku (2009), property that installed CCTV in their areas will incur more cost associated with the property with gated guarded. There is always a common perception that people who lived in the CCTV or gated guarded are normally having a high income or in a high ranking position, Blakely & Snyder (1998) and Tan (2010a). People who lived in gated guarded property desire to give other people an idea about their high social value such as an elite image. The gated guarded property is a also a symbol of social ladder and create ranking among the neighborhood. However, the main reason people decided to lived in the gated guarded and CCTV is mostly because of the security that can make them have a peace of mind living in that neighborhood.

This is also supported by Almatarneh, (2013), where property that has a good amenities and provide efficiency and affective facilities will obviously make the people who lived there feel more secure and enjoy to live there. Yakob et al. (2012), when the property provided an open space area,

recreational facility, community hall or multipurpose hall will give an impact to people's living environment.

Studies on housing satisfaction of middle-income families were conducted in Bandar Baru Bangi, Malaysia, the study uncovered that the occupants were very substance with the space and cost of the house had in any case not content with the extent of the kitchen, pipes and open working environments, for example, recreational districts, play area, taxi services and transport benefits in the lodging zone (Oh, 2000). As shown by Oh (2000), three essential qualities which influence the idea of lodging that is nature of the house, of the close-by condition and moreover the idea of the urban site. Other than offices in the house, fundamental offices, for instance, network lobby, shops, markets, center, schools, mailing framework, play area, and others is basic to help the step by step life of the tenants and improve occupants' personal satisfaction (Nurizan, 2001).

PR1MA Facilities in Greater Kuala Lumpur

PR1MA HOME provided basic facilities such as nursery, kindergarten, surau, playground, clinic, and multipurpose hall. The facilities provided are different for each project where the following are the summary of facilities provided by PR1MA in Greater Kuala Lumpur:

Table 2.3: Facilities provided by PR1MA in Greater Kuala Lumpur

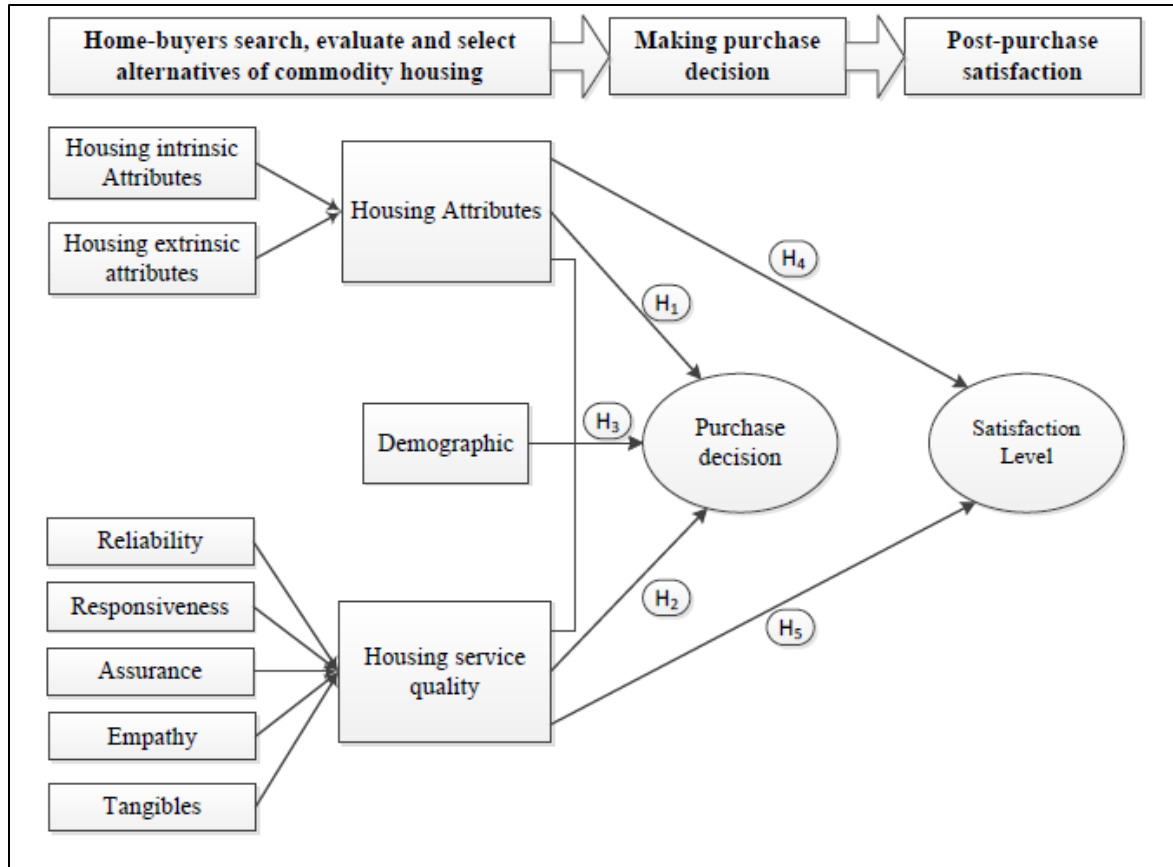
PR1MA HOME	Facilities
PR1MA @ Bandar Teknologi Kajang	<ol style="list-style-type: none"> 1. Clinic 2. Kindergarten 3. Playground 4. Community Hall 5. Nursery 6. Surau
PR1MA @ Kajang	<ol style="list-style-type: none"> 1. Clinic 2. Nursery 3. Surau 4. Kindergarten 5. Playground
PR1MA @ Cyberjaya Lakefront	<ol style="list-style-type: none"> 1. Kindergarten 2. Multipurpose Hall 3. Outdoor Gym 4. Surau 5. Management Office 6. Nursery 7. Retail 8. Swimming Pool
PR1MA @ Kajang Utama	<ol style="list-style-type: none"> 1. Community Hall 2. Nursery 3. Surau 4. Kindergarten 5. Playground

PRIMA @ Cyberjaya 2	<ol style="list-style-type: none"> 1. CCTV 2. Kindergarten 3. Multipurpose Hall 4. Playground 5. Gymnasium 6. Mini Library 7. Nursery
PRIMA @ Bandar Bukit Mahkota	<ol style="list-style-type: none"> 1. Kindergarten 2. Playground 3. Surau 4. Multipurpose Hall 5. Recreational Facilities for the Elderly
PRIMA @ Cyberjaya	<ol style="list-style-type: none"> 1. Gymnasium 2. Management Office 3. Nursery 4. Surau 5. Library 6. Multipurpose Hall 7. Retail
PRIMA @ Jalan Jubilee	<ol style="list-style-type: none"> 1. Community Hall 2. Nursery 3. Playground 4. Swimming Pool 5. Kindergarten 6. Outdoor Gym 7. Surau

PR1MA @ Alam Damai	<ol style="list-style-type: none"> 1. Community Hall 2. Nursery 3. Prayer Room 4. Kindergarten 5. Playground
PR1MA @ Bukit Jalil	<ol style="list-style-type: none"> 1. Clinic 2. Retail 3. Surau 4. Multipurpose Hall 5. Sky garden 6. Swimming Pool
PR1MA @ Brickfields	<ol style="list-style-type: none"> 1. Gymnasium 2. Multipurpose Hall 3. Surau 4. Kindergarten 5. Nursery

H5 : Facilities (F) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.

2.3 Theoretical Framework



Source: Past Research

Figure 2.7: Theoretical Framework

The above figure (Figure 2.7) shows us the theoretical framework of the similar research project from the research there has been conducted in the past. As we can see, there are three phases that contribute to the decision making. Where the independent variables used for this research; housing attributes, service quality, and demographics. Two independent variables had been identified; satisfaction level and housing purchase decision. All the sub-attributes including the five dimension of service quality will have an impact towards the home buyers' purchase decisions.

2.4 Proposed Conceptual Framework

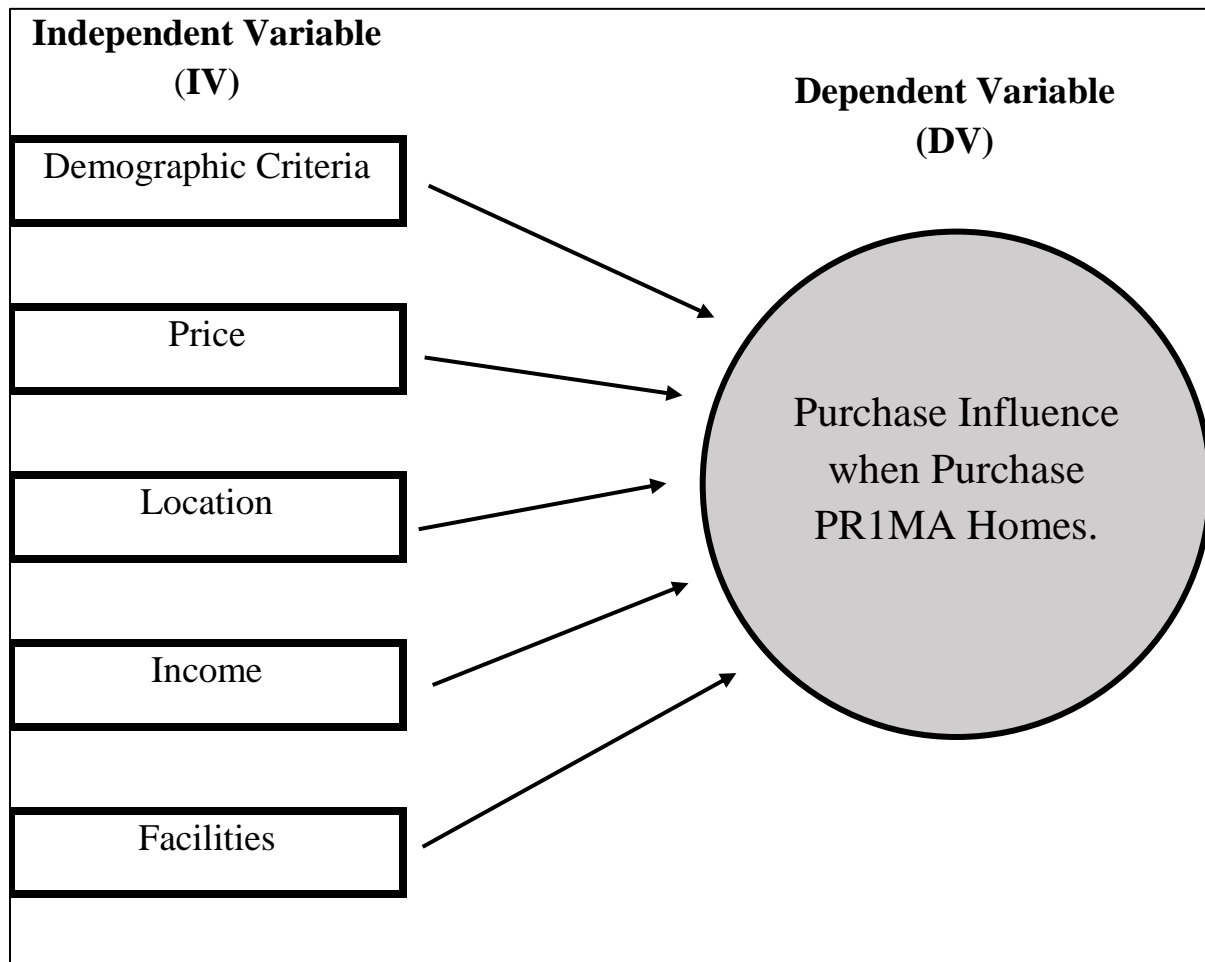


Figure 2.8: Proposed Conceptual Framework

Figure 2.8 shows the proposed Conceptual Framework for this research that has been simplified from the past research as shown in Figure 2.7. The main objective of this research is to figure the Home Buyer's Purchase Influence: A Case Study of Perumahan Rakyat 1Malaysia (PR1MA) HOME based on five Independent Variable (IV): Demographic Criteria, Price (P), Location (L), Income (I), and Facilities (F).

2.5 Conclusion

In this chapter, the researcher expended the problem statement by providing the details in the literature review of purchaser purchase decision when purchase PR1MA HOME, and the factors that can give impact to homebuyers before making any decision. It created hypothesis-based models to create speculations in this research. Five (5) hypotheses were created and exhibited inside one principle hypothetical model demonstrating the interrelationships between them which are Demographic Criteria (D), Price (P), Location (L), Income (I), and Facilities (F) and the dependent variable; Purchase Influences when purchase PR1MA HOME. As this research is a case study of Perumahan Rakyat 1Malaysia, more details and focus will give to them. The continuation of this chapter will provide the details of the framework on how it going to use and how the research will be directed to overcome the problem statement.

CHAPTER 3

METHODOLOGY

3.0 Overview

A common word used by people before conducting a certain task or project and provide the finding of the project when completed is called “research”. According to Myers (2009), when a person conducts their own investigation and executes it by adding some information from their knowledge and understanding for that particular investigation is referred to as research. He also added that the person who conducted the research will contribute to a new knowledge that they gain from that particular research. The findings of the research are basically new whereby all the facts and the interpretation of those facts have not been used in the previous research. Plus, the people who responded to their questionnaire are basically new people that are consistent with the current environment of that particular research and the data for the research is considered as reliable.

Concerning the unwavering quality of research work, the most ideal approach to demonstrate that the research findings are dependable and original is if those findings are subject to further scrutiny by specialists in an explicit field. On the off chance that these specialists, in examining the research, show that the outcomes are real and the findings are different to them than one can admit that the research project venture speaks to an original contribution to information (Myers, 2009). By temperance of unwavering quality and so far as that is concerned constancy of research discoveries, any research considered must be executed with the proper research technique.

The researcher will clarify or explain the entire research study through the research plan in this chapter. Thereafter, it will proceed by planning a strategy on how to collect the data received from the respondents. It will then focus on sampling design and operational definitions of constructs. What's more, in this chapter the researcher will answer all the hypothesis and problem statements discussed in the previous chapter.

3.1 Research approach

Mixed mode was using to conduct this study which are quantitative and qualitative research. A large portion of the quantitative research was utilized contrast with subjective, the reason is that the quantitative research approach concentrates more on investigation of the distinctive factors and the connection between them. This research attempts to discover how a few factors really add to one objective. It is progressively proper to utilize numbers to decide what number of clients share a similar supposition than words. The procedure of this research is to audit a few existing hypotheses, and afterward build up an exploration system to test the hypothesis, so this exploration is deductive in nature. Inspecting a few existing investigations gives a superior and more profound hypothetical comprehension of this issue area.

3.1.1 Quantitative research

In this research, quantitative data has been approached because the numerical data's are required to test and examine the dependent and independent variables and to answer the research questions (Saunders, Lewis & Thornhill, 2009). Where most of the quantitative data was used for the most part utilized for this research. The method chosen for collecting the data was questionnaire. Quantitative examination has various points of interest, for example, it is anything but difficult to be managed, and easy to code because of organized poll. The information can without much of a stretch be broke down utilizing factual instruments and it encourages correlation of a few items. The shortcoming side of quantitative methodology is that, the examination includes numerous members, and the reactions given by the exploration members are very little in detail. Answers must be shallow, they are for the most part controlled by the analyst, or else the scientist will be provided with overpowered quantum of data that can't adequately be broke down (Metin Kozak, 2004).

3.1.2 Qualitative research

A qualitative approach was chosen as part of the research method for this study. The procedure of research includes experimental work being done with the gathering of information which can agree, invalidate or challenge hypotheses which thus takes into account comprehension and illumination for various perceptions (May, 1997). Subjective research includes a procedure known as enlistment, whereby information is gathered identifying with an explicit zone of study and from this information the specialist builds diverse ideas and hypotheses.

The qualitative research data collected for this research was a primary data from available treaties and statutes, such as the Malaysian Plans, Vision 2020, National Housing Policy and Universal Declaration of Human Rights. The National statutes including PPR1MA Act 2012, Housing Development Act (Control & Licensing) 1966 and all related policies and industries practices within Malaysia.

3.2 Research Design

Engaging research configuration has been embraced in this investigation as it was the most reasonable research configuration to be utilized. Enlightening research "depicts" something which could be a wonder, a present circumstance or attributes of a gathering of association, individuals, and so on. The goal of unmistakable research is to depict things, for example, showcase potential, acknowledgment of new business idea or the socioeconomics and demeanors of customers (Kumar et al., 2013). The motivation to utilize graphic research configuration is it best portrays the characters of explicit significant groups, for example, customers and market areas. It additionally helpful to answer the topic of who, what, where, when and how of a specific issue or circumstance. This type of data was very useful in this study as it provided the prior knowledge and to identify the factors that influence buyer decisions to purchase a PR1MA HOME.

3.3 Data Collection Methods

Data collection can essentially be depicted as the strategy that is utilized to gather experimental research information. It is, pretty much, how specialists accumulate their data. The six basic strategies that are utilized for information gathering are surveys, perception, interviews, center gatherings, tests, and auxiliary information (Teddlie et al., 2003).

Two types of data collection methods were divided for this research which are primary data and second data that been collected for conducting the research.

3.3.1 Primary Data

Primary data speak to 'direct' crude information structures that have not had any type of meaningful interpretation (Hair et al., 2006). As per Burns and Bush (2006), primary data is produced or gathered by specialists particularly for the exploration issue close by. Essential information does not really exist until the point when it is created through the exploration procedure as a major aspect of the consultancy or paper or venture, Hair et al., (2006).

Primary data is more precise and pertinent than secondary data since it is increasingly basic, solid and the used of fixed responsequestion that can decrease the inconstancy in the outcome that may cause by changes among the questioners. Primary data is firmly identified with and has a suggestion for the strategies and systems of information accumulation. For instance, primary data will regularly be gathered through different methods, for example, interviewing, observation and overview poll, Hair et al.(2007).

In this modern era, where gadget is the most important thing for all people, online survey would be most reliable and easier way to acquire data from the respondents. Hence, onlinesurvey which produced in Google Form would be distributed to the respondents via social media. The main reason of applying the online surveyfor primary data gathering is to exploit and fully utilize the online web in different kind of crowd which conceivably not reachable through different channels (Caroline &

Barry, 2002). Online survey is moderately snappy in collecting information as contrast with different methodologies, for example, interview and observation.

This strategy is being utilized as it causes the overview to be finished in a simple and cost proficient way. In addition, the information acquired is unique as it was gotten straightforwardly from the objective examples. Around 200 arrangements of polls were circulated by hand and by means of google frame to the potential purchasers in Greater Kuala Lumpur that require to fill in the survey and forward to the researcher once completed. The examples polls were picked in gathering essential information. The polls were conveyed to respondents through facing. This strategy for conveyance is a successful method to gather information from an expansive example of working individuals inside a brief timeframe.

Other than that, a primary data from available treaties and statutes, such as the Vision 2020, Malaysian Plans, National Housing Policy and Universal Declaration of Human Rights were used for this research. The National statutes including PPR1MA Act 2012, Housing Development Act (Control & Licensing) 1966 and all related policies and industries practices within Malaysia.

3.3.2 Secondary Data

The secondary data are those which have just been gathered by another person and have been gone through some measurable procedure (Dhawan, 2010).

Secondary data utilized for this examination were gathered from different sources including written works, online journals, articles, blogs, and other electronic sources. This encourages the analysts to spare time and limit cost (Mark et al., 2009).

3.4 Sampling Design

Most researchers design a bit of research to answer an inquiry or address an issue. They start by working out what information are required and afterward concentrate how they will get this information. Acquiring this information can include one or various information gathering systems, for example, surveys, meetings, and perception and making utilization of auxiliary information. Be that as it may, choice of method or strategies used to acquire information, alongside methodology to dissect these information, speaks to just an ultimate choice about the general research structure (Saunders, 2012).

3.4.1 Target Population

Hitzig, 2009 defined target population as the entire group that researchers were keen on want to reach an inference. The focus for this research is on the purchase decision of home buyers in Greater Kuala Lumpur that have an intention to purchase PR1MA HOME that refers to as the target population. The target population for this research is based on eligible criteria set by PR1MA; must be a Malaysian citizen, at least 21 years of age at the time of application, an individual or family (husband and wife) with a combined household monthly income of RM2,500 – RM15,000, and applicant or his or her spouse must not own more than one property.

3.4.2 Sampling Elements

The target respondents for sampling are individual and household (husband and/or wife) which fall in the eligibility criteria to purchase PR1MA HOME. This is to ensure the researcher can meet the objective of this research. The element of sampling refers to demographic information i.e gender, age, ethnicity, number of household.

3.4.3 Sampling Technique

Technique that was used as sample from the population refers as sampling technique, Saunder et al., 2009. Usually it will be separated into two principle examining methods; probability sampling and non-probability sampling. The researcher used more of probability sampling because there is a sampling frame for this research. The probability sampling refers to process in which elements have an equal chance of being selected in a sample. The sample from the population must met the criteria set by PR1MA in order met the objective of this research.

3.4.4 Sample Size

According to Malhotra and Peterson, 2006, the aggregate number of respondents or focus to be contemplated on theresearch refers as sample size. Where, the bigger the sample size, the lesser the sampling errorblunders to sum up the number of inhabitants in study (Saunders et al., 2012).

200 sets of questionnaires were distributed for this research to potential home buyers in Greater Kuala Lumpur areas. Kline (2005) stated that the sample size less than 100 considered small, between 100 to 200 were considered medium and exceed 200 considered large. Therefore, the sample size of 200 respondents was used and enough to obtain a reliable result.

3.5 Research Instrument

Sekaran and Bougie (2009) defines a questionnaire as a pre-formulated written set of questions to which respondents record their answers, usually using closely defined alternatives. Questionnaires are used to collect primary data with maximum reliability (Babbie, 2010). In business research, researchers distribute questionnaires to consumers by hand and via internet by using google form.

3.5.1 Questionnaire Design

Since English is the most convenience and understandable language in Malaysia, it will be used as the main language between the respondent and researcher. Meanwhile, closed ended questions are

designated because it is easier for the respondents to answer and complete the questionnaire, as it time saving (Zikmund et al., 2010).

In the format of the poll, a short presentation and primary goal of leading this exploration are appended at the cover page. The surveys were isolated into three segments. In segment A, the survey is on demographic information's, for example, gender, age, marital status, ethnicity, no of household, and property owned. This segment distinguishes the respondents' profile.

Four independent variables which consist of Price (P), Location (L), Income (I), and Facilities (F) will be measure in Section B that mostly about construct management. Meanwhile, in section C, question on the dependent variable will be asked i.e. the factor that influence Home Buyer's Purchase Decision: A case study of Perumahan Rakyat 1Malaysia (PR1MA) HOME.

The connection between independent factors and dependable variable will be able to be obtained in Section B and Section C. The researcher ensures that the permission from respondents are granted before they proceed to answer the questionnaire.

The questionnaire is design as follows:

Section	Question		Types
A	Q1	The GENDER of respondent	Demography
	Q2	AGE GROUP of respondent?	
	Q3	ETHNICITY of respondent?	
	Q4	MARITAL STATUS of respondent?	
	Q5	Total NUMBER OF HOUSEHOLD of respondent?	
	Q6	How many Property do respondent owned?	
B	Q1	How much respondent willing to pay for PRIMA HOME?	
	Q2	Which area/location respondent prefer to purchase?	

	Q3	As per answer in Question 2, why respondent prefer such area/location?	Independent Variable
	Q4	Respondent monthly gross income?	
	Q5	Do respondent consider the following facility when purchase PR1MA HOME?	
B	Q6	Based on the above questionnaire which is the most factor respondent consider most when purchase PR1MA HOME?	Dependent Variable

3.5.2 Pilot Test

After designing the questionnaire, a pre-test will be conducted. Pilot test refers to a collective term used for small-scale precursors of large surveys. It is also refers to any small-scale research technique that uses sampling but does not apply thorough standards (Zikmund et al., 2010). The pilot study is conducted before the administration of the actual questionnaire to detect weaknesses in design and instrumentation and provides alternative data for the selection of a probability sample. The major purpose of the pilot test is to evaluate questionnaire items and to assess the suitability of the wording, layout, response rate and sequence of questions (Cooper & Schindler, 2010).

20 set of questionnaires was distributed for pilot test in the UTAR Campus, Sg Long. The characteristic of the respondent from the pilot test will be similar with the actual target respondents, hence, the researcher will be able to get the similar result of the actual survey.

The result of reliability statistics on the pilot test received from the 20 set of questionnaires from UTAR students is 0.778. By convention the alpha should be 0.70 or higher. Hence, the data for this research is reliable and the researcher can proceed to conduct actual research.

Reliability Statistics

Cronbach's Alpha	N of Items
.778	39

3.6 Construct Measurement

Measurement is an establishment of any logical examination which regularly scientists start to quantify the factors that required specifically contemplates. Estimation characterizes as a deliberate and replicable process where the articles were evaluated and ordered with a specific measurement (Jonathan, 2007). Size of measurement comes in four dimensions which are ordinal, ostensible, interim proportion and scales which used to gauge things numerically. Ostensible scale usually utilized on characteristic classes, for example, sexual orientation (male or female) which frequently called unmitigated scales or dichotomous scales where there are just two given classifications (Brown, 2011).

3.6.1 Scale of Measurement

In the questionnaire provided, Section A comprises of questionnaire that used nominal scale such as gender, ethnicity and marital status. In addition, Brown (2011) defines ordinal scale as the data that is orderly place or to rank the items based on its own provided value which from the greatest value to the lowest value. Where in this research, question on the gross income used as an ordinal scale question.

Gender

	Male
	Female

Source: Developed for Research

In segment B of the question poll, both nominal scale and interval scale were used to determine the respondent's preferences towards the independent variable and dependent variable which comprise of Price (P), Location (L), Income (I), and Facilities (F). Degree of preference of the respondents is being identified using 4-point Likert Scale. Alwin (2007) claimed that 4-point Likert Scale can improve reliability in unipolar scales. The Likert scale are range from Strong Unimportant to Strongly Important as shown below. Neutral selection is intentionally be omitted to obtain strong preference of the respondents.

Strongly Unimportant	Unimportant	Important	Strongly Important
-----------------------------	--------------------	------------------	---------------------------

Source: Developed for Research

3.7 Data Processing

According to Cooper and Schindler(2010 and Malhotra (2010), after data were accumulated the following stage was to alter and code the survey reactions, managing inadequate answers or exclusions, changing and deciphering, purifying the information, then lastly, composing the key information into programming programs for examination.

Cooper and Schindler (2010) also mention that the process of checking data for omissions, consistency and legibility, in order to increase accuracy and precision is call editing data. The errand of specialists in this stage is to check for mistakes and exclusions in the information, and after that to modify the information with the goal that it is finished, reliable and lucid.

Coding data is the act of doling out numerical scores or characterizing images to the altered information. In quantitative research, the information are by and large coded basically by utilizing the number relating to the decision chosen by the respondent (Cooper & Schindler, 2010).

Data transformation is a variation of data coding. It is the process of changing the original numerical representation of a quantitative value to another value. The purpose of data transformation is to convert survey responses into a form that can be analysed by computer and to avoid problems in the data analysis process (Malhotra, 2010).

3.7.1 Statistical Package for the Social Science (SPSS)

Due to the large amount of data involved in the research, data analysis processes in survey research is usually done by using computer programs. Software programs such as Excel, SPSS, SAS, are available for quantitative data analysis (Creswell, 2009). the most widely used software program for the analysis of survey data is SPSS is because it offers a wide range of data analysis products from data collection, analysis and modelling to report presentation. Therefore, SPSS software was decided to be used for this study.

3.7.2 Reliability and validity

Ghauri and Gonhaug (2002) basically portray reliability as the consistency of the estimations and validity as the precision of the estimations utilized in the research. The quality of a research can be tested using validity and reliability. The credibility of the research can be enhanced by looking at the strengths and weaknesses of the research.

Validity is worried about the uprightness of the ends that are created from the research. Validity is genuine estimation to endorse that a profound investigation of shifts related course ought to be considered (Bryman & Bell, 2011). This research thought about three sorts of validity:

- (a) Measure validity- This foundation typically connected in quantitative research strategy to decide whether the taste appears to gauge what is proposed to quantify. As per Bryman and Bell (2011), the inquiries raised amid the meetings with chief was figured out how to be performed dispassionately, pursued organized inquiries so as to lessen any conceivable impacts may skew the exploration and additionally having effect up on the legitimacy of discoveries.
- (b) Content validity- As per The College Board(2014), Content validity tends to the match between the research questions and the substance or branch of knowledge. The theory has been surveyed by consultants and companion understudies. This assistance to enhance the exploration and roll out a few improvements previously composing the investigation that isn't significant for the examination.

- (c) Construct validity- The construct validity alludes to how well the examination's outcomes bolster the hypothesis behind the exploration and if the hypothesis upheld by the discoveries gives the most extreme existing clarification of the outcomes (Graziano & Raulin 2010). Constructed validity is assessed by the examiners and the hidden hypotheses (Bryman & Bell, 2011). The questions intended for the study are considered cautiously with the goal that all inquiries chose are identified with the hypothesis exhibited.

The questions were structured in a way to such an extent that the respondents could comprehend without distinction. A few people were made to peruse and disclose to the analyst to ensure there were no misconception in the dialect and the interpretation.

The questions did not contain any inclination words that could lead the respondents to specific answers. This structure guaranteed that the respondents would answer these inquiries with no impacts.

The questions were set dependent on the predetermined study issue and on the points, which were given for this research. These questions were fundamental for the study since they were developed dependent on the writing and the speculations for the research.

3.8 Conclusion

This part was separated into eight sections as the procedure to conduct data analysis for this research. It begins with the research approach, design, instruments, structure and methodologies. The nuances of data gathering systems, data examination structures, and good consideration were discussed in this chapter. The questionnaire of this research was separated into two segments: Section A and Section B, where Section A focused more on the demography and Section B was on the independent and dependent variable.

CHAPTER 4

THE EMPIRICAL RESULTS AND FINDINGS

4.0 Introduction

Chapter 4 analyze and discover the home buyer preferences that impact home purchaser's in Greater Kuala Lumpur when purchase PR1MA HOME from the results of 200 set of questionnaires distributed. It also presents the overview of theory and quantitative methods used to decipher information from the data collected.

4.1 Demographic

In Section A, respondent need to fill up their information consist of gender, age group, ethnicity, marital status, number of household and the number of unit property own by the respondent's.

4.1.1 Gender

Table 4.1.1: Respondent Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	39.0	39.0	39.0
	Female	122	61.0	61.0	100.0
	Total	200	100.0	100.0	

The above table 4.1.1, shown us the gender statistics of the responded to the questionnaire. Out of 200 questionnaires received, 78 of the respondents represents 39.0 per cent were male and remaining 122 respondents' represents 61.0 per cent were female.

4.1.2 Age

Table 4.1.2: Age

		Age Group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	83	41.5	41.5	41.5
	31-40	110	55.0	55.0	96.5
	41-50	6	3.0	3.0	99.5
	50 and above	1	.5	.5	100.0
	Total	200	100.0	100.0	

The above table 4.1.2, shown us age of respondents that belong to certain group. Out of 200 respondents, it can be categorized into four main groups, 21-30 years, 31-40 years, 41-50 years and 50 years and above. Where 31-40 years was the highest frequency of 110 represents 55.0 per cent, 83 respondents of age between 21-30 years represents 41.5 per cent, 6 respondents of age between 41-50 years represents 3.0 per cent and only 1 respondents of age above 50 years responded to this questionnaire, represent 0.5 per cent.

4.1.3 Ethnicity

Table 4.1.3: Ethnicity

		Ethnicity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	156	78.0	78.0	78.0
	Chinese	37	18.5	18.5	96.5
	Indian	6	3.0	3.0	99.5
	Others	1	.5	.5	100.0
	Total	200	100.0	100.0	

The above table 4.1.3, shown us ethnic composition for 200 respondents. The majority of the ethnic groups of the respondents represents by Malay with percentage of 78.0 of 156 respondents, follow by Chinese of 37.0 percentage of 37 respondents, Indian of 3.0 per cent percentage represents 6 respondents and for others, only 1 Punjabi respondent responded to this questionnaire.

4.1.4 Number of Household

Table 4.1.4: Number of Household

		Number of Household			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 person	105	52.5	52.5	52.5
	4-6 person	85	42.5	42.5	95.0
	7 and above	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

The above table 4.1.4, shown us the number of households of 200 respondents. 105 respondents represent 52.5 per cent have a total of between 1 to 3 people in their households, 85 respondents represent 42.5 per cent have between 4 to 6 people in their households, 10 respondents represent 5.0 per cent have 7 or more people in their households.

4.2 Purchase Decision

In Sections B, it consists of 6 question that required respondents to answer their preference when to purchase PR1MA HOME in Greater Klang Valley. This section is combination of independent variable, Home Buyer's Purchase Influence when Purchase PR1MA HOME and dependent variable; Price, Location, Income and Facilities.

4.2.1 The willingness price to pay for PR1MA HOME

Table 4.2.1: Willingness to pay for PR1MA HOME

		Willingness to pay			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Below RM250,000	137	68.5	68.5	68.5
	RM250,001 - RM350,000	56	28.0	28.0	96.5
	RM350,001 - RM450,000	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

The above table 4.2.1 and figure 4.2.1 shows us that 137 respondents represent 68.5 per cent willing to pay below RM250,000 for PR1MA HOME. While 56 respondents represent 28.0 per cent willing to pay range between RM250,001 to RM350,000 and 7 respondents represent 3.5 per cent willing to pay range between RM350,001 to RM450,000.

4.2.2 Preference on Location/Area

As this research cover only in Greater Klang Valley, 11 PR1MA HOME that located in that area which are as follows:

1. PR1MA @ Bandar Teknologi Kajang – Kajang, Selangor
2. PR1MA @ Kajang – Kajang, Selangor
3. PR1MA @ Cyberjaya Lakefront – Cyberjaya, Selangor
4. PR1MA @ Kajang Utama - Kajang, Selangor
5. PR1MA @ Cyberjaya 2 – Kajang, Selangor
6. PR1MA @ Bandar Bukit Mahkota – Kajang, Selangor
7. PR1MA @ Jalan Jubilee – Kuala Lumpur, Wilayah Persekutuan.
8. PR1MA @ Alam Damai – Kuala Lumpur, Wilayah Persekutuan
9. PR1MA @ Cyberjaya – Cyberjaya, Selangor
10. PR1MA @ Brickfields - Kuala Lumpur, Wilayah Persekutuan
11. PR1MA @ Bukit Jalil - Kuala Lumpur, Wilayah Persekutuan

Table 4.2.2.1: Bandar Teknologi Kajang

Bandar Teknologi Kajang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	180	90.0	90.0	90.0
	Selected	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.1 above shows that, 20 respondents represent of 10.0 per cent, prefer Bandar Teknologi Kajang as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 180 respondents represent 90.0 per cent prefer others location/area.

Table 4.2.2.2.: Kajang

Kajang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	170	85.0	85.0	85.0
	Selected	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.2 above shows that, 30 respondents represent of 15.0 per cent, prefer Kajang as their location/area when to buy PR1MA HOME. Meanwhile, the remaining 170 respondents represent 85% prefer others location/area.

Table 4.2.2.3.: Cyberjaya Lakefront

Cyberjaya Lakefront

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	160	80.0	80.0	80.0
	Selected	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.3 above shows that, 40 respondents represent of 20.0 per cent, prefer Cyberjaya Lakefront as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 160 respondents represent 80.0 per cent prefer others location/area.

Table 4.2.2.4.: Kajang Utama

Kajang Utama

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	184	92.0	92.0	92.0
	Selected	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.4 above shows that, 16 respondents represent of 8.0 per cent, prefer Kajang Utama as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 184 respondents represent 80.0 per cent prefer others location/area.

Table 4.2.2.5.: Alam Damai

		Alam Damai			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	143	71.5	71.5	71.5
	Selected	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Table 4.2.2.5 above shows that, 57 respondents represent of 28.5 per cent, prefer Alam Damai as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 143 respondents represent 71.5 per cent prefer others location/area.

Table 4.2.2.6.: Bukit Jalil

		Bukit Jalil			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	128	64.0	64.0	64.0
	Selected	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.6 above shows that, 72 respondents represent of 36.0 per cent, prefer Bukit Jalil as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 128 respondents represent 64.0 per cent prefer others location/area.

Table 4.2.2.7.: Brickfields

		Brickfields			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	158	79.0	79.0	79.0
	Selected	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.7 above shows that, 42 respondents represent of 21.0 per cent, prefer Brickfields as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 158 respondents represent 79.0 per cent prefer others location/area.

Table 4.2.2.8.: Cyberjaya 2

		Cyberjaya 2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	179	89.5	89.5	89.5
	Selected	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

Table 4.2.2.8 above shows that, 21 respondents represent of 10.5 per cent, prefer Cyberjaya 2 as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 179 respondents represent 89.5 per cent prefer others location/area.

Table 4.2.2.9.: Bandar Bukit Mahkota

		Bandar Bukit Mahkota			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	188	94.0	94.0	94.0
	Selected	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.9 above shows that, 12 respondents represent of 6.0 per cent, prefer Bandar Bukit Mahkota as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 188 respondents represent 94.0 per cent prefer others location/area.

Table 4.2.2.10.: Cyberjaya

		Cyberjaya			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	165	82.5	82.5	82.5
	Selected	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

Table 4.2.2.10 above shows that, 35 respondents represent of 17.5 per cent, prefer Cyberjaya as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 165 respondents represent 82.5 per cent prefer others location/area.

Table 4.2.2.11.: Jalan Jubilee

Jalan Jubilee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	158	79.0	79.0	79.0
	Selected	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

Table 4.2.2.11 above shows that, 42 respondents represent of 21.0 per cent, prefer Jalan Jubilee as their location/area when to purchase PR1MA HOME. Meanwhile, the remaining 158 respondents represent 79.0 per cent prefer others location/area.

4.3 Reason respondent prefer such area/location

Table 4.3.1.: Near hometown

Near your hometown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	164	82.0	82.0	82.0
	Selected	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Table 4.3.1 above shows that; 36 or 18.0 per cent respondent prefer PR1MA HOME that are near to their hometown. While remaining 164 or 82.0 per cent respondents prefer other reason.

Table 4.3.2.: Near workplace

		Near workplace			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	114	57.0	57.0	57.0
	Selected	86	43.0	43.0	100.0
Total		200	100.0	100.0	

Table 4.3.2 above shows that; 86 or 43.0 per cent respondent prefer PR1MA HOME that are near to their workplace. While remaining 114 or 57.0 per cent respondents prefer other reason.

Table 4.3.3.: Strategic Area

		Strategic Area			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	85	42.5	42.5	42.5
	Selected	115	57.5	57.5	100.0
Total		200	100.0	100.0	

Table 4.3.3 above shows that; 115 or 57.5 per cent respondent prefer PR1MA HOME because it is a strategic area. While remaining 85 or 42.5 per cent respondents prefer other reason.

Table 4.3.4.: Social Facilities

		Social Facilities			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	144	72.0	72.0	72.0
	Selected	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Table 4.3.4 above shows that, 56 or 28.0 per cent respondent prefer PR1MA HOME because of their social facilities which nearby to School, Hospital and etc. While remaining 144 or 72.0 per cent respondents prefer other reason.

Table 4.3.5.: Others

		Others			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	196	98.0	98.0	98.0
	Selected	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table 4.3.5 above shows that, only 4 respondents represents 2.0 per cent prefer Other reason that influence them to purchase PR1MA HOME. These reasons include near recreational park and restaurant. While remaining 196 or 98.0 per cent respondents prefer other reason.

The researcher can conclude that most of the respondents selected such location is because of strategic area. Therefore, strategic area plays an important role for respondents when they want to purchase PR1MA HOME.

4.4 Respondent Monthly Gross Income

Table 4.4.1.: Income
Monthly Gross Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM2,500-RM5,500	152	76.0	76.0	76.0
	RM5,501-RM10,000	42	21.0	21.0	97.0
	RM10,001-RM15,000	5	2.5	2.5	99.5
	Above RM15,001	1	.5	.5	100.0
	Total	200	100.0	100.0	

The above table 4.4.1 show that the majority of the respondents' gross income range between RM2,500 to RM5,500 per month, follow by 42 respondent's income range between RM5,501 to RM10,000, 5 respondents gross income range between RM10,001 to RM15,000 and only 1 respondent gross income above RM15,000.

4.5 Preference on Facilities

Each PR1MA HOME have their own facilities which varies depends on area/location or the total square feet of the building. There are 13 type of facilities that require respondent to select their preference such as swimming pool, kindergarten, playground, community hall/multipurpose hall, nursery, surau, clinic, gymnasium, CCTV, retail, library, recreational facilities for the elderly and sky garden.

Table 4.5.1.: Swimming Pool
Swimming Pool

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	26	13.0	13.0	13.0
	Unimportant	100	50.0	50.0	63.0
	Important	56	28.0	28.0	91.0
	Strongly Important	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.1 shows that 100 respondents represents 13.0 per cent believes that swimming pool is unimportant facility, 56 respondents represent 28.0 per cent believes that swimming pool is important facility, 26 respondents represents 13.0 per cent believes that swimming pool is strongly unimportant facility, and 18 respondents represents 9.0 per cent believes that swimming pool is strongly important facility.

Table 4.5.2.: Kindergarten

Kindergarten

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	40	20.0	20.0	20.0
	Unimportant	39	19.5	19.5	39.5
	Important	79	39.5	39.5	79.0
	Strongly Important	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.2 shows that 79 respondents represents 39.5 per cent believes that kindergarten is important facility, 42 respondents represent 21.0 per cent believes that kindergarten is strongly important facility, 40 respondents represents 20.0 per cent believes that kindergarten is strongly unimportant facility and 39 respondents represents 19.5 per cent believes that kindergarten is unimportant facility.

Table 4.5.3.: Playground

Playground

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	34	17.0	17.0	17.0
	Unimportant	43	21.5	21.5	38.5
	Important	80	40.0	40.0	78.5
	Strongly Important	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

The above table 4.5.3 shows that 80 respondents represents 40.0 per cent believes that playground is important facility, 43 respondents represent 21.5 per cent believes that playground is unimportant and strongly important facility and 34 respondents represents 17.0 per cent believes that kindergarten is strongly unimportant facility.

Table 4.5.4.: Community Hall

Community Hall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	32	16.0	16.0	16.0
	Unimportant	30	15.0	15.0	31.0
	Important	86	43.0	43.0	74.0
	Strongly Important	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.4, shows that 86 respondents represents 43.0 per cent believes that community hall is important facility, 52 respondents represent 26.0 per cent believes that community hall is strongly important facility, 32 respondents represents 16.0 per cent believes that community hall is strongly unimportant facility and 30 respondents represents 15.0 per cent believes that community hall is unimportant facility.

Table 4.5.5.: Nursery

		Nursery			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	37	18.5	18.5	18.5
	Unimportant	34	17.0	17.0	35.5
	Important	72	36.0	36.0	71.5
	Strongly Important	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

The above table 4.5.5, shows that 72 respondents represents 36.0 per cent believes that nursery is important facility, 57 respondents represent 28.5 per cent believes that nursery is strongly important facility, 37 respondents represents 18.5 per cent believes that nursery is strongly unimportant facility and 34 respondents represents 17.0 per cent believes that nursery is unimportant facility.

Table 4.5.6.: Surau

		Surau			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	39	19.5	19.5	19.5
	Unimportant	33	16.5	16.5	36.0
	Important	56	28.0	28.0	64.0
	Strongly Important	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.6, shows that 72 respondents represents 36.0 per cent believes that Surau is strongly important facility, 56 respondents represent 28.0 per cent believes that Surau is important facility, 39 respondents represents 19.5 per cent believes that Surau is strongly unimportant facility and 33 respondents represents 16.5 per cent believes that Surau is unimportant facility.

Table 4.5.7.: Clinic
Clinic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	30	15.0	15.0	15.0
	Unimportant	37	18.5	18.5	33.5
	Important	60	30.0	30.0	63.5
	Strongly Important	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

The above table 4.5.7, shows that 73 respondents represents 36.5 per cent believes that Clinic is strongly unimportant facility, 60 respondents represent 30.0 per cent believes that Clinic is important facility, 37 respondents represents 18.5 per cent believes that Clinic is strongly unimportant facility and 30 respondents represents 15.0 per cent believes that Clinic is strongly unimportant facility.

Table 4.5.8.: Gymnasium
Gymnasium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	29	14.5	14.5	14.5
	Unimportant	69	34.5	34.5	49.0
	Important	70	35.0	35.0	84.0
	Strongly Important	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.8, shows that 70 respondents represents 35.0 per cent believes that Gymnasium is important facility, 69 respondents represent 34.5 per cent believes that Gymnasium is unimportant facility, 32 respondents represents 16.0 per cent believes that Gymnasium is strongly important facility and 29 respondents represents 14.5 per cent believes that Gymnasium is strongly unimportant facility.

Table 4.5.9.: CCTV
CCTV

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unimportant	36	18.0	18.0	18.0
Unimportant	12	6.0	6.0	24.0
Important	48	24.0	24.0	48.0
Strongly Important	104	52.0	52.0	100.0
Total	200	100.0	100.0	

The above table 4.5.9 shows that 104 respondents represents 52.0 per cent believes that CCTV is strongly important facility, 48 respondents represent 24.0 per cent believes that CCTV is important facility, 36 respondents represents 18.0 per cent believes that CCTV is strongly unimportant facility and 12 respondents represents 6.0 per cent believes that CCTV is unimportant facility.

Table 4.5.10.: Retail
Retail

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unimportant	33	16.5	16.5	16.5
Unimportant	30	15.0	15.0	31.5
Important	93	46.5	46.5	78.0
Strongly Important	44	22.0	22.0	100.0
Total	200	100.0	100.0	

The above table 4.5.10 shows that 93 respondents represents 56.5 per cent believes that Retail is important facility, 44 respondents represent 22.0 per cent believes that Retail is strongly important facility, 33 respondents represents 16.5 per cent believes that Retail is strongly unimportant facility and 30 respondents represents 15.0 per cent believes that Retail is unimportant facility.

Table 4.5.11.: Library

		Library			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	32	16.0	16.0	16.0
	Unimportant	74	37.0	37.0	53.0
	Important	71	35.5	35.5	88.5
	Strongly Important	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

The above table 4.5.11 shows that 74 respondents represents 37.0 per cent believes that Library is unimportant facility, 71 respondents represent 35.5 per cent believes that Library is important facility, 32 respondents represents 16.0 per cent believes that Library is strongly unimportant facility and 23 respondents represents 23.0 per cent believes that Library is strongly important facility.

Table 4.5.12.: Recreational Facilities

		Recreational Facilities			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	34	17.0	17.0	17.0
	Unimportant	40	20.0	20.0	37.0
	Important	86	43.0	43.0	80.0
	Strongly Important	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

The above table 4.5.12, shows that 86 respondents represents 43.0 per cent believes that Recreational Facilities is important facility, 40 respondents represent 20.0 per cent believes that Recreational Facilities is important and unimportant facility, and 34 respondents represents 17.0 per cent believes that Recreational Facilities is strongly unimportant facility.

Table 4.5.13.: Sky Garden

Sky garden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Unimportant	38	19.0	19.0	19.0
Unimportant	90	45.0	45.0	64.0
Important	53	26.5	26.5	90.5
Strongly Important	19	9.5	9.5	100.0
Total	200	100.0	100.0	

The above table 4.5.13, shows that 90 respondents represents 45.0 per cent believes that Sky Garden is unimportant facility, 53 respondents represent 26.5 per cent believes that Sky Garden is important facility, 38 respondents represent 19.0 per cent believes that Sky Garden is strongly unimportant facility and 19 respondents represents 9.5 per cent believes that Sky Garden is strongly important facility.

The researcher can conclude that the majority of the respondents prefer to have CCTV install in their property. Under Maslow's Hierarchy of needs, security falls under second important things in human life. While, the other facilities does not have much impact on the decision to purchase PRIMA HOME.

4.6 Most factor respondents prefer when purchase PRIMA HOME

In this question, the researcher want to recognize the dependent variable; Purchase Intention when purchase PRIMA HOME. It required respondent to select the main factor that make them want to purchase PRIMA HOME. This question consist of independent variable; price, location, income, and facilities.

Table 4.6.1.: Price

		Price			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	19	9.5	9.5	9.5
	Unimportant	1	.5	.5	10.0
	Important	51	25.5	25.5	35.5
	Strongly Important	129	64.5	64.5	100.0
	Total	200	100.0	100.0	

Table 4.6.1 shows that 129 respondents represents 64.5 per cent believes that Price is strongly important factor when purchase PR1MA HOME, 51 respondents represent 25.5 per cent believes that Price is important factor when purchase PR1MA HOME, 19 respondents represent 9.5 per cent believes that Price is strongly unimportant factor when purchase PR1MA HOME and 1 respondent represents 0.5 per cent believes that Price is unimportant factor when purchase PR1MA HOME.

Table 4.6.2.: Location

		Location			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	18	9.0	9.0	9.0
	Unimportant	2	1.0	1.0	10.0
	Important	69	34.5	34.5	44.5
	Strongly Important	111	55.5	55.5	100.0
	Total	200	100.0	100.0	

Table 4.6.2 shows that 111 respondents represents 55.5 per cent believes that Location is strongly important factor when purchase PR1MA HOME, 69 respondents represent 34.5 per cent believes that Location is important factor when purchase PR1MA HOME, 18 respondents represent 9.0 per cent believes that Location is strongly unimportant factor when purchase PR1MA HOME and 2 respondent represents 1.0 per cent believes that Location is unimportant factor when purchase PR1MA HOME.

Table 4.6.3.: Income

		Income			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Strongly Unimportant	18	9.0	9.0	9.0
	Unimportant	7	3.5	3.5	12.5
	Important	80	40.0	40.0	52.5
	Strongly Important	95	47.5	47.5	100.0
	Total	200	100.0	100.0	

Table 4.6.3 shows that 95 respondents represents 47.5 per cent believes that Income is strongly important factor when purchase PR1MA HOME, 80 respondents represent 40.0 per cent believes that Income is important factor when purchase PR1MA HOME, 18 respondents represent 9.0 per cent believes that Income is strongly unimportant factor when purchase PR1MA HOME and 7 respondent represents 3.5 per cent believes that Income is unimportant factor when purchase PR1MA HOME.

Table 4.6.4.: Facilities

		Facilities			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Unimportant	18	9.0	9.0	9.0
	Unimportant	10	5.0	5.0	14.0
	Important	78	39.0	39.0	53.0
	Strongly Important	94	47.0	47.0	100.0
	Total	200	100.0	100.0	

Table 4.6.4 shows that 94 respondents represents 47.0 per cent believes that Facilities is strongly important factor when purchase PR1MA HOME, 78 respondents represent 39.0 per cent believes that Facilities is important factor when purchase PR1MA HOME, 18 respondents represent 9.0 per cent believes that Facilities is strongly unimportant factor when purchase PR1MA HOME and 10 respondent represents 5.0 per cent believes that Facilities is unimportant factor when purchase PR1MA HOME.

Based on the data, the researcher can conclude that the main factor the respondents consider when want to purchase PR1MA HOME is price.

4.7 Inferential Analysis

According to Gabrenya (2003), the conclusion of the sample that taken from the population is refers as inferential analysis. The independent variable and dependent variable of this research will be test by conducting Pearson Correlation analysis to find the relationship between both variable.

4.7.1 Demographic

Table 4.7.1.: Demographic

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	3.342	11	.304	1.291	.232
	Within Groups	44.238	188	.235		
	Total	47.580	199			
Age Group	Between Groups	1.906	11	.173	.517	.890
	Within Groups	62.969	188	.335		
	Total	64.875	199			
Ethnicity	Between Groups	4.450	11	.405	1.462	.149
	Within Groups	52.030	188	.277		
	Total	56.480	199			
Marital Status	Between Groups	3.438	11	.313	1.060	.396
	Within Groups	55.437	188	.295		
	Total	58.875	199			
Number of Household	Between Groups	5.565	11	.506	1.479	.142
	Within Groups	64.310	188	.342		
	Total	69.875	199			
Number of Property Owned	Between Groups	2.530	11	.230	1.055	.400
	Within Groups	40.990	188	.218		
	Total	43.520	199			

In the Table 4.7.1 ANOVA box, the estimated F statistic are 1.291, 0.571, 1.462, 1.060, 1.479 and 1.055 and significant at the 0.232, 0.890, 0.149, 0.396, 0.142 and 0.400 level (as p-value > 0.05). The decision has been to reject the null hypothesis of equal means at the 5.0 per cent level of significance. Hence, there is a significant between demographic and purchase influence when purchase PR1MA HOME.

4.7.2 Price

Table 4.7.2.: Price

ANOVA

Price

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.025	10	.302	.859	.573
Within Groups	66.555	189	.352		
Total	69.580	199			

In the Table 4.7.2 ANOVA box, the estimated F statistic is 0.859 and significant at the 0.573 level (as p-value > 0.05). The decision has been to reject the null hypothesis of equal means at the 5.0 per cent level of significance. Hence, there is a significant between price and purchase influence when purchase PR1MA HOME.

4.7.3 Location

Table 4.7.3.: Location

ANOVA

Location

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.659	10	.266	.383	.953
Within Groups	131.336	189	.695		
Total	133.995	199			

In the Table 4.7.3 ANOVA box, the estimated F statistic is 0.383 and significant at the 0.953 level (as p-value > 0.05). The decision has been to reject the null hypothesis of equal means at the 5.0 per cent level of significance. Hence, there is a significant between location and purchase influence when purchase PR1MA HOME.

4.7.4 Income

Table 4.7.4.: Income

ANOVA

Monthly Gross Income

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.744	11	.249	.883	.558
Within Groups	53.131	188	.283		
Total	55.875	199			

In the Table 4.7.4 ANOVA box, the estimated F statistic is 0.883 and significant at the 0.558 level (as p-value > 0.05). The decision has been to reject the null hypothesis of equal means at the 5.0 per cent level of significance. Hence, there is a significant between income and purchase influence when purchase PR1MA HOME.

4.7.5 Facilities

Table 4.7.5.:Facilities

ANOVA

Facilities	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4926.409	10	492.641	6.243	.000
Within Groups	14914.371	189	78.912		
Total	19840.780	199			

In the Table 4.7.5 ANOVA box, the estimated F statistic is 6.243 and significant at the 0.000 level (as p-value < 0.05). The decision has been to accept the null hypothesis of equal means at the 5.0 per cent level of significance. Hence, there is no significant between facilities and purchase influence when purchase PR1MA HOME.

4.8 Regression

Table 4.8.1.:Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478 ^a	.228	.212	2.974

a. Predictors: (Constant), Facilities, Location, Price, Monthly Gross Income

From Table 4.8.1, the researcher can conclude that the regression equation can be explained that the explanatory variables accounted for about 22.8 per cent of the variation in the purchase influence when purchase PRIMA HOME model by using multiple regression analysis.

Table 4.8.2.:ANOVA Regression

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	510.232	4	127.558	14.420	.000 ^a
	Residual	1724.923	195	8.846		
	Total	2235.155	199			

a. Predictors: (Constant), Facilities, Location, Price, Monthly Gross Income

b. Dependent Variable: Purchase Intentions

The above Table 4.8.2 ANOVA from regression table shows that the sig-p value is 0.000 less than alpha 0.05. Therefore, we reject null hypotheses and conclude that the groups or sample means are significant different.

4.9 Reliability test

The researcher chooses Cronbach's Alpha to conduct the reliability test of the data. According to Kline (1999), the reliability of the data can be measured using the α . The data consider reliable when α is above 0.7 ($\alpha > 0.7$).

Table 4.9.1.: Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.901	35

Table 4.9.1, from this data research of 200 respondents in Greater Klang Valley, the reliability coefficient is 0.901 which is consider as acceptable. By convention the alpha should be 0.70 or higher, Kline (1999). Hence, the data for this research is reliable.

4.10 Conclusion

This chapter presents the data gathered from the responds of 200 questionnaire carried out for this research. The data collected, and the process of its analysis are first displayed, followed by the findings of the researcher. The findings help draw conclusion about the research question of this research. This shall be presented in the ensuing chapter, which draws upon the finding from this chapter.

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Overview

Chapter 5 as the final chapter of this research, discusses regarding the research hypotheses and the research problem, followed by the discussion of major findings and implication. The recommendation for future research will also be include in this research.

5.2 Discussion on Result

5.2.1 Demographic

	Hypothesis	Supported / Not Supported
H1 _A	: Genders has significant difference towards home purchase influence when purchase PR1MA HOME.	Supported
H1 _B	: Age has significant difference towards home purchase influence when purchase PR1MA HOME.	
H1 _C	: Ethnicity has significant difference towards home purchase influence when purchase PR1MA HOME.	
H1 _D	: Number of households has significant difference towards home purchase influence when purchase PR1MA HOME.	

Based on the literature review, the analyst can infer that Demographics is keen on any populace trademark that might be valuable in understanding what individuals think, what they will purchase, and what number of fit this profile by Zikmund and Babin (2009). Statistic factors is simpler to gauge than different factors in an examination paper and purchasers' requests nearly reflect statistic factors. Statistic factors incorporate Genders, Age, Ethnicity and Number of Household. The idea

of market portion dependably expects to modify for contrasts in shoppers' needs and changes items to meet and fulfill diverse gatherings of customers by Hoyer and Macinnis (2010). Concerning buyer buy conduct, a few specialists look at a scope of statistic qualities that might be related with requirements and needs of shoppers in portion markets.

According to Livette (2007), gender plays an important role when making the decisions to purchase something, where males will focus on the criteria or task. Meanwhile, female only focus on their activities. As female decision influences by their emotional and males influences by understanding (Livette, 2006). Hence, male will purchase the product if they find it is suitable and worth.

The above literature review did state that a simple design of the house and has a flexibility to move around in the house will attract above 50 years old group of people, who also known as old age to purchase it (Hurtubia et al., 2010). People life cycle can be identified by looking at their current life cycle in their house. For example, to determine the type of people living in the house whether it is a newly married, single or elderly. Each of them has their own preference that will lead them to make decision to purchase the house (Hurtubia et al., 2010). Meanwhile, the group age below 30 have less intention to purchase a house due to the monthly commitment that most likely will give impact to their financial stability (Lutfi, 2010).

According to Hurtubia et al. (2010), the residence in staying in the area of the house will give an impact in the decision making to purchase a house. That is the results of the variety of ethics in the certain area (Bajari & Khan, 2005). Hence, race do have an impact in decision making when to purchase a house or property (Bajari & Kahn, 2005; Leppel, 2007).

Hurtubia et al. (2010) was of the opinion that the bigger the house the more people living in it. The total square feet of the house will affect the decision of the people to purchase it, either for family or young people. Majid (2010) also mentioned that people who has a young child would prefer a house with a simple design with superfluous space for their convenient. The numbers of room in the house and the total square feet will also plays an important role for the number of household (Suaid, 2012).

The result received from data collected of 200 respondents in Greater Klang Valley concluded that demographic has significant impact towards Purchase Influence when purchase PR1MA HOME. The researcher can conclude that the finding is similar to the past research that demographic has an impact towards purchase influence when to purchase PR1MA HOME.

5.2.2 Price

	Hypothesis	Supported / Not Supported
H2 :	Price (P) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.	Supported

Based on the literature review, Salfarina et al. (2010) in their research found that the vast majority of respondents feel that houses in urban Malaysia is excessively costly and past their capacity. Susilawati and Armitage (2004) in their research likewise discovered that the capacity to get to housing has declined because of limitations on pay that is the costs of houses has not been similarly trailed by ascends in salary. This finding has been concurred by Ahmad Ariffian et al. (2008) as the high in housing costs influence the housing proprietorship as it past individuals pay. Moreover, the study additionally discovered that the cost offered by private developers is high to Bumiputera even been given 15.0 per cent markdown and because of developers' theory for a greater edge.

The result received from data collected of 200 respondents in Greater Klang Valley concluded that price has significant impact towards Purchase Influence when purchase PR1MA HOME. The researcher can conclude that the finding is similar to the past research that people will consider the price of the house before purchase it.

5.2.3 Location

	Hypothesis	Supported / Not Supported
H3 :	Location (L) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.	Supported

Based on the literature review, one of the principles worries that Salfarina et al. (2010) found in their research for house buyers in urban districts is location. This is valid as location of housing assumes the imperative role in deciding the capacity to get to the good schools, employment and social facilities (Gilbert, 2001). What's more, Mona (18/2/2011, BeritaHarian) and ISIS Housing Study Team (1997) also referenced that the area of housing that is close to the work will reduce their cost on transportation.

The result received from data collected of 200 respondents in Greater Klang Valley concluded that location has significant impact towards Purchase Influence when purchase PR1MA HOME. The researcher can conclude that the finding is similar to the past research that people will consider the location of the house before purchase it.

5.2.4 Income

	Hypothesis	Supported / Not Supported
H3 :	Income (I) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.	Supported

Based on the literature review, Turner and Lue, (2009) discovered that because of income, it will urge individuals to purchase new property, and Ariffin, (2010), additionally concurred that the higher the pay, they will, in general, want to purchase top of the line property. In the meantime, Turner and Lue, (2009) contend that low pay individuals would experience issues to purchase any houses. In any case, Kranz and Hon (2006) investigate repudiate and contend that household income

does not have much impact on the estimation of interest and purchase choice and that the effect of these criteria is low, and the request is negligible.

The result received from data collected of 200 respondents in Greater Klang Valley concluded that income has significant impact towards Purchase Influence when purchase PR1MA HOME. The researcher can conclude that the finding is similar to the past research that people will consider their income before purchase it.

5.2.5 Facilities

	Hypothesis	Supported / Not Supported
H3 :	Facilities (F) will have a positive direct effect on home purchase influence when purchase PR1MA HOME.	Not Supported

Based on the literature review, Asiedu and Arku (2009) stated that property that installed CCTV in their areas will incur more cost associated with the property with gated guarded. There is always a common perception that people who lived in the CCTV or gated guarded are normally having a high income or in a high ranking position. This is supported by Blakely & Snyder (1998) and Tan (2010a). People who lived in gated guarded property desire to give other people an idea about their high social value such as an elite image. The gated guarded property is a also a symbol of social ladder and create ranking among the neighborhood. However, the main reason people decided to lived in the gated guarded and CCTV is mostly because of the security that can make them have a peace of mind living in that neighborhood.

This is also supported by Almatameh, (2013), where property that has a good amenity and provide efficiency and affective facilities will obviously make the people who lived there feel more secure and enjoy to live there. Yakob et al. (2012), when the property provided an open space area, recreational facility, community hall or multipurpose hall will give an impact to people’s living environment.

However, the result received from data collected of 200 respondents in Greater Klang Valley concluded that facilities have no significant impact towards Purchase Influence when purchase PR1MA HOME. As the main factor people consider when purchase PR1MA HOME is the price, they will not going to spend more on the facilities. The respondents are aware that facilities in the property comes with a high monthly bills eventhough it is secure and convenient for them.

5.3 Conclusion

This research is aiming to break down and to discover the reasons and factors that impact home buyer's in Greater Kuala Lumpur area when purchase PR1MA HOME. Meanwhile, the main reason conducting this research is to identify the factors coupled with influences to purchase PR1MA HOME in Greater Kuala Lumpur such as Gender, Age, Ethnicity and Number of Household. The researcher also wants to investigate the relationship between the Price (P), Location (L), Income (I), Facilities(F) and Influences and to evaluate the strongest predictor Price (P), Location (L), Income (I), and Facilities (F) towards purchase intention of PR1MA HOME.

The finding for this research reveals that the price plays the main factor that impact home buyer's in Greater Kuala Lumpur area when purchase PR1MA HOME. As discussed in the problem statement, affordability of housing has become an issue that burdens many Malaysians. Given that the research conducted by the Khazanah Research Institute (KRI) in 2015, the average household cost is 4.4 times the average annual household income at the national level. This indicates that the housing market falls below the "seriously unaffordable" market. Although it is an exemplary that the Malaysian government is doing its best to help individuals in low and middle-income group to own their own property, but it still remains to be proven whether their recent decisions will successfully bring about negative effect on the property market.

Even though, after PR1MA introduce the Special PR1MA End Financing Scheme ("SPEF") association with Central Bank of Malaysia, Employees Provident Fund ("EPF"), and four local banks ie Commerce International Merchant Bankers ("CIMB Bank"), Malayan Banking Berhad ("Maybank"), RHB Bank Berhad ("RHB") and AMMB Holdings Berhad ("Ambank"), it is still not give much impact to the people in the Greater Kuala Lumpur.

According to the findings, 137 respondents represent 68.5% of the total respondents only willing to pay below RM250,000 for PR1MA HOME. As discussed in the Literature Review, the high cost of the houses is one of the essential issues in urban housing proprietorship. As indicated by Rodney (2008), the procedures where costs and determinants of costs are shaped can change from place to place. For instance, the report from Khazanah Research Institute (2015) demonstrated that the middle costs for housing crosswise over states in Malaysia surpass multiple times middle yearly household income affordability.

The price for PR1MA HOME varies depends on the location and facilities provided for each project, the price range for PR1MA HOME in Greater Kuala Lumpur and the lowest price of PR1MA HOME start at RM250,000. Hence, it is nearly impossible for the respondents to own a PR1MA HOME below RM250,000 at this time.

However, PR1MA was establishing to overcome the issue of affordable house that focus more for middle income group. Their range of salary is between RM2,500 to RM15,000. This are the group who are not eligible for low-cost housing in Malaysia and yet find it hard to afford to purchase a property and the highest price.

5.4 Limitation of Study

The researcher find it is quite difficult to gather respondent as PR1MA has set a criteria to purchase PR1MA HOME which must be a Malaysian citizen, at least 21 years of age at the time of application, an individual or family (husband and wife) with a combined household monthly income of RM2,500 – RM15,000, and applicant or his or her spouse must not own more than one property. The researcher must obtain a confirmation from the respondent first if they have met the criteria before proceed to answer the questionnaire. Researcher had distributed the questionnaire to more than 300 people but only 200 people have met the criteria set by PR1MA.

The researcher also finds that the time to conduct this research is limited. As a part time student and full-time workers, time management is very important and high self-discipline on finish the research within the timeline given is very challenging.

5.5 Future Research

The researcher would like to recommend to future researcher to overcome the limitation of this study by obtaining more respondents to answer the questionnaire. Future researcher is advisable to frequently check PR1MA update from time to time, as the criteria set might be change in the future. It also hope that the time frame to conduct the research will be longer to provide more information and reliable findings.

5.6 Recommendation

As per mention in the conclusion, the researcher can conclude that most of the respondents were not aware on the actual mandate given to PR1MA and their main objective of establishment. PR1MA mandate was never to help put a roof over the heads of the low-income group. That segment, is taken care of by existing public housing projects, including Projek Perumahan Rakyat and other state government-led initiatives.

PR1MA's mandate, from its point of view, is clear. It is to help the middle-income group access affordable housing that is on a par with products available on the market but at a lower price, hardly the same thing a low-cost property.

Therefore, the researcher is recommended for PR1MA to raise more awareness to public on their mandate and objective given by Government. This is to avoid more misleading to the public that they can provide affordable housing with low-cost price.

Currently, Malaysian were already coming to grips with the rising cost of living, soaring house prices and deep levels of debt. While the federal budget consolidated current personal tax reliefs into a lifestyles relief and introduced two new reliefs to assist young families, some critics say that the key people driving the country's economy, the middle income have been forgotten. It is believed that this group of Malaysians are the one struggling the most with raising costs of transportation, education, healthcare and housing loans. Government should take notes on this and focus more on middle income group. The range of income between RM2,500 to RM15,000 is no longer relevant

for middle income group in this current market. More research need to be conducted and the range of income need to be revised. The ideal income range for middle income group needs to take into account other factors contributing to household expenses include lifestyle and monthly bills. The household size, education qualification, occupation and residential location among the factors that could contribute to whether the income range set by the Malaysian government was feasible.

REFERENCES

- Ahmad Ariffian, Hasmah Abu Zarin & Mohd Razali Agus. (2008). Urban Housing Ownership: Factors Influenced the Problems Faced by the Bumiputera in the District of Johor Bahru, Johor, Malaysia. Department of Property Management, Faculty of Engineering and Science Geoinformation, Universiti Teknologi Malaysia.
- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, NJ.
- Alam, S. S., and Sayuti, N. M., (2011), "Applying the theory of planned behavior in halal food purchasing", *International Journal of Commerce and Management*, 21(1), 8-20
- Almatarneh, R.T. (2013). Choices and changes in the housing market and community preferences: Reasons for the emergence of gated communities in Egypt: A case study of the Greater Cairo Region, Egypt. *Ain Shams Engineering Journal*, 4(3), 563-583.
- Alwin, D. F. (2007). *Margins of error: A study of reliability in survey measurement* (Vol. 547). John Wiley & Sons.
- Armitage, C.J. & Comer, M. (2001). Efficacy of The Theory of Planned Behaviour: A meta analytic review. *British Journal of Social Psychology*, 40, 471 – 499
- Ariffin N. R.; Zahari R. K.; Nadarajah S. (2010). Residential Satisfaction in private Low-Cost Housing in the urban area: A case study of the Greater Kuala Lumpur, Malaysia. *Urban Dynamic & Housing Change-Crossing into the 2nd Decade of the 3rd Millennium*. 22nd International Housing Research Conference, 4-7 July Istanbul.
- Asia Property Market Sentiment Report (H2) 2016, iProperty.com, Singapore. [Online]. Available: <http://insights.iproperty.com.sg/Asia-Sentiment-Survey-Report-H2-2016-Singapore.pdf>
- Asiedu, A. B., & Arku, G. (2009). The rise of gated housing estate in Ghana: Empirical insights from three communities in metropolitan Accra. *Journal of Housing and the Built Environment*, 24(3), 227 – 247.
- Atchley, R. C. (1991). *Social forces and ageing* (6th ed.). United States: Wadsworth

- Babbie, Earl R. (2010). *The practice of Social Research* (12th ed.). Australia:Wadsworth Cengage Learning.
- Bajari, P.; Kahn, M. E. (2005).Estimating Housing Demand with an Application to Explaining Racial Segregation in Cities..Journal of Business and Economic Statistics.Volume 23 Issue 1 (Jan). Pp. 20-33.
- Bank Negara Malaysia, Housing Property Watch. Retrieved Febraury 28, from, http://www.housingwatch.my/02_market_03_affordability.html
- Bank Negara Malaysia, “Risk Developments and Assessment of Financial Stability in 2010,” *Bank Negara Malaysia* (Kuala Lumpur, 2012), <http://www.bnm.gov.my/files/publication/fsps/en/2012/cp01.pdf>.
- Bank Negara Malaysia. (2003). Housing Loans. The Associations of Banks in Malaysia.
- Beatson, P. (2014). Sociology and demography: A sociological study of the New Zealand population. Retrieved November 18, 2016, from http://www.massey.ac.nz/massey/fms/Colleges/College%20of%20Humanities%20and%20Social%20Sciences/PEP/PDF_documents/Sociology/Beatson/population.pdf
- Blackwell, Roger, Souza, Clare D', Taghian, Mehdi, Miniard, Paul, & Engel, james. (2006). *Consumer Behavior: An Asia Pacific Approach* (1st ed.). South Melbourne: Cengage Learning Australia Pty Limited.
- Blakely, E., & Snyder, M. G. (1998). Separate places: Crime and security in gated communities. In M. Felson & R. B. Reiser (Eds.) *Reducing crime through real estate development and management* (53 – 70). Washington, D. C.: Urban Land Institute.
- Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed), New York: Oxford University Press.

- ByoungHo, J., & Yong, G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, pp 62-71.
- Bujang A. A.; Zarin H. A.; Jumadi N. (2010) The relationship between demographic factors and housing affordability. *Malaysia Journal of Real Estate*. Volume 5, Number 1.
- Burns, A. C., & Bush, R. F. (2006). *Marketing research* 5th ed.
- Cantarero, R. & James, P. (2012). Stress and the Contextual Proximity of Residential Factors. *Procedia - Social and Behavioral Sciences*, 36(0), 137-146
- Chan, E. J. (2011, June 13). 1001 Commemorative Issue: Property Prices to Climb Higher. *The Edge*. <http://www.theedgemaalaysia.com/in-the-finance-daily/188021-propertyprices-to-climb-higher.html> (accessed on 12th July 2012).
- Chen, E. (2000). An overview of the Malaysian property market. UPM Workshop: Environment Friendly Township for Developing Countries. Serdang, Malaysia: UPM Press.
- Cooper, Donald, & Schindler, Pamela. (2010). *Business Research Methods* (11th ed.). Australia: McGraw-Hill Education.
- Cupchik, G. C., & Gignac, A. (2003). Finding meaning and expressing emotion in response to property. *Visual Arts Research*, 33(1), 56-71
- Creswell, John W. (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (3rd ed.). California: SAGE Publications, Inc.
- Dasimah Omar. (2008). Communal Living Environment in Low Cost Housing Development in Malaysia. *Asian Social Science*. Vol 4(10), 98-105.

- Dhawan, S. 2010, *Research Methodology for Business and Management Studies*. (EBook) Sawatik publishers and Distributors. Available in EBSCO Data base.
- Ezeanya, A. C. (2004, June). Malaysian housing policy: Prospects and obstacles of national vision 2020'. In *International conference of Adequate and Affordable Housing for All. Kuala Lumpur, Malaysia*.
- Fierro, Karen P., Fullerton, Thomas M., & Donjuan-Callejo, K. Erika. (2009). Housing Attribute Preferences in a Northern Mexico Metropolitan Economy. *International Atlantic Economic Society*, 37(2), 159-172. doi: DOI 10.1007/s11293-009-9174-x
- Fontenla, M.; Gonzalez, F. (2009).Housing Demand in Mexico.*Journal of Housing Economics*.Volume 18 Issue 1. Pp. 1-12.
- Garcia, J. A. B.; Hernandez, J. E. R. (2008). Housing Demand in Spain according to dwelling type: Microeconomic evidence. *Regional Science and Urban Economics*.Volume 38 Issue 4 (Jul). Pp. 363-377.
- Ghauri, P. &Gronhaug, K. 2002, *Research Methods in Business Studies: A Practical Guide* (E-Book) New York. Financial Times Prentices
- Gilbert. (2001). Housing in Latin America.
- hin, C. (2013). Young professionals struggle to own property. The Star Online. Retrieved July 14, from, <http://www.thestar.com.my/News/Nation/2013/07/14/Dad-dont-kick-me-out-yet.aspx/>
- Han, H., and Y. Kim, 2010. An investigation of customers' decision in property: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4): 659-668.
- Han, H., L. Tzang and C. Sheu, 2010. Application of the Theory of Panned Behavior to Green Hotel Choice:Testing the Effect of Environmental Friendly Activities. *Journal of Tourism Management*, 31(1): 325-334.

Hair, J., Bush, R., & Ortinau, D. (2006). *Market Research*.

Hair, J. F. (2007). *Research methods for business*.

Hoyer, Wayne D., & Macinnis, Deborah J. (2010). *Consumer Behavior* (5th ed.). USA: South-Western Cengage Learning.

Hurtubia, B., Gallay, O., & Bielaire, M. (2010). Attributes of household, locations and real estate for land use modeling. *Sustain City Working Paper, 2.7*. Lausanne: EPFL.

ISIS Housing Study Team. (1997). *Selected Issues in Housing Development and Recommendations in Housing the National: A Definitive Study*, Cagamas Berhad.

Jansen, S. J., Coolen, H. C., & Goetgeluk, R. W. (2011). *Housing preferences. The Measurement and Analysis of Housing 1*.

Khazanah Research Institute. (2015). *Making Housing Affordable*. MIER National Economic Outlook Conference. 25 November 2015.

Kim, T., M. Horner and R. Marans (2005) *Life Cycle and Environmental Factors in Selecting Residential and Job Locations*, *Housing Studies*, 20 (3) 457– 473.

Kline, P. (1999) *A Handbook of Psychological Testing*, 2nd edn. London: Routledge.

Kranz, D. F.; Hon, M. T. (2006). *A Cross-Section Analysis of the Income Elasticity of Housing Demand in Spain: Is There a Real Estate Bubble?* *Journal of Real Estate Finance Economic*. Volume 32 Issue 4 (Jun). Pp. 449-470.

Kumar, Abdul Talib and Ramayah, *Business Research Methods*, (2013).

Lang, R.E., & LeFurgy, J. (2007). *Boomburbs: The rise of America's accidental cities*. Washington, D.C: Brookings Institution Press.

Lee, C. L. (2009). *Housing price volatility and its determinants*. *International Journal of Housing Markets and Analysis* 2(3) , 293-308.

- Leppel, K. (2007). Married and Unmarried, opposite-and Same-Sex Couples: A Decomposition of Homeownership Differences. *Journal of Housing Research*. Volume 16 Issue 1. Pp. 61-81.
- Lew, Y.L., Hassim, S., & Kadir, M. (2003). Factors contributing to cost control problem problems in Malaysia industrialized building system construction. *International Conference on Industrial Building System*. Kuala Lumpur.
- Livette, M. (2006). A marketing perspective of private sector retirement housing and the effectiveness of the buyer behaviour of its purchasers. *Property Management*, 24(4), 383-396.
- Livette, M. (2007). Influencer and other “buying” roles in the decision-making process of retirement housing purchasers. *Property Management*, 25(3), 242-256.
- Lutfi (2010) Relationship between demographic factors and Investment Decision in Surabaya. *Journal of Economics, Business and Accountancy Venture* Volume 13, No. 3. December 2010, Pages 213-224 Accreditation No 110/DIKTI/Lep/2009.
- Majid R. A., (2009) Product Factor Influence buyer behaviour. *Proceedings of the 1st Regional Symposium on Sustainable Construction Materials & Building Systems (SUCOMBS)*, Boulevard Hotel, Midvalley, Kuala Lumpur, 12 October 2009.
- Malhotra, Naresh K. (2010). *Marketing Research: An Applied Orientation*. Australia: Pearson Education.
- Majid.R.A., (2010). Faktor-faktor yang Mempengaruhi Permintaan Harta Tanah kediaman di Malaysia, unpublished manuscript thesis. University of Malaya, Kuala Lumpur.
- May, T. (1997). *Social Research – Issues, Methods & Process*. (2nd Ed.). Buckingham: Open University Press.
- Myers, M. D. 2009, *Qualitative Research in Business & Management*, London: SAGE Publication Ltd.

- Mazlin Ghazali & AnnizFazli Ibrahim Bajunid. (2011). Affordable Mosaic Housing: Rethinking Low-Cost Housing. Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA.
- M. T. Nguyen, "Does affordable housing detrimentally affects property values? A review of the literature," *Journal of Planning Literature*, vol. 20, no. 1, pp. 15-26, 2005.
- Metin Kozak (2004), Destination Benchmarking: Concepts, Practices and Operations (E –Book) CAB International, Wallingford UK.
- Michele, D. (2012). How to set your selling price. Retrieved December 02, 2012, from Realtor.com: <http://www.realtor.com/home-finance/realestate/sellers/setting-price-for-sellinghome.aspx?source=web>
- Miron, J. R. (2004). Housing Demand, Coping Strategy and Selection Bias. *Growth and Change*. Volume 35 Issue 2 (Spring). Pp. 220-261.
- Mona Ahmad. (2011, February 18) Miliki Kediaman Ikut Bajet. *Berita Harian*, C1.
- Nazahah, A. R. & Sutina, J. (2012), The Halal Product Acceptance Model for the Religious Society, *Business & Management Quarterly Review*, 3(1), 17-25
- Nurizan, Y., & Hashim, A. H. Malaysia. (2001). *Perumahan dan Kediaman*. Malaysia: Universiti Putra Malaysia.
- Oh, L. S. (2000). Housing satisfaction of middle income households in Bandar Baru Bangi, Selangor. . Dissertation, Universiti Pertanian Malaysia.
- Okunola, S. & Amole, D. (2012). Perception of Safety, Social Participation and Vulnerability in an Urban Neighbourhood, Lagos, Nigeria. *Procedia - Social and Behavioral Sciences*, 35(0), 505-513.

PEMANDU. (2010). ETP: Chapter 5-Greater Kuala Lumpur/Klang Valley. Retrieved from. http://etp.permandu.gov.my/uplaod/etp_handbook_chapter5_greater_klkv.pdf Accessed 04.03.11.

Puteri Ameera Mentaza Khan, Rosadah Mahmud & Norhaya Kamaruddin. (2012). An Overview of Housing Affordability for First Time Home Buyer in Malaysia. 3rd International Conference on Business and Economic Research. March 2012. Bandung.

Parid Wardi. (1997). International Experiences III: Low-Cost Housing in Housing the National: A Definitive Study, Cagamas Berhad.

Randall, D. M. & Gibson, A. M. (1991). Ethical Decision Making in the Medical Profession: An Application of the Theory of Planned Behavior. *Journal of Business Ethics*, 10(2), 111 - 116.

Rodney, F. (2008). Social Construction and Housing Studies: A Critical Reflection. *Urban Policy and Research*, 26(2), 159-175.

Sabri, M. F., & Juen, T. T. (2014). The Influence of Financial Literacy, Saving Behaviour, and Financial Management on Retirement Confidence among Women Working in the Malaysian Public Sector. *Asian Social Science*, 10(14). <http://doi.org/10.5539/ass.v10n14p40>

Salfarina, A. G., Nor Malina, M. & Azrina, H. (2010). Trends, Problems and Needs of Urban Housing in Malaysia. *International Journal of Human and Social Sciences*. 5 (14). 977-981.

Sakip, S. R. M., Johari, N. & Salleh, M. N. M. (2013). Perception of Safety in Gated and Non-Gated Neighborhoods. *Procedia - Social and Behavioral Sciences*, 85(0), 383-391.

Salfarina, A. G., Nor Malina, M., & Azrina, H. (2010). Trends, problems and needs of urban housing in Malaysia. *Malay*, 248, 62.

San Ong, T. (2013). Factors affecting the price of housing in Malaysia. *Available on the Internet*: <http://www.globalbizresearch.com/images/files/73848_JEIEJB_%20Tze%20San,20.

Saunders, M, Lewis, P and Thornhill, A (2012) *Research Methods for Business Students*, 6th edition, Pearson.

- Sekaran, Uma, & Bougie, Roger. (2009). *Research Methods for Business: A Skill Building Approach* (5th ed.). United Kingdom: John Wiley & Sons Ltd. Seko,
- Suhaida, M. S., Tawil, N. M., Hamzah, N., Che-Ani, A. I., Basri, H., & Yuzainee, M. Y. (2011). Housing affordability: A conceptual overview for house price index. *Procedia Engineering*, 20, 346-353.
- Schuler, A.; Adair, C. (2003). Demographics, The Housing Market and Demand for Building Materials. *Forest Product Journal*. Volume 53 Issue 5 (May). Pp. 8-17.
- Sidi, S., & Sharipah, N. (2011). Quality affordable housing: A theoretical framework for planning and design of quality housing. *Journal of Techno- Social*, 2(1).
- Suaid S. (2012). Factor Influence Buyer's Preference In Purchasing A House, unpublished manuscript Dissertation. University Of Technology MARA, Shah Alam.
- Suman K. Sharma. (2012). Malaysia: Updating and Improving the Social Protection Index. ADB-Technical Assistance Consultant's Report.
- Statistic Department, (2010), Population, Household and Living Quarters: Malaysia 2010. http://www.statistics.gov.my/portal/download/download_POPULATION.php?cat=1&id_file=1 (accessed on 2nd April 2011).
- Susilawati, C. & Armitage, L. (2004). Affordable Housing: Who Supply It?. PRRES Conference 2004.
- Taylor, S., & Todd, P. (1995). Assessing IT usage: the role of prior experience. *MIS Quarterly*, 561-570.
- Tan, T. H. (2010a). The effect of housing characteristics on neighborhood stability of homeownership. *International Journal of Business and Emerging Market*, 2(3), 286 – 304.
- Teddle, C. & Tashakkori, A. 2003, *Hand Book of Mixed Methods in Social & behavioral*

Research (E-Book), Sage Publications: USA

Tenth Malaysian plan, Tenth Malaysian Plan, 2011-2015. Percetakan Nasional Berhad, Kuala Lumpur. [Online]. Available:

https://www.pmo.gov.my/dokumenattached/speech/files/RMK10_Speech.pdf

Turner, T. M.; Lue, H. (2009). Homeownership, Wealth Accumulation And Income Status. *Journal of Housing Economics*. Volume 18 Issue 2 (Jun). Pp. 104-114.

Wan NorAzriyati Wan Abd Aziz, Noor Rosly Hanif & Kuppusamy a/l Singaravello. (2010). A Study on Affordable Housing within the Middle Income Households in the Major Cities and Towns in Malaysia, Faculty of Built Environment, University of Malaya.

Yakob, H., Yusof, F. & Hamdan, H. (2012). Land use Regulations Towards a Sustainable Urban Housing: Greater Kuala Lumpur Conurbation. *Procedia - Social and Behavioral Science*, 68(0), 578-589.

Yin, Robert. K. 1994, *Case Study Research – Design and Methods*. SAGE Publications: Thousand Oaks, CA.

Yusuf, M. M. (2012). *Women and pensions in Malaysia: assessing the impacts of disruptions in working life*. University of Southampton.

Zawawi, D., Wong, F.Y., Busu, R., Hamzah, Z.L., (2004). The effects of sex role orientation on family purchase decision making in Malaysia . *Journal of Consumer Marketing* .21 (6), pp.381-390.

Zhang, H. & Lin, S-H. (2012). Sense of Community in Taiwan and its Relationships with the Residential Environment. *Procedia - Social and Behavioral Sciences*, 35(0), 335-343.

Zikmund, William G., Babin, Barry J., Carr, Jon C., & Griffin, Mitch. (2010). *Business Research methods* (8th ed.). USA: South-Western, CenGage Learning.

APPENDIX 1 : QUESTIONNAIRE



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (CORPORATE GOVERNANCE)**

Dear Respondents,

I'm a final year student from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing a Master of Business Administration (Corporate Governance). I'm currently conducting a study on **“HOME BUYER’S PURCHASE INTENTION: A CASE STUDY OF PERUMAHAN RAKYAT 1MALAYSIA (PR1MA) HOME”** for the final year project (FYP). The purpose of this survey research is to analyze and to find out the reasons and factors that influence home buyer’s in Greater Kuala Lumpur when buying PR1MA HOME. Hence, this research will benefit and can help to identify the property features which have been most preferred by buyers when buying PR1MA HOME.

I would be grateful if you could spend 15 minutes to fill the questionnaire. Your answers are extremely valuable and certainly make an important contribution to this study. All the information and the statement provided will only for education purposes and will be formatted in confidential.

Please proceed to fill the questionnaire if you are:

√	Consider or plan to buy PR1MA House
√	Malaysian Citizen
√	At least 21 years
√	An individual or family (husband and wife) with a combined household monthly income of RM2,500 – RM15,000
√	Not own more than one property

Thank you.

Conducted By : **Afifah binti Zainal Abidin**

Part A. GENERAL QUESTIONS

Section A - Demographic Information

The following questions are merely used to help us in interpretation of the received responses. As mentioned, your responses here and throughout the other parts of the questionnaire would be kept strictly CONFIDENTIAL. Please select the appropriate box for each question.

1. Please select your GENDER.

Male

Female

2. Which of the following best describes your AGE GROUP?

21 – 30

31 – 40

41 – 50

50 and above

—

3. Which of the following best describes your ETHNICITY?

Malay

Chinese

Indian

Other (please Specify): _____

4. What is your MARITAL STATUS?

Single

Married

Divorced

Widow

5. Which of the following best describes your total NUMBER OF HOUSEHOLD?

1 – 3 person

4 – 6 person

7 and above

6. How many Property do you owned?

None

One unit

2 – 3 unit

More than 4 unit

Section B–Home Buyers’ Purchase Decision

1. How much you willing to pay for PRIMA HOME?

- Below RM250,000
- RM250,001 –RM350,000
- RM350,001 – RM450,000
- Above RM450,001

2. Which area/location do you prefer to purchase?

- | | |
|--|--|
| <input type="checkbox"/> PRIMA @ Bandar TeknologiKajang – Kajang, Selangor | <input type="checkbox"/> PRIMA @ Cyberjaya 2 – Kajang, Selangor |
| <input type="checkbox"/> PRIMA @ Kajang – Kajang, Selangor | <input type="checkbox"/> PRIMA @ Bandar Bukit Mahkota – Kajang, Selangor |
| <input type="checkbox"/> PRIMA @ Cyberjaya Lakefront – Cyberjaya, Selangor | <input type="checkbox"/> PRIMA @ Cyberjaya – Cyberjaya, Selangor |
| <input type="checkbox"/> PRIMA @ Kajang Utama - Kajang, Selangor | <input type="checkbox"/> PRIMA @ Jalan Jubilee – Kuala Lumpur, Wilayah Persekutuan |
| <input type="checkbox"/> PRIMA @ AlamDamai – Kuala Lumpur, Wilayah Persekutuan | |
| <input type="checkbox"/> PRIMA @ Bukit Jalil - Kuala Lumpur, Wilayah Persekutuan | |
| <input type="checkbox"/> PRIMA @ Brickfields - Kuala Lumpur, Wilayah Persekutuan | |

3. As your answer in Question 2, why do you prefer such area/location?

Near your hometown

Near workplace

Strategic Area

Social Facilities (School, Hospital, etc)

Other(please Specify): _____

4. What is your monthly gross income?

RM2,500 – RM5,500

RM5,501 – RM10,000

RM10,001 – RM15,000

Above RM15,001

For Question No.6 and No. 7, please **CIRCLE** the following choices provided to indicate the preference.

Strongly Unimportant	Unimportant	Important	Strongly Important
-----------------------------	--------------------	------------------	---------------------------

5. Do you consider the following facility when purchase PRIMA HOME?				
Swimming Pool	Strongly Unimportant	Unimportant	Important	Strongly Important
Kindergarten	Strongly Unimportant	Unimportant	Important	Strongly Important
Playground	Strongly Unimportant	Unimportant	Important	Strongly Important
Community Hall / Multipurpose Hall	Strongly Unimportant	Unimportant	Important	Strongly Important
Nursery	Strongly Unimportant	Unimportant	Important	Strongly Important
Surau	Strongly Unimportant	Unimportant	Important	Strongly Important
Clinic	Strongly Unimportant	Unimportant	Important	Strongly Important
Gymnasium	Strongly Unimportant	Unimportant	Important	Strongly Important
CCTV	Strongly Unimportant	Unimportant	Important	Strongly Important
Retail	Strongly Unimportant	Unimportant	Important	Strongly Important
Library	Strongly Unimportant	Unimportant	Important	Strongly Important
Recreational facilities for the elderly	Strongly Unimportant	Unimportant	Important	Strongly Important
Sky garden	Strongly Unimportant	Unimportant	Important	Strongly Important

6. Based on the above questionnaire which is the most factor you consider most when purchase PRIMA HOME?				
Price	Strongly Unimportant	Unimportant	Important	Strongly Important
Location	Strongly Unimportant	Unimportant	Important	Strongly Important
Income	Strongly Unimportant	Unimportant	Important	Strongly Important
Facilities	Strongly Unimportant	Unimportant	Important	Strongly Important