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Factors Influencing the Selection of Terraced Houses among Homebuyers in Bandar Seri Impian, Kluang, Johor

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Abstract

The growing demand for terraced residential properties has increasingly gained attention due to their affordability and strategically located housing in Malaysia, especially in towns such as Bandar Seri Impian, Kluang. This study investigated the factors influencing homebuyers's selection of terraced houses to address the limited research in medium-sized towns in aligning housing supply with actual market demand. The study was specifically addressed by two objectives: to identify the main factors that influence the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang, and to determine the hierarchical key factors influencing the selection of terraced houses among homebuyers. A quantitative survey was conducted using self-administered questionnaire, involving 213 valid responses from current and potential homebuyers of terraced houses, while other residential property types were excluded. Data were analysed using descriptive statistics and reliability tests via SPSS software. The results showed six key factors: Financial Factors, Location and Accessibility, Neighbourhood and Environment, Social and Demographics, House Physical and Structural Features, and Developer's Reputation and Corporate Image. The findings revealed Location and Accessibility emerged as the most influential factors of hierarchy in selection of terraced houses. The findings offer practical implications for future researchers in exploring different types, additional variables, and research approaches to enhance the understanding of homebuyers preferences.

1. Introduction

The housing sector in Malaysia played an important role in the country's socioeconomic development, especially in meeting the increasing housing needs of the people. Terraced houses remained the top choice for many homebuyers, the second most common type of residence after condominiums and apartments, particularly for the middle-income group and first-time buyers, due to their more affordable prices, practical designs, and widespread availability in urban and suburban areas. This finding indicated a sustained demand for terraced houses in the local real estate market. Bandar Seri Impian, Kluang, was a rapidly developing residential area with various terraced house development projects. This area attracted homebuyers due to its strategic location, good infrastructure facilities, and competitive house prices. However, there was a lack of in-depth studies regarding the factors influencing the choice of terraced houses in this area. These studies have focused more on major urban areas like Kuala Lumpur and Selangor and have paid less attention to areas like Kluang. Therefore, this study aimed to identify the factors that influence the selection of terraced houses in Bandar Seri Impian, Kluang.

Choosing a residential property in Malaysia involves factors such as affordability, location, accessibility to amenities, infrastructure, lifestyle needs, and future investment potential. Terraced houses were a common housing type in Malaysia, particularly in urbanized towns like Kluang, Johor. Kluang presented a unique context for this investigation. Located in the central part of Johor, it serves as a strategically positioned town that connects various districts in the state. With rising property prices and concerns over housing affordability, understanding the demand dynamics of affordable housing types like terraced homes becomes increasingly important (National Property Information Centre [NAPIC], 2022). Bandar Seri Impian, strategically located along the main route to Kluang town, offers a balanced integration of residential and commercial components, contributing to its image as a convenient and self-sufficient living environment. It was an ideal case study to analyse housing preferences in a competitive and evolved residential market.

Over the years, Kluang has undergone significant urban and infrastructure development, contributing to the district's emergence as a key regional growth area in Johor (Ismail, 2020). Bandar Seri Impian, a large and growing township that offers a mix of property types such as terraced houses, semi-detached homes, cluster homes, and apartments. This trend raised an important question: why do buyers still prefer terraced houses even when other alternatives were available within the same neighborhood? However, there has been limited research conducted in medium- sized towns where multiple housing options coexist, making it challenging to apply existing findings to such environments. Furthermore, if developers persisted in constructing houses without comprehending specific buyer preferences, they may jeopardize created supply-demand imbalances, leading to unsold units or insufficient housing provision (Hashim, 2010). This study addressed this gap by investigating the motivations and factors that influence home buyers' choices for terraced housing in Bandar Seri Impian, Kluang.

This study was aimed to identify the key factors that influence the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang. And to determine the hierarchical key factors influencing the selection of terraced houses among homebuyers.

The research focused on individuals who have purchased or currently lived in terraced houses within Bandar Seri Impian, Kluang, Johor. The township was selected due to its range of housing types, which allows for meaningful comparisons and insights into homebuyer preferences. It was also strategically located near key amenities and surrounded by complementary neighbourhoods and commercial hubs. By narrowing the scope aimed for the terraced homebuyers, other types of residential property like semi-detached houses and apartments were excluded.

2. Literature Review

The term “selection”, refers to the homebuyers that need to choose or evaluate many lists of various terraced houses in that specific area to make an optional choice before they purchase. For “terraced house”, it was known as a row house style that shares their side walls with their neighbour. These terraced houses were popular among Malaysians because of the affordability price and efficient land use in urban or rural areas. It was also important for homebuyers to cover and shelter from the danger, weather changes, and disaster, to survive for a whole life.

2.1 Financial Factors

Financial factors were the major factors that need to be considered when selecting a house. These factors involved a huge amount of money and it showed the financial health of a homebuyer such as loan, income level, interest rate (Jamil, 2015).

2.1.1 House Price

Tjiptono (2018) concluded that price was defined as the amount of money (monetary unit) or other aspect (non-monetary) required to get goods and service. The houses especially for the terraced house got competitive in the market because of the demand for those houses rather than the apartments or bungalows (Rachmawati et al., 2019).

2.1.2 Availability of Loan and Financing Accessibility

Financial institutions provided the financing loans to the homebuyers who purchase a house from the developer that commits and deals with the bank. They need to apply for a house loan from a bank, they need to repay for a long time period to buy a house (Jan et al., 2016). The homebuyers also needed to pay others' payment or costs that have already included a professional fee, valuation fee, legal fee, and stamp duty for the essential of the loan process. (Hei & Dastane, 2017).

2.1.3 Maintenance Cost

The expenses needed to be paid as required to prevent the building of terraced houses after they were purchased to keep, maintain and remain in good condition.

2.1.4 Financial and Economic Conditions

Financial conditions were the ability of the homebuyers and their willingness to purchase and invest in their houses. Economic conditions occurred such as inflation rates, interest rates, and consumer purchasing power.

2.1.5 Government Housing Incentives

Government played an important role to help the homebuyer especially for low- and middle-income groups to encourage them to get incentives for homeownership examples of housing incentives were Perumahan Rakyat 1 Malaysia (PRIMA), My First Home Scheme, and Rumah Mampu Milik, which were designed to ease and decrease the burden on homebuyers to own affordable houses.

2.1.6 Income

As a homebuyer, a positive impact from income level can affect their property affordability that they were able to pay the down payment, cover initial payment and repay their mortgage (Jayantha & Ming, 2016). Many individual or home buyers cannot own their house because of the mismatch between house prices and income, because many higher income home buyers buy many houses for their rent or investment, so the lower income was limited and difficult to buy the affordable house.

2.1.7 Employment

According to Filandri and Bertolini (2016), the most influenced by the homebuyers was that permanent employment can easily apply to the house's because it was the requirement for the bank to see the ability to repay the loans for the long period rather than the non-employer.

2.1.8 Education

The higher-level education influenced their income and they were more willing to buy the house in short time rather than the lower grade education (San, 2016). Besides, an educated homebuyer was more selective when choosing the house, like the strategic location, near accessibility and facilities, and investment potential for the future and higher home ownership.

2.2 Location and Accessibility

A place connected with accessibility and facilities of convenience for people or homebuyers can satisfy their environment and preferences. According to Adegoke (2014), the homebuyers selected the house, all the residential properties mainly depended on accessibility to the location.

2.2.1 Location

Location was defined as a place that provided easy and safe access to goods, services, and facilities that fulfilled homebuyer's needs (Kurniawati, 2017). Monica (2018) found the strategic location was crucial to determine for the good accessibility neighborhoods, and healthy environment.

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2.2.2 Proximity to Amenities

Zhang and Nuangjamnong (2022) stated the homebuyers considered houses located near amenities and facilities to be more convenient and strategically positioned. Furthermore, the provision of reliable electricity and clean, pollution-free water supply was identified as a fundamental requirement for residential areas (Hashim et al., 2019).

2.2.3 Transportation Access and Workplace Proximity

Lip and Tan (2014) stated it was relevant to choose the strategic location and ease transportation close to the workplace. Public transportation was a good choice for the homebuyers, especially for the worker to choose public transportation and easy way to commute every day.

2.2.4 Locality

Many homebuyers and workers usually preferred the location with better job, city center, facilities provided, good neighborhood, and greater natural surroundings.

2.2.5 View from House

Jayantha and Ming (2016) found that households would live in the rural area rather than in the city center because they can see the natural view, green environment and free pollution.

2.2.6 Fire Resistance

The ability of the building to withstand fire and minimize property damage should follow the building codes and regulations by mandating specific levels of resistance.

2.3 Neighbourhood and Environment

An area or space that the communities sit together for common interest that involves the interactions between communities together and getting moral support.

2.3.1 Neighbourhood Characteristics

The peaceful surroundings and view, strengthens their relationship among them, and support each other in shaping for the residential quality of life and less criminal cases (Jayantha & Ming, 2016).

2.3.2 Environmental Conditions

Khan et al. (2017), examined environmental aspects related to the physical features, location of the natural area, the quality of outside building, physical disturbance, social connection, neighborhood, and security. Next, clean environmental factors were also important when living in the neighborhood area. Low cleanliness was affecting their surroundings and their health.

2.3.3 Safety

The developer needed to provide safety for the residential or homebuyers to fulfill their requirement of safety and security such as gated, fence around the houses, and guarded security with a greater cost security camera installment along the area.

2.3.4 Community or Social Interaction

A community lived together, social interaction and a supportive broader community. In 2016, Jayantha and Ming said the neighborhoods gave the harmony surroundings and view, the supporting to each other, and a peaceful site for together.

2.4 Social and Demographics

Many levels of demographics that referred to the age, gender, household's members, income, marital status of the homebuyers.

2.4.1 Stage in Life Cycle and Family Life Cycle

Stage in the life cycle can be determined by the homebuyer's income, education, and occupation. Family life cycle refers to a person or homebuyer that has a family member to live in that house.

2.4.2 Demographics

Jayantha and Ming (2016) said the selection of houses before purchase referred to the household income, age, gender, and the number of households as the demographics background.

2.4.3 Social and Reference Group Influence

Selection on terraced houses can be influenced by group influence such as their family, government, or the influential person to get the opinion and overview from the experiences, who lack knowledge and experience in house buying and selection.

2.5 House Physical and Structural Features

The condition, characteristics, quality, and the functionality of the house. Layout and structure of the building houses such as ceiling height, the space of houses were included in structural factors.

2.5.1 Exterior Design and Interior Space

The exterior appearance must be elegant to attract the customer or homebuyers including the architectural style, the aesthetics decoration, the color painting, and the minimalism design. Interior space and design gave a living experience by maximising space efficiency and functionality.

2.5.2 Structural Attributes and Well-Built

By the age of the house, it can determine the quality of the property to know the condition of the house. There were also qualifications based on their material, the workers of the constructor, the amenities, the facilities, and the performance from the developers (Fujiwara, 2013).

2.5.3 Quality

The features and characteristics of a product, building or service to customers, clients or homebuyers to make them satisfied with our product and services. The customers have a high satisfaction level and were loyal with those developers, if their needs, expectations, and desire were met and archived together towards the product, houses or services (Bomrez & Rahman, 2018).

2.5.4 Housing Size

Many families demanded a bigger space rather than a smaller space, especially for the living room to gather and spend almost all their time. As the demand for bigger living room space, the house's price also increased.

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2.5.5 House Type and Design

Rachmawati et. al (2019) highlighted the excellent and great quality of houses or properties as the best quality of construction materials and building design that make the building of houses long lasting and durability. The design that was minimalist and elegant attracted more homebuyers because it can look like a luxury house for making selections.

2.5.6 Concepts and Building Features

The developers needed to construct environmentally friendly buildings, the safety for the residential by guarded and gated concept, and the green environment concept to develop the sustainable residential houses (Tan, 2016).

2.5.7 Housing Attributes

According to Saw and Tan (2014), the homebuyers accessed quality houses based on a particular housing attribute such as service infrastructure, and near to amenities and facilities. Accessibility for the garage was also important to park their vehicle (Rahim & Tan, 2019).

2.6 Developer's Reputation and Corporate Image

According to previous studies, sub-factors under developers and corporate factors have been identified as it influenced the homebuyers for selection on terraced houses.

2.6.1 Developer's Reputation

As a good reputation of developers, they needed to keep maintaining their professionalism and transparency because it related to their reputation.

2.6.2 Corporate Image

The image of an organization as a whole of the company, the overall presentation operation and feedback from the clients, customers, or buyers from that company business (Rahmiati et al., 2017).

2.6.3 Promotion and Marketing

It was a marketing activity to spread the information, to attract and influence them to know the market objectives, price of the product, services from that company (Tjiptono, 2018).

2.6.4 Type of Land Ownership

The house or property were either the freehold that the permanent ownership or leasehold, that the ownership has the specific period time for 99 years.

2.6.5 Consumer Decision-Making Behaviour

The consumer behavior can be the result of the process in the satisfaction of needs and wants of homebuyers.

2.6.6 Purchase Decision

The way to purchase goods or services with two or more alternative options before making a purchase or transaction.

3. Research Methodology

The research methodology section described all the necessary information that was required to achieve the objectives and to obtain the results of the study of key factors that influenced the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang.

3.1 Research Design

This study used a quantitative research design to explore the relationship between various factors influencing the selection of terraced houses among homebuyers. The descriptive design aimed to provide insights specifically in the context of Bandar Seri Impian, Kluang. Data was collected through questionnaires with closed-ended Likert scale questions for efficient analysis. The results aimed at assisting stakeholders in developing better housing strategies for future projects.

3.2 Research Process

The researcher identified the issues for this study. Next, the research used the various previous relevant literature reviews from journals to support this study and identify the objectives and the factors. The researcher also chose data collection methods, construct measurement questionnaires, and data analysis methods. The questionnaire was adapted, altered and improved from the previous research before being distributed to the respondents in Bandar Seri Impian, Kluang.

3.3 Data Collection Method

This study used structured questionnaires distributed online via social media platforms like Facebook and WhatsApp to target the younger generation's internet reliance or physically based on the availability of respondents who were residents of terraced houses in Bandar Seri Impian, Kluang. This approach ensured accuracy and fairness in data collection, and reduced variability in outcomes. The study utilized secondary data from sources like journals and academic articles.

3.4 Population and Sample Size

This study examined the factors affecting the selection of terraced house development in Bandar Seri Impian, Kluang, Johor, with a sample size of 341. The area was chosen due to its growing residential development. Krejci and Morgan (1970) referenced the population.

3.5 Sampling Design

The sampling design targeted the homebuyers aged 18-55 and above in Bandar Seri Impian. The criteria included age, gender, and household size. Questionnaire distributed via Google Form or physical copies. Data collection stops after getting 341 fully completed responses that met the criteria.

3.6 Construct Measurement

This study used a questionnaire to collect data from respondents in a specific local area. In Table 1, the questionnaire consisted of two sections: Section A and Section B. In Table 2, the study used five Likert scales from strongly disagree to strongly agree, to determine the factors influencing their choice of terraced house.

Table 1 *Section for questionnaires*

Section	Content	Purpose
A	Demographics Profile	To identify the respondent's profile
B	Factors Influencing the Selection of Terraced Houses among Homebuyers in Bandar Seri Impian, Kluang	To achieve the objectives

Table 2 *Likert scale*

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Sangat Tidak Setuju/ *Strongly disagree*	Tidak Setuju/ *Disagree*	Natural/ *Neutral*	Setuju/ *Agree*	Sangat Setuju/ *Strongly Agree*
1	2	3	4	5

3.7 Data Analysis

It was known as data analysis of sorting and appraising data to extract useful and meaningful information for selection on terraced houses.

3.7.1 Statistical Package for the Social Sciences (SPSS)

The data was analyzed using SPSS for descriptive statistical analysis and data management to ensure the reliability and validity of the measurement scale, and basic descriptive analysis were computed.

3.7.2 Reliability Test

Reliability test analysed the effectiveness of measuring tools and their components and ensured consistent results over time and in various situations. A Cronbach's Alpha value with scores ranged from 0.0 to 1.0, with values above 0.8 considered good, around 0.7 acceptable, and below 0.6 poor.

Table 3 *Reliability Coefficient Value*

Cronbach's Alpha (α)	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Moderate
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 \geq \alpha$	Unacceptable

3.7.2.1 Pilot Study

A pilot study was a small-scale preliminary study conducted to ensure the reliability of the questionnaire, as well as the feasibility of the research method and process (Doody & Doody, 2015; Eldridge et al., 2016). It can identify and reduce potential risks related to sampling, research design, and data management, while ensuring the clarity and suitability of questionnaire items (Moore et al., 2011). For this study, a pilot test involving 30 respondents was conducted online using Google Forms to examine factors influencing homebuyers' choice of terraced houses in Bandar Seri Impian, Kluang, Johor. The collected data were analyzed using SPSS to assess the reliability of the measurement instrument.

3.7.2.2 Actual Study

Following the pilot study, the reliability analysis for the actual study had to wait until the completion of data collection on the full sample. The stage came as an important step to ensure that the same data measuring instrument continued to retain reliability even among the larger sample population. Cronbach's Alpha test was utilized to determine the reliability of the data measuring components for the actual study data. The reliability analysis carried out at the stage when the study took place ensured that the results obtained were reliable and consistent, thereby improving the validity of the analyses carried out.

3.7.3 Descriptive Analysis

The statistical method provided a general view of a data set, highlighted key aspects and summarized sample and metric data in Table 3. It was the backbone of quantitative data analysis and used demographic characteristics like mean, median, mode, and standard deviation effectively and efficiently.

4. Results and Discussion

The study visualized the data acquired from respondents and presented the analysis based on the research objectives, namely the key factors influencing the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang, and the hierarchical arrangement of these factors. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) included the analyses performed, which consisted of descriptive analysis, and reliability test.

4.1 Response Rate

This study also found that, out of 341 distributed questionnaires, a total of 213 were returned and used for analysis, representing a response rate of approximately 62%. Holtom et al. (2022) reported that organizational and past research studies achieved an average response rate of 52.7%. Lower response rates may be attributed to limited availability, time constraints, or disinterest, which were common challenges in questionnaire-based studies (Salkind, 2012). Apart from that, the number of valid responses collected was sufficient for statistical analysis and reliability testing. Table 4 showed the survey for response rates.

Table 4 *Survey Response Rate*

Population	Sample Size	Valid Questionnaire Returned	Percentage (%)
3000	341	213	62

4.2 Respondent's Demographics Background

The analysis was conducted based on responses from 213 respondents in Bandar Seri Impian, Kluang, who completed the survey via Google Form with detailed information about the respondents.

4.2.1 Gender

Out of a total of 213 respondents in Bandar Seri Impian, Kluang, 129 respondents (60.6%) were female, while 84 respondents (39.4%) were male.

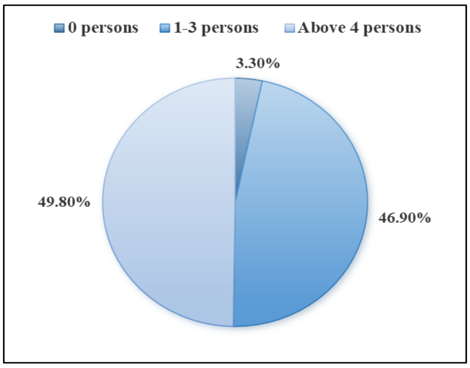

Fig. 1 *Gender of Respondents*

4.2.2 Age

The majority of respondents were aged 36-45 years, with 101 respondents (47.4%). This was followed by the 46-55 age group, with 55 respondents (25.8%), the 26-35 age group with 41 respondents (19.2%), the 18-25 age group with 12 respondents (5.6%), and lastly, respondents aged above 55 years, with 4 respondents (1.9%).

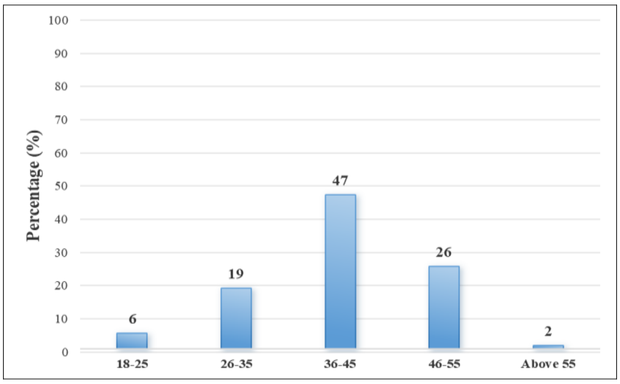

Fig. 2 *Age of Respondents*

4.2.3 Number of Households

Out of a total of 213 respondents, 106 respondents (49.8%) reported having more than four household members. This was followed by 100 respondents (46.9%) with 1-3 household members, and 7 respondents (3.3%) with no household members.

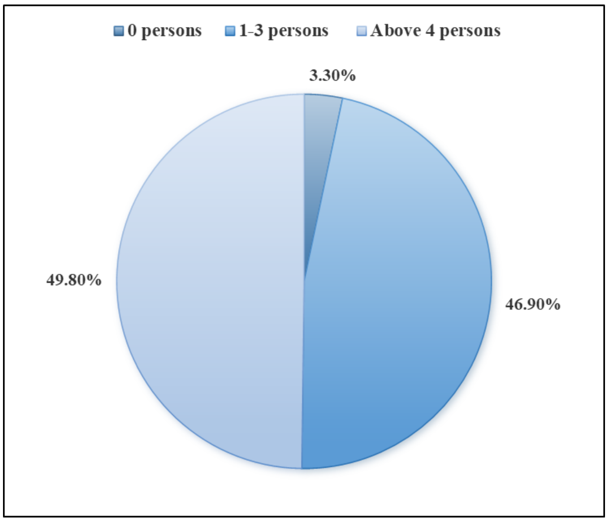

Fig. 3 *Number of Households of Respondents*

4.2.4 Types of Terraced Houses

The types of terraced houses selected by 213 respondents, 119 respondents (55.9%) chose double-storey units, while 94 respondents (44.1%) selected single-storey units.

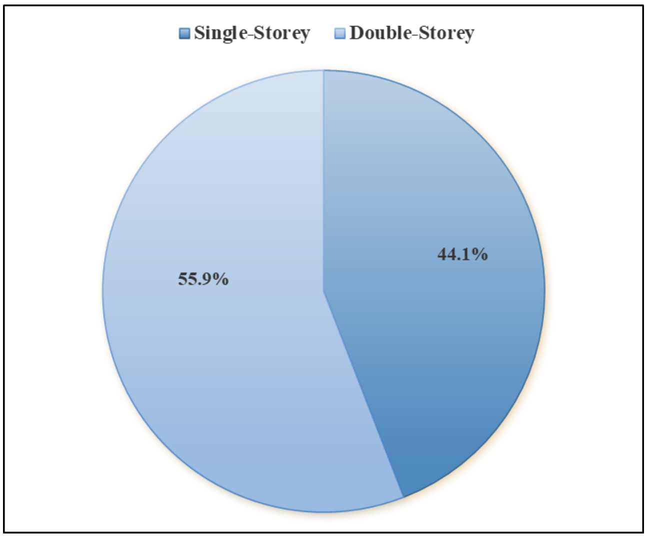

Fig. 4 *Type of Terraced Houses of Respondents*

4.3 Reliability Test

The reliability test was evaluated using Cronbach's Alpha in reliability test which measured the internal consistency and validity of scales ranging from 0.0 to 1.0, with values closer to 1.0 indicating strong internal reliability, values above 0.8 were considered good, 0.7 acceptable, and below 0.6 regarded as poor.

4.3.1 Pilot Study

A pilot study had been conducted in this study to examine that the questionnaire was reliable and valid before the actual study had been carried out. These involved a small group of 30 respondents to validate the questionnaire, identified potential issues, and confirmed that the measurement items accurately captured the intended constructs. This initial stage helped improve the instrument and made sure it was suitable for the actual study. Table 5 showed the value of Cronbach's Alpha (α) for the pilot test for 30 respondents.

Table 5 *Reliability test for Pilot Study*

Variables/Factors	Cronbach's Alpha	N of items	Interpretation
Financial	0.913	8	Excellent
Location and Accessibility	0.955	9	Excellent
Neighbourhood and Environment	0.925	6	Excellent
Social and Demographics	0.947	5	Excellent
House Physical and Structural Features	0.948	7	Excellent
Developer's Reputation and Corporate Image	0.902	4	Excellent
Overall Cronbach Alpha	0.986	39	Excellent

4.3.2 Actual Study

Following the analysis of the pilot study, it performed a reliability analysis for the main study with a complete sample of 213 respondents. This step confirmed whether the measurement tool remained reliable with a large and diverse population. Cronbach's Alpha technique was employed to assess internal reliability and ensure whether the results data was fit for advanced statistical procedures and further analysis. Table 6 showed the value of Cronbach's Alpha (α) for the pilot test for 213 respondents.

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Table 6 *Reliability test for Actual Study*

Variables/Factors	Cronbach's Alpha	N of items	Interpretation
Financial	0.912	8	Excellent
Location and Accessibility	0.908	9	Excellent
Neighbourhood and Environment	0.882	6	Good
Social and Demographics	0.897	5	Good
House Physical and Structural Features	0.917	7	Excellent
Developer's Reputation and Corporate Image	0.898	4	Good
Overall Cronbach Alpha	0.978	39	Excellent

4.4 Key Factors that Influence the Selection of Terraced Houses among Homebuyers in Bandar Seri Impian, Kluang

This section demonstrated the key factors comprising the six key factors in Figure 5.

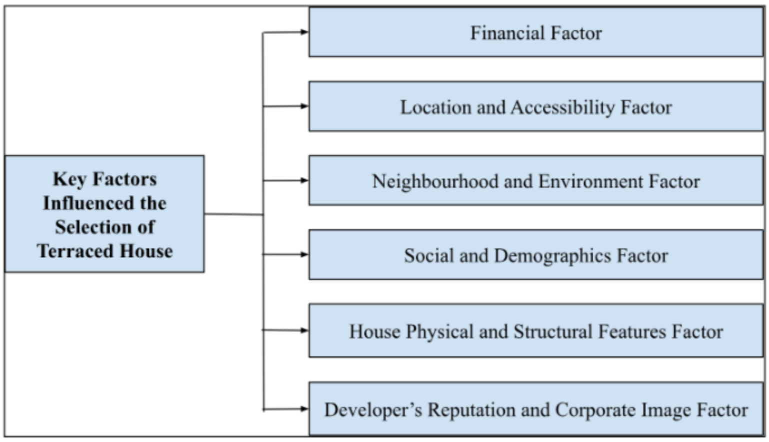

Fig. 5 *Key Factors Influenced the Selection of Terraced Houses*

4.4.1 Financial Factor

The financial factor presented the ability of the respondent's financial condition in selection's decision.

Table 7 *Financial Factor*

Statistics									
		F1	F2	F3	F4	F5	F6	F7	F8
N	Valid	213	213	213	213	213	213	213	213
Mean		4.31	4.33	4.32	4.51	4.29	4.31	4.23	4.42

Table 7 showed the Economic Conditions (F4) recorded the highest mean of 4.51 as an important component of financial considerations when selecting a terraced house. Meanwhile, Employment Stability (F7) obtained the lowest mean score of 4.23 from all the items that agreed that job stability influenced their decision.

4.4.2 Location and Accessibility Factor

This factor affected respondents' selection decisions due to the distance and ease of access.

Table 8 *Location and Accessibility Factor*

Statistics										
		LA1	LA2	LA3	LA4	LA5	LA6	LA7	LA8	LA9
N	Valid	213	213	213	213	213	213	213	213	213
Mean		4.43	4.48	4.32	4.56	4.45	4.49	4.33	4.47	4.52

In Table 8, the item LA4, "Near to public facilities", recorded the highest mean score of 4.56 that the respondents strongly agreed that public facilities influenced the selection of terraced houses. The item LA3, "Accessible public transport", recorded the lower mean score of 4.32, generally agreed that public transportation was an important consideration to their selection of a terraced house.

4.4.3 Neighborhood and Environment Factor

A good neighborhood and environment were crucial factors to select a terraced house.

Table 9 *Neighborhood and Environment Factor*

Statistics							
		NE1	NE2	NE3	NE4	NE5	NE6
N	Valid	213	213	213	213	213	213
Mean		4.38	4.47	4.55	4.49	4.45	4.43

Table 9 presented the highest mean score of 4.55 recorded for item NE3, "Clean and well-maintained" that strongly agreed the cleanliness and proper maintenance within the residential area. Meanwhile, item NE1, "Peaceful and quiet", recorded the lowest mean score of 4.38, the respondents agreed on the importance of having a peaceful, calm, and noise-free environment in residential areas.

4.4.4 Social and Demographics Factor

The social and demographic factors influenced respondents' decisions in selecting a terraced house.

Table 10 *Social and Demographics Factor*

Statistics						
		SD1	SD2	SD3	SD4	SD5
N	Valid	213	213	213	213	213
Mean		4.31	4.24	4.41	4.38	4.35

In Table 10, the item SD3, "Suitable for family size and needs", recorded a mean score of 4.41 that respondent strongly agreed that suitability for family size and household needs was an important factor. Meanwhile, item SD2, "Friends recommended", obtained the lower mean score of 4.24, it showed that respondents agreed that recommendations from friends influenced their choice of a terraced house.

4.4.5 House Physical and Structural Features Factor

House and structural features were considered the most important aspects of housing selection among homebuyers.

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Table 11 *House Physical and Structural Features Factor*

Statistics								
		HS1	HS2	HS3	HS4	HS5	HS6	HS7
N	Valid	213	213	213	213	213	213	213
Mean		4.44	4.42	4.50	4.46	4.52	4.47	4.42

In Table 11, item HS5, "Spacious for my household", recorded a high mean score of 4.52, indicating that respondents placed strong emphasis on having sufficient space in a house. Within this factor, two items recorded lower mean scores of 4.42. Firstly, item HS2, "Interior layout", showed that respondents considered the arrangement of interior spaces in their selection decision. Secondly, item HS7, "Fire resistance and safety elements", demonstrated that respondents valued safety features.

4.4.6 Developer's Reputation and Corporate Image

The developer's credibility and excellent performance were important aspects that influenced respondents' trust.

Table 12 *Developer's Reputation and Corporate Image Factor*

Statistics					
		DC1	DC2	DC3	DC4
N	Valid	213	213	213	213
Mean		4.37	4.42	4.45	4.50

Table 12 presented the final factor that item DC4, "Type of land ownership", recorded the highest mean score of 4.50, that respondents highly agreed on the importance of land ownership status. Meanwhile, item DC1, "Trusted reputation of housing developer", recorded the lower mean score of 4.37, the reputation of the developer played an important role in the selection of a terraced house.

4.5 Hierarchical Key Factors Influencing the Selection of Terraced Houses among Homebuyers

This section presented the hierarchical determination based on the mean scores for each factor group identified from the descriptive analysis where a higher mean indicated greater importance placed by respondents and lower standard deviation values reported the consistency of respondents' outcome.

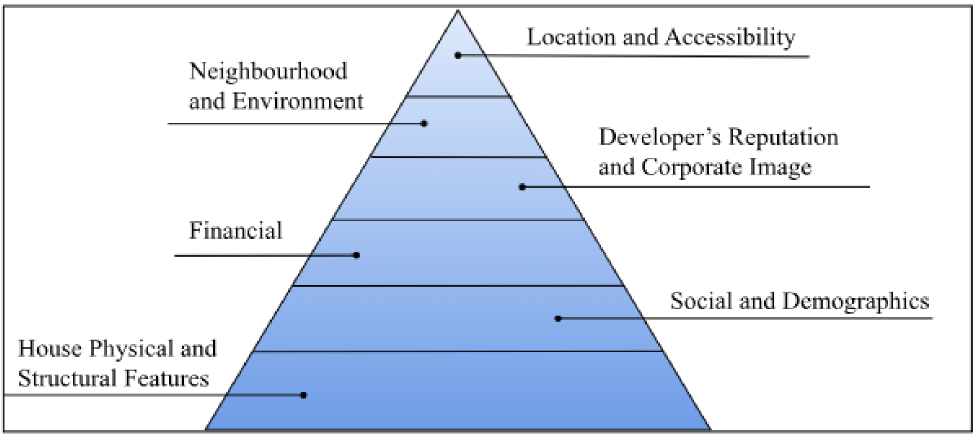

Fig. 6 *Hierarchical Arrangement Factors*

Figure 6 illustrated the hierarchical arrangement of the key factors influencing the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang. Location and Accessibility emerged as the most significant factor, positioned at the top of the hierarchy, indicating that it holds the strongest influence in selection of terraced houses. Neighborhood and Environment factors as followed the next in selection homebuyers' concerns. Next, Developer's Reputation and Corporate Image, Financial, Social and Demographics. Finally, House Physical and Structural Features remained essential but were placed lower in the hierarchy and less influenced in overall selection's key factors.

Table 13 *Hierarchical Key Factors*

Factors	Mean	Std. Deviation	Hierarchy
Location and Accessibility	4.49	0.56	1
Neighbourhood and Environment	4.47	0.59	2
Developer's Reputation and Corporate Image	4.44	0.61	3
Financial	4.41	0.63	4
Social and Demographics	4.31	0.71	5
House Physical and Structural Features	4.30	0.72	6

Table 13 presented the key hierarchical factors influencing the selection of terraced houses. The top- ranked factor was Location and Accessibility, which recorded the highest mean score of 4.49 and the lowest standard deviation of 0.56. The second-ranked factor was neighborhood and Environment, with a mean score of 4.47 and a standard deviation of 0.59. Developer's Reputation and Corporate Image followed as the third-ranked factor, with a mean score of 4.44 and a standard deviation of 0.61. The Financial Factor was ranked fourth overall, with a mean score of 4.41 and standard deviation of 0.63. The fifth-ranked factor was Social and Demographics, with a mean score of 4.31 and a standard deviation of 0.71. Lastly, House Physical and Structural Features ranked sixth, with a mean score of 4.31 and a standard deviation of 0.71. In conclusion, the higher mean scores paired with lower standard deviations indicated greater consistency and reliability in influencing the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang.

5. Conclusion

This section summarized the key findings of the study based on data collected from 213 homebuyers, in line with the research objectives. It also highlighted the study's limitations, recommendations for future researchers for their further studies.

This study was successful in the objectives formulated to analyse that influenced the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang as shown in Table 14.

Table 14 *Summaries of the Research Findings*

Research Questions	Research Objectives	Research Findings
RQ1: What are the key factors that influenced the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang?	RO1: To identify the key factors that influenced the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang.	The six key factors were financial, location and accessibility, neighborhood and environment, social and demographics, house physical and structural features, and developer's reputation and corporate image.
RQ2: What are the hierarchical key factors influencing the selection of terraced houses among homebuyers?	RO2: To determine the hierarchical key factors influencing the selection of terraced houses among homebuyers.	The hierarchy of factors was the highest factor was Location and Accessibility, and the lowest factor was House Physical and Structural Features.

5.1 Research Objective 1: To identify the key factors that influence the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang.

The findings revealed six significant factors influencing homebuyers' selection of terraced houses in Bandar Seri Impian, Kluang: Financial, Location and Accessibility, Neighborhood and Environment, Social and Demographic factors, House Physical and Structural Features, and Developer's Reputation and Corporate Image. Overall, financial considerations, accessibility to public facilities, neighborhood cleanliness, suitability for family needs, adequate living space, and land ownership status emerged as the most important aspects influencing homebuyers' decisions. These findings successfully addressed Research Objective 1 and Research Question 1 by providing empirical evidence on the key factors shaping terraced house selection among homebuyers.

5.2 Research Objective 2: To determine the hierarchical key factors influencing the selection of terraced houses among homebuyers.

The results showed a clear hierarchy of factors influencing the selection of terraced houses among homebuyers in Bandar Seri Impian, Kluang. Location and Accessibility factors emerged as the most significant factor, recording the highest mean score of 4.49 and the lowest standard deviation score of 0.56, indicating strong and consistent agreement among respondents. This highlighted the importance of proximity to key facilities, transportation networks, and workplaces in homebuyers' decision-making.

Neighborhood and environment factor ranked second with a mean score of 4.47, reflecting homebuyers' preference for clean, safe, and well-maintained residential areas. This was followed by Developer's Reputation and Corporate Image factor which recorded a mean score of 4.44, suggesting that trust, proven track records, and developer credibility play a crucial role in reducing perceived investment risk. Financial factors ranked fourth with a mean score of 4.41, indicated that affordability, loan eligibility, and economic stability remain important considerations. Social and Demographic factors and House Physical and Structural Features factor shared the fifth and sixth positions which recorded a mean score of 4.31 and 4.30, it demonstrated that although these factors were relatively lower in priority, they were still essential in influencing housing selection.

Overall, the hierarchy established to confirm that Location and Accessibility factor was the dominant determinant of terraced house selection. These findings directly addressed Research Objective 2 and Research Question 2 by providing a clear ranking of the key influencing factors.

6. Conclusion

In this study, the objectives were successfully met when the key factors were identified in Research Objective 1. Research Objective 2 has supported the hierarchy of factors contributed to homebuyers' preferences of importance, were Location and Accessibility, Neighborhood and Environment, Developer's Reputation and Corporate Image, Financial Factors, Social and Demographics, and House Physical and Structural Features. From this ranking, many implications for future research could take this a step further by considering other variables, alternative research methods, and enhance the contextual understanding of decision- making in selection of terraced houses by homebuyers.

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Conflict of Interest

Authors declare that there is no conflict of interest regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: ***study conception and design:*** *Siti Aisyah R Azman and Khadijah Md Ariffin.;* ***data collection:*** *Siti Aisyah R Azman and Khadijah Md Ariffin.;* ***analysis and interpretation of results:*** *Siti Aisyah R Azman and Khadijah Md Ariffin.;* ***draft manuscript preparation:*** *Siti Aisyah R Azman,* *Khadijah Md Ariffin and Sani Inusa Milala. All authors reviewed the results and approved the final version of the manuscript.*

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