



**Faculty of Economics and Business**

Exploring Residential Property Buying Decisions in Northern Sarawak's  
Metropolitan Regions: Financial, Design, Environmental Factors, and the  
Role of Information Asymmetry

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**Doctor of Business Administration  
2024**

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A dissertation submitted

In fulfilment of the requirements for the degree of Doctor of Business Administration

Faculty of Economics and Business  
UNIVERSITI MALAYSIA SARAWAK  
2024

## DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The dissertation has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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Date: 28 May 2024

## ACKNOWLEDGEMENT

In the process of preparing and completing this dissertation, I was in contact either directly or indirectly with many people, researches, academicians and practitioners. They have contributed towards my understanding and thoughts. They have guided me get through all the obstacles along the way with their expertise.

Firstly, I wish to express my sincere appreciation to my dissertation supervisor, Dr Shirley Wong Siew Ling for guiding me on report writing skills and providing me relevant information. She is willing to spend his precious time having discussion with me regarding my dissertation. She has always been enthusiastic in assisting me in solving various problems, offering numerous suggestions for improvement of my work and checking my work for accuracy. I really appreciate for her patient guidance, advices and giving me such a wonderful opportunity to gain more knowledge. Her advice is very useful for me.

In addition, I would like to thank my lovely family members especially my wife and parent for contributing in terms of support, encouragement and understand my commitment towards my dissertation. Without their help of such cooperative efforts, my dissertation would not have been the same as presented here. I hope that my findings in this dissertation will expand the knowledge in this field and contribute to all of us in the future.

My sincere gratitude also goes to the Centre for Graduate Studies, for the advice and support given during my period of study in Universiti Malaysia Sarawak. Finally, I would like to thank the management of the Universiti Malaysia Sarawak for making it possible for me to complete my study here in Sarawak. Thank you all.

## ABSTRACT

This dissertation investigates the role of asymmetric information on residential property buying decisions in the metropolitan areas of the Northern Region of Sarawak. Asymmetric information refers to the unequal distribution of information between buyers and sellers, leading to potential market inefficiencies. The study aims to identify the impact of financial, design, and environmental factors on residential property buying decisions and role of asymmetric information may in these relationships. The research employs a quantitative approach and collects data through a survey questionnaire administered to households in the target areas. Employing Statistical Package for Social Sciences (SPSS) for rigorous data analysis, including descriptive statistics, frequency, factor, and multiple regression analysis, the study meticulously examines the interplay between financial, design, and environmental factors in residential property buying decisions, underpinning the pivotal role of asymmetric information. Results indicate that while financial considerations play a pivotal role in residential property buying decision, the presence of asymmetric information affect the strength of these associations. This suggests a more subtle influence of these predictors under the lens of information asymmetry. The study's findings can inform policymakers, developers, and real estate agents about the significance of reducing information asymmetry to promote efficient property markets. The study advocates for enhanced transparency and accessible information sharing, guiding regulations and practices that ensure buyers are well-informed. This approach also reinforces trust and fairness, underlining the key impact of informed decision-making on market dynamics.

**Keywords:** Asymmetric Information, Residential Property, Buying Decisions, Northern Region of Sarawak