

A STUDY ON CUSTOMER PERCEPTION TOWARDS  
PURI WARISAN LOCAL HOUSING PROGRAM BY  
SABAH HOUSING AND TOWN DEVELOPMENT AUTHORITY

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## ACKNOWLEDGEMENT

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## ABSTRACT

The purpose of this study was to investigate the customers' perception towards the Local Housing program in Puri Warisan by Sabah Housing and Town Development Authority. It's mainly objective is to evaluate the overall level of quality, safety, comfortness and facility that offered to the residents. Thus, in order to achieve and establish the objective, the information was gathered and was conducted among the residents in Puri Warisan areas in Kalasanan Inanam. A total of 128 respondents were obtained from the distributed questionnaires where the main tool in the data collection. A cluster sampling was used for the study and SPSS (Statistical Package for the Social Science) was used to analyze the result gathered from the findings.

From the findings and data analysis, it's found that overall perception of the housing offered by Sabah Housing and Town Development Authority (SHTDA) was good. Several problems that faced by the residents have been identified and several recommendation have been recommended by the residents in order to improve the housing program offered by SHTDA.

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