



اَوْنُوْ سِيْتِي تِيْكَوْلُوْ كِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**“A STUDY ON TENANT SATISFACTION TOWARD PAYMENT
SERVICE MANAGEMENT OF PROPERTY MANAGEMENT UNIT AT
PERBADANAN KEMAJUAN NEGERI PAHANG (PKNP)”**

**AINATUN NADRAH BINTI NAPIAH
2008407264**

BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KELANTAN**

APRIL 2011



اَوْبُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT**

DECLARATION OF ORIGINAL WORK

I, AINATUN NADRAH BINTI NAPIAH, IC NUMBER: 891016065354

Hereby declare that :

- a) This work has not been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- b) This project paper is the result of my independent work and investigation except where otherwise stated.
- c) All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

SIGNATURE:

DATE:

ACKNOWLEDGEMENT

Alhamdulillah to the Al-Mighty God, Allah for His blessing and kindness, I have successfully finished this report. This report is very important for me in order to apply the customer satisfaction that has been studied in the consecutive years as being a Marketing student.

I want to express my appreciation and thank you to the advisor, Tuan Haji Ismail bin Ishak for his guidance and his tremendous help and also encourage during the process of completing this report. Without his advice and help, I believe this report would not be as perfect as it was. I also would like to thank everybody involved directly or indirectly in completing this report. Without them I can not finish my project paper on time.

I would like to thank the second examiner Encik Nor Aidil Abdul Aziz as well for understanding and guidance for me in presenting the proposal and report writing.

All the challenges and trying times I faced in completing this project has given me a meaningful experience and taught me a lot, making me stronger in facing the challenges ahead.

Also, thanks to all my friends and the staffs of the organization, Perbadanan Kemajuan Negeri Pahang especially Cik Fatimah Abu Samah and Puan Liza Omar for countless words and acts of support offered.

Finally, I would like to thank my beloved family especially my mother for being supportive in completion of this project paper.

Thank you.

TABLE OF CONTENTS

DECLARATION OF WORK	i
LETTER OF TRANSMITTAL.....	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	vii
ABSTRACT.....	viii

CHAPTER 1: INTRODUCTION TO THE RESEARCH

1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 BACKGROUND OF COMPANY.....	1
1.3 PROBLEM STATEMENT	3
1.4 RESEARCH OBJECTIVES	5
1.5 RESEARCH QUESTIONS	6
1.6 RESEARCH HYPOTHESIS	6
1.7 THEORITICAL FRAMEWORK	7
1.8 THE SCOPES OF STUDY	8
1.9 SIGNIFICANT OF STUDY	8
1.10LIMITATION OF STUDY	10
1.11DEFINITION OF KEY TERMS	11

CHAPTER 2: LITERATURE REVIEW

2.0INTRODUCTION	12
2.1CUSTOMER SATISFACTION.....	12
2.2SERVICE QUALITY	14
2.3EFFECTIVE SERVICE DELIVERY.....	17
2.4PERSONAL VALUES	19

ABSTRACT

The aim of this study is to examine the main factors contribute to customer satisfaction in Property Management Unit of Perbadanan Kemajuan Negeri Pahang (PKNP). There were three factors that have been studied, which were: service quality, effective service delivery and personal values. The questionnaires had been used in order to get feedback from customers. Researcher had distributed 80 questionnaires to the selected tenants who came to the Property Management Unit counter for assistance or rental payment. The data collected was then tested on its frequency, Chi-Square and Pearson Correlation Coefficient to test the hypothesis in this study, as well as Regression Analysis and Crosstabulation Analysis. The findings of this paper suggest that all factors are significant factors in explaining tenant satisfaction towards the payment service management provided by the Property Management unit's staffs at Perbadanan Kemajuan Negeri Pahang (PKNP). Based on the results, the researcher will suggests some recommendations that can help Property Management Unit's staffs in earning more collection of the rental fees.