



CUSTOMER EXPECTATIONS TOWARDS  
SEMI-DETACHED AND BUNGALOW HOUSE IN  
BUKIT INDAH (JOHOR) SDN BHD

MASTURA BINTI AYOB

Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT  
UITM, SEGAMAT

MARCH 2004



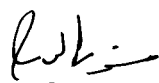
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY OF TECHNOLOGY MARA  
SEGAMAT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

DECLARATION OF ORIGINAL WORK

I, MASTURA BINTI AYOB (811118-01-5160) hereby declare that:

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

Signature: 

Date: 13 March 2004

LETTER OF TRANSMITTAL

Mastura Binti Ayob  
BBA (Hons) Marketing  
Faculty of Business Management  
Mara University of Technology  
85009 Segamat  
Johor

13 March 2004

Cik Akmal Aini Othman  
Project Advisor  
Faculty of Business Management  
Mara University of Technology  
85009 Segamat  
Johor Darul Takzim

Dear Madam,

RE: SUBMISSION OF FINAL REPORT

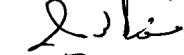
Refer to the above matter

Please find attached is the final project entitled "Customer Expectation towards Semi-Detached and Bungalow house in Bukit Indah (Johor) Sdn Bhd" for your kind perusal. I hope that report will fulfill the requirement as needed for the course of BBA (Hons) Marketing.

Your kindness to accept to the report is highly appreciated.

Thank You,

Yours Sincerely,



Mastura Binti Ayob  
2002246334

## ACKNOWLEDGEMENT

First and foremost I would like to thank God for giving me strength and facile to complete this research.

My special acknowledgement is dedicated to my advisor, Cik Akmal Aini Othman who inspiring ideas, beneficial advice, guidance and pleasant discussion during this entire research preparation and completion. Thanks for being a great advisor who always give support to me.

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Last but not least, to my family members and friend's thank you very much for being supportive, and understanding.

Thank you to all of you.

MASTURA BINTI AYOB  
UiTM Segamat, Johor

## ABSTRACT

Bukit Indah (Johor) Sdn Bhd is a subsidiaries of S P Setia Bhd which it main activities is property development, building construction and wood based manufacturing. BIJ will soon to launch it new house product, which is double storey semi-detached house and in progress to confirm and prove design for bungalow house. To make the product be accepted to the market BIJ focus on what are the customer expectation toward bungalow and semi-detached house in order to create satisfaction and demand. The purpose of this research is to identify what are the customer expectation toward bungalow and semi-detached house. This research however discovered the main expectation that is important aspect for BIJ in focusing their target.

This research involved 60 respondents, which is the population in BIJ, customer of BIJ itself and the customer of BIJ club. The respondent has been choosing randomly. Several techniques used to obtain information from respondent that is distributed questionnaires and personal interview. In findings and interpretation of data three methods used. Those include frequencies to know quantity of respondents that frequently gain for given factors, cross tabulation method used in order to know the correlation between one factors to another factors, and last method used was chi-square method to measure the relationship between the factors and hypotheses.