

**CUSTOMERS' SATISFACTION TOWARDS WORKMANSHIP AND QUALITY
PERFORMANCE OF LOW COST HOUSING IN SARAWAK**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY :

**NORAZIAH BT WAHI
NOOR AKMAL ADILLAH ISMAIL
RAFIZAH MOHAMED NORDIN**

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4. Abstract

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Noraziah Wahi, Noor Akmal Adillah Ismail, Rafizah Mohamed Nordin

Abstract: *The concept of customer satisfaction is very popular nowadays in any industries including housing industry. In order to enhance quality in the housing industry especially in low cost housing, the government has introduced some standardisations such as MS1064 and CIS1&2. However, these standardizations are not implemented thoroughly in low cost housing sector, for the reasons of lower cost budget for low cost housing. The objective of the survey is to determine customer satisfaction towards workmanship and quality performance of low cost houses in Sarawak. The data required will be gathered by two methods which are literature review and questionnaire survey. Statistical Package for Social Sciences Software (SPSS) will be used for data analysis based on frequency and factor analysis. The satisfaction level of customers of low cost house in Sarawak is expected from the survey.*

5. INTRODUCTION

5.1 Background

Construction industry is one of economic sectors which play an important role in the economic development of the country. The Gross Domestic Product (GDP) in 2010 shows that construction industry only covers 4.9% of overall GDP. However, the importance of the construction sector should not be determined by its size, but to its role in economic development which produces all facilities needed by other producers and ultimate consumers (Fadhlin Abdullah, 2004). Construction sector covers various types of construction such as civil engineering, special trade construction, non-residential, and also residential.

The residential construction or housing is the second highest constructed after civil engineering (Department of Statistics, Malaysia). This is related to the scenario of housing provision which has been a crucial issue in developing countries including Malaysia. Under the Ninth Malaysia Plan (2006-2010), it is stated that the fourth thrust of the National Mission is to improve the standard and sustainability of quality of life.

For this objective, the Government will continue to provide basic needs such as water, energy, housing and transportation. This was continued with the action under the

5.3 Aims and Objectives

The aim of this research is to determine customers' satisfaction level on workmanship and quality performance of low cost housing in Sarawak. This aim will be supported by the following objectives:

- a) To identify common problems in workmanship in low cost housing in Sarawak
- b) To determine customer's perception on expected quality in low cost housing
- c) Satisfaction level on the workmanship of low cost housing in Sarawak.

5.4 Scope of Study

A research by Hamzah, Kwan and Woods (1998), 'Quality Function Deployment in Low Cost Design' had identified customers demand on quality of low cost houses in Malaysia and developed a typical Quality Chart for a low cost flat based on this customer's expectation. This chart comprises of related factors influencing the quality of low cost housing as viewed by customers.

This research will look further on this quality factor by focusing into the low cost housing in Kuching, Sarawak as the scope of study. The respondents of the research will cover the low cost housing dwellers in the mentioned area. The respondents will be asked to give their satisfaction level on the quality aspects of the housing including the workmanship performance of their house.