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CAWANGAN SARAWAK**

**SATISFACTION LEVEL TOWARDS
APARTMENT HOUSE IN SANDAKAN, SABAH.**

Final Project submitted in partial fulfilment
of the requirement for the award of
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ABSTRACT

Housing refers to the arrangement of various structures such as houses, buildings, and other living spaces, for the purpose of sheltering individuals. There are several types of housing that are available in market such as terrace, bungalow and apartment. Apartment or flat is a self-contained housing unit that occupies only part of building, generally on a single story. It is important to ensure the satisfaction of residential and neighbourhood as it a key measure of housing quality and condition, which has a significant impact on people's quality of life. However, there are several studies shows that some of apartment residents are not satisfied with their apartment house and what affect their satisfaction are on environment and the design. Hence, the aim of this research is to study the satisfaction level towards apartment house in Sandakan, Sabah. Data collection for this paper involves survey using questionnaires which were distributed among the residents of apartment housing in Sandakan, Sabah. The outcome of this research will include issues of apartment housing, design criteria and satisfaction level of residents towards the current apartment housing in Sandakan, Sabah. This is important in order to improve current apartment housing.

Keywords: Apartment Housing, Satisfaction Level, Issues, Design Criteria

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

As millennium approaches and land becoming scarce, the construction of an apartment is on the rise and becomes more imperative especially in cities and urban areas as due to competitive land use causes land price to rise. Therefore, the construction of apartments is crucial to individuals, assisting to improve their quality of life and meet social and other needs. According to Urbanaviciene et, al. (2009), unlike other products, the prices of housing not only determined by the supply, demand and competition in the market, but also by the quality of construction products and services, negotiation skills of buyers and sellers, and satisfaction of the parties

According to Koskela (2002), satisfaction of customers defined as the satisfaction of individual or disappointment caused by the difference between the product or service received and the customer's expectations. Customer satisfaction can also be defined as a situation where every need, desire and expectation of a customer is met or exceeded throughout the life cycle of a product or service, resulting in a purchase, loyalty, and other good referrals. Therefore, the satisfaction of the users