



UNIVERSITI TEKNOLOGI MARA

A STUDY ON CUSTOMER SATISFACTION OF AFFORDABLE

HOUSES FOR HOUSING DEVELOPMENT CORPORATION

(HDC) IN SARAWAK

SHARIFAH KHANIZAH BINTI WAN BAGUS

UNIVERSITI TEKNOLOGI MARA

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EXECUTIVE SUMMARY

The issues relating to the design of affordable housing in Sarawak still continue to be a major focus of academic discourse in the field of regional planning, sociology, political science and economics. The objective of this study is to determine whether the current practice contributes to customer satisfaction of the affordable houses and also to evaluate customer satisfaction on the services provided by Housing Development Corporation (HDC). The study has been done at Housing Development Corporation (HDC).

There are two factors that emerge from the analysis where the organization must look into more deeply. The first factor that can contribute to the customer satisfaction of affordable houses is satisfaction with the product or affordable houses that offered by HDC. Moreover, we know that the quality of one product is very important to make sure the product can be accepted and it is competitive with other product in the market. With the good quality design and concept of affordable house, it can encourage the potential purchaser to be more interested for buying the houses offered by HDC.

Another factor is the customer satisfaction with the complaint handling with regard to affordable houses. As a result, the organizations need to look into more deeply in order to reduce the waiting period in solving the root cause or the complaining from the purchasers.

CHAPTER 1

INTRODUCTION

1.1 Overview of the industry

There is an ever increasing volume of literature detailing the remarkable economic growth of Sarawak over the last few years. But, while the remarkable economic development of this country has been the main point of discourse and contention, discussions on issues pertaining to the consequences of rapid growth, housing affordability issues, and increasing urbanization on the supply and consumption of low-cost housing have not been systematic in approach. Consequently, policy descriptions have not been able to deal with all aspects of housing provision and demands, which undeniably is a complex one.

Therefore, improvements in general housing conditions have brought complacency about housing which has taken it off the public agenda. Other areas of public policy take decent housing for granted when assumed that everyone had a suitable homes. The housing affordability problem can be recognized as a problem created by the market failures that provide the economic rationale for public sector intervention into markets.

CHAPTER 2

LITERATURE REVIEW

2.1 Background of affordable house and customer satisfaction

Housing is a fundamental need to provide shelter and also gives access to a decent water supply. In many circumstances, it also affects ability to get an adequate food supply. However, housing issues and housing policy in Sarawak today have a low profile, both in the minds of the general public and on the political agenda.

A key motivation for the growing emphasis on customer satisfaction is that highly satisfied customers can lead to a stronger competitive position resulting in higher market share and profit (Fornell, 1992). Customer's satisfaction refers to an individual's subjectively derived favorable evaluation of any outcome and/or experience associated with consuming a product (Westbrook, 1980). Therefore, the consumer perceptions of satisfaction will increase as firms recover from their failure in a fair manner.