



**SABAH URBAN DEVELOPMENT CORPORATION (SUDC) SDN BHD:  
A STUDY ON CUSTOMER ACCEPTANCE TOWARDS SERI MAYA  
APARTMENT AT LOK KAWI HEIGHTS APARTMENTS**

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**APRIL 2007**

## ACKNOWLEDGEMENT

First of all, I like to thank Allah S.W.T for giving me the strengths and will to complete this project paper. I also would like to predominantly extend my highest gratitude to Ms. Jacqueline Koh, my advisor for this project paper, whose guidance, comments and instructions throughout the completion of this project paper.

Not forgetting to my supervisor, Mrs. Kalsum Hj. Ag. Hashim, Executive Assistant, Human Resources, Sabah Urban Development Corporation (SUDC) Sdn Bhd. Thanks for all their guidance in helping me in doing my practical and my project paper.

Also, I would like to thank all the staff of Sabah Urban Development Corporation (SUDC) Sdn Bhd, especially to Mr. Affandi Mohd Nin, assistant Manager, Sales and Service for giving me support in completing this project paper.

Finally, for those directly or indirectly involve in the making of this paper, my family also to my classmate. Thanks for all their support.

Thank you.

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## **EXECUTIVE SUMMARY**

This research is completed as required by Universiti Teknologi MARA for students in their final semester in Bachelor in Business Administration (Hons) Marketing. This research is about the customer's acceptance towards Seri Maya Apartment at Lok Kawi Heights Apartments.

Chapter 1 is the introduction of this research which include the background of study, problem statement, objectives, significance of study, limitation of study and definition of terms.

Chapter 2 is literature review about the acceptance, factors influence when selecting an apartment and the marketing and marketing mix. Information is taken from books and internet.

In third chapter, this is where the methodology of doing the research is explained. Where how the data of all the research is collected and analyzed. The data is collected through primary and secondary data.

The fourth chapter is the findings. These are the main part of this research because the result will be analyzed and the conclusion also the recommendation will be gathered. In this chapter, table and chart have been used to show more details about the findings.

Chapter 5 is the data analysis and data interpretation. To interpret data, cross tabulation have used to explain the needs of this research.

Chapter 6 is the last chapter where the conclusion and recommendations section. The conclusion have made based on the data from findings and analysis. A recommendation is opinion from the researcher towards the data interpretation in doing this research.