



CUSTOMER ACCEPTANCE ON AFFORDABLE HOUSING

BY PR1MA

MOHD SHAZLAN SHAH BIN KASSIM

2012347717

MUHAMMAD HANIF BIN BORHANNUDDIN

2012104717

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

JUNE 2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Mohd Shazlan Shah Bin Kassim (900618-14-6989)

I, Muhammad Hanif Bin Borhannuddin (910627-14-5995)

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 degree.
- This project paper is the result of my independent work and research, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Signature: _____

Date: 26th JUNE 2015

LETTER OF SUBMISSION

26th June 2015

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi Mara (UiTM)

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**Customer Acceptance Towards Affordable Housing by PRIMA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Your sincerely

.....

MOHD SHAZLAN SHAH BIN KASSIM

2012347717

Bachelor of Business Administration (Hons) Marketing

.....

MUHAMMAD HANIF BIN BORHANNUDDIN

2012104717

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research presents the customer's acceptance towards affordable housing by PR1MA. In the introduction chapter, there are problem statement, research questions, research objectives, the significant of study as well as the scope of study at PR1MA. This research also presents a review of literature that focuses price, quality and location. The hypotheses are used to investigate the relationship between customer acceptance and the three independent variables (price, quality, location). There is also research methodology, whereby the research design, exploratory, descriptive and causal research were used. The population size and sample size do affect the number of sample respondents. To collect data, we used SPSS program for descriptive statistics testing as well as hypotheses testing. This research is to show the effects of price, quality and location on customer acceptance towards affordable housing by PR1MA. All the results obtained from SPSS were used to answer the objectives presented in this research. As for recommendations, there are several that have been suggested based on the results of this research.

TABLE OF CONTENT

Topics	Page Number
Chapter 1: Introduction	1
1.1 Background of PR1MA	1-5
1.2 Problem Statement	5-7
1.3 Research Question	7
1.4 Research Objective	7
1.5 Significance Of Study	7-8
1.6 Scope Of Study	8
Chapter 2: Literature Review	9
2.1 Introduction	9
2.2.1 Customer Acceptance on Affordable Housing by PR1MA	9-10
2.2.2 Price	10
2.2.3 Quality	11
2.2.4 Location	11
2.3 Theoretical Framework	12-14
2.4 Hypothesis	15
Chapter 3: Research Methodology	16
3.1 Research Design	16
3.2 Population	16-17
3.3 Sampling Design	18-19
3.4 Data Collection Method	20-22
3.5 Techniques of Data Analysis	22-24
3.6 Work Schedule	25-26
3.7 Conclusion	27
Chapter 4: Data Analysis	28
4.1 Reliability Test	28-31
4.2 Respondent Profile	32-38