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BACHELOR OF ADMINISTRATIVE SCIENCE**



**FACTOR THAT INFLUENCE HOUSEHOLD SATISFACTION TOWARD  
WASTE MANAGEMENT SERVICES IN TAMAN DESA ENGGANG,  
SUNGAI PETANI.**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH  
PROPOSAL BY THE SUPERVISOR**

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waste management service in Taman Desa  
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I have reviewed the final and complete the research proposal and approve the submission of  
this report for evaluation



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(Puan Junaida Binti Ismail)

## **ABSTRACT**

This research is about the service quality that affects the household's satisfaction at Taman Desa Enggang, Sungai Petani, Kedah. The purpose of this research is to identify the factor that influence household satisfaction toward waste management services in Taman Desa Enggang, Sungai Petani, Kedah with the relationship between reliability, responsiveness and tangibility dimension which are the independent variable that could influence and lead to the households satisfaction which is the dependent variable. Moreover, the total population of the study is 388 of houses and the number of sample chooses is 196 respondents. Researchers use systematic sampling technique to determine the number of sample size. In analysing findings, researchers used the descriptive statistics, Pearson Correlation and Multiple Regression Analysis by using Statistical Package for Social Science (SPSS) version 23.0. The results indicate that there is positive significant relationship between reliability, responsiveness and tangibility dimension towards household's satisfaction. The most influencing dimension that affects household's satisfaction at Taman Desa Enggang is responsiveness dimension. In future, the study is focusing more on the wider scope which by adding the independent variable to study the service quality that lead to the household's satisfaction at residential area.

**Keywords:** Household's satisfaction, service quality, reliability, responsiveness, tangibility, Municipal Waste Management (MWM), Solid Waste Management (SMW)

## TABLE OF CONTENT

DECLARATION  
ABSTRACT  
ACKNOWLEDGEMENT  
CONTENT  
LIST OF FIGURE  
LIST OF TABLE

### CHAPTER 1 :INTRODUCTION

1.0	Introduction	1
1.2	Problem statement	3
1.3	Research Questions	5
1.4	Research Objectives	6
1.5	Scope of Study	
	1.5.1 Level	6
	1.5.2 Territory	6
	1.5.3 Time	6
1.6	Significance	7
1.7	Definition of terms, terminology and concepts	8
	1.7.1 Waste management	8
	1.7.2 Service quality	8
	1.7.3 Household's satisfaction	9
	1.7.4 Reliability	9
	1.7.5 Responsiveness	9
	1.7.6 Tangibles	10

### CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1	Introduction	11
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2.2	Dependent variable	11
2.3	Underlying theory	12
2.4	Factors that lead to dependent variables	
	2.4.1 Reliability	13
	2.4.2 Responsiveness	13
	2.4.3 Tangibility	14
	2.4.4 Knowledge	14
2.5	Independent variables	
	2.5.1 Reliability	15
	2.5.2 Tangibility	17
	2.5.3 Responsiveness	19
2.6	Conceptual framework	21
	2.6.1 Definition of the Dependent Variables of Households' Satisfaction towards Service's Provider	22
	2.6.2 Definition of the Independent Variable of Reliability.	23
	2.6.3 Definition of the Independent Variable of Responsiveness	23
	2.6.4 Definition of the Independent Variable of Tangibility	24
2.7	Hypothesis	24
2.8	Conclusions	26
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>		
3.1	Introduction	27
3.2	Research design	27
3.3	Unit/level of analysis	27
3.4	Sample size	28