

**LOW COST HOUSING DEVELOPED BY HOUSING
DEVELOPMENT COMMISSION SARAWAK - A
STUDY ON CUSTOMERS' SATISFACTION**

**MORSIDI BIN ASKHA
98175691**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS AND ADMINISTRATION
UNIVERSITY TEKNOLOGY MARA
KAMPUS SAMARAHAN**

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ABSTRACT

This study is to analyze and measure the customers' satisfaction level on low cost housing particularly with regard to sales, service, products and the infrastructure. In Sarawak the low cost housing scheme is controlled by Sarawak Housing Development Commission. Where Sarawak Housing Development Commission will look into an area for the site for low cost housing project. Normally, Sarawak Housing Development Commission will acquire some private land or make use of the state land for the project. As we know that low cost housing projects are subsidized by the Government. In view of this the study is to find out the level of customers' satisfaction. Where in chapter 4 the analysis and interpretation data shows the level of customers' satisfaction toward sales, services, products and infrastructure of the low cost housing. Therefore, from the findings we can recommend to the Sarawak Housing Development Commission to do some improvement on their services, products and infrastructure. Due to the development of technology low cost housing schemes should be constructed with high quality of materials, good customer services, affordable price to customers and up to date design.

CHAPTER 1

1. INTRODUCTION

1.1 Background of Study

Low Cost Housing is meant to cater for the low income group in Sarawak. This is one of the Government's activities to ensure that as many people as possible from the low income group can own houses. Low cost housing projects are done by the Housing Development Commission in Sarawak. This research is to analyze and to measure the customers' satisfaction level on low cost housing particularly with regard to sales, services, products and the infrastructure provided. Sarawak Housing Development Commission, a government body, has been entrusted to ensure that their housing projects benefit their target group.

1.2 Objective of Study

This study is to identify ways to improve the customer service for the low cost house buyers in Kuching and the low income group in general. Finally it is also to suggest possible strategies to satisfy customers in this industry. The study would focus on the marketing aspects of low cost houses and the customers satisfaction thereof.

CHAPTER 2

2. LITERATURE REVIEW

2.1 The Low Cost Housing in Sarawak

Low cost housing in Sarawak is controlled by the Housing Development Commission Sarawak which provide decent and affordable houses for the low income group by implementing various schemes as follow: -

- a. The people's housing scheme.
- b. Resettlement Scheme.
- c. Site and services scheme.
- d. Loans Scheme to long house and individuals.

It was estimated that Sarawak needed over 84,000 units of houses, mainly in Kuching City and other towns for the period from 1995 to 2000. (Universiti Sains Malaysia – 1994). The study found out that several factors have contributed to this demand, namely ;

- a. The continued growth and shift of population from rural to town.
- b. The increased in economic activity, especially in the major towns.
- c. The migration of people from rural areas into the towns in search for better job opportunities and economic prospects.