

UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



A STUDY ON THE RESIDENTS' SATISFACTION TOWARDS THE  
APARTMENT UNIT DEVELOPED BY SYARIKAT PERUMAHAN  
NEGARA BERHAD (SPNB): A CASE STUDY IN TUARAN IMPIAN  
APARTMENT\* TUARAN

EVIE FITRIAWATY BINTI SHARIFUDIN

(2013705421)

HAZARIA HROVIE MIDIR

(2013329925)

NAME OF SUPERVISOR: MR. TONY PARIDI BAGANG

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## ABSTRACT

This study is to determine on residents' satisfaction can be conducted to answer the question on how to measured their level community satisfaction towards apartment unit that developed by Syarikat Perumahan Negara Berhad (SPNB) at Tuaran Impian Apartment, Tuaran. The main objective of this research is to measure the satisfaction level of the residents towards the quality of the apartment unit and to investigate the correlation between the independent variables which are the price, service and quality towards the residents' satisfaction. The research methods for this study are based on the quantitative and qualitative methods. The research conducted using cross-sectional survey method to collect the data and get the information from the resident at place choose. The target number of sampling use in this study is 135 respondents from the resident at Tuaran Impian Apartment, Tuaran and based on the purposive sampling and also focusing on the resident at Tuaran Impian Apartment, Tuaran. As a result, the satisfaction of the Tuaran Impian Apartment residents towards the apartment unit was moderate.