



# UNIVERSITI TEKNOLOGI MARA

The Board of Programs  
Faculty of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA (UiTM)  
KOTA KINABALU CAMPUS

## **HOUSING ESTATE IN KOTA KINABALU TO OVERCOME THE CUSTOMERS' GROUSES AS TO SATISFY CUSTOMERS' NEEDS**

SUBMISSION OF PROJECT PAPER

BY

**ZULKARNIN BIN HASSAN**

**METRIC NO. 2003111641**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**KOTA KINABALU CAMPUS, SABAH**

(ZULKARNIN BIN HASSAN)

Bachelor of Business Administration (Hons) Marketing

**DECEMBER 2009**

SELINGAN FOTO NIHA SIBENYAN

## **ACKNOWLEDGEMENT**

The completion of this thesis would not have been successful without the support, assistance and contribution of many individuals. First and foremost, I would like to express my special and sincere thanks and gratitude to Dr. Imbarine Bujang, my advisor, his continuous guidance and encouragement towards the completion of this research project.

I would also like to take this opportunity to thank and to give my special gratitude to all house owners as respondents, my director, supervisor and staffs of Ministry of Domestic Trade, Co-operatives and Consumerism for their full co-operation and assistance in providing me all the necessary data and information.

Finally, I would like to extend my special thanks and utmost appreciation to my ex-Lecturers, classmates and individuals for their valuable supports and advices in preparing this project paper. To my beloved parents, wife and my children, thank you so much for the understanding and supports rendered to me in completing this project paper.

## ABSTRACT

To be successful, organizations or firms must look into the needs and wants of their customers. That is the reason why many researchers and academicians have continuously emphasized on the importance of customer satisfaction. Customer satisfaction is important because many researchers have shown that customer has a positive effect on an organization's profitability. Due to this reason, the consequences of customer satisfaction and dissatisfaction must be considered.

The findings revealed that majority of the customers are not satisfied with the workmanship of the houses they purchased. The dissatisfied house owners requested the developers to relook or make a comprehensive study on areas found not up to the expectation of the house owners. The most important areas where the developers need to consider seriously are quality and price.

The study also indicated the customer preference on the types of house they are interested to purchase. The two types of houses that most preferred by the house buyers are terrace and semi-detached houses with good and reasonable living room and master bed room are their top priority.

# TABLE OF CONTENTS

	PAGE
<b>Letter of Submission</b>	<b>i</b>
<b>Liability Disclaimer</b>	<b>ii</b>
<b>Acknowledgement</b>	<b>ii</b>
<b>Abstract</b>	<b>iv</b>
<b>List of Tables</b>	<b>vii</b>
<b>List of Figures</b>	<b>vii</b>
<b>CHAPTER 1</b>	
1.0 INTRODUCTION	1
1.1 Background Of the study	2
1.2 Problem Statement	3
1.3 Objective of Study	4
1.4 Significant of Study	5
1.5 Limitations of Study	6
1.6 Research Questions	6
1.7 Definition of Terms	7
<b>CHAPTER 2</b>	
<b>LITERATURE REVIEW</b>	
2.0 Introduction	8
2.1 Brief Overview of Malaysia's Property Market	8
2.2 General Overview of Residentially	10
2.3 General Overview of Local Property Market in Sabah	13
2.4 Future Challenges in the Property Market	15
2.5 Customers' Complaints lead to Dissatisfaction	16

2.6	Improving Customer Satisfaction	17
2.7	Improving customer Focus in House Developer Company	20
2.8	Summary of Literature Review	21

### **CHAPTER 3**

#### **3.0 RESEARCH METHODOLOGY & DESIGN**

3.0	Introduction	23
3.1	Research Design	23
3.2	Data Collection	24
3.3	Sample Size	25
3.4	Sample Technique	25
3.5	Data Analysis	26

### **CHAPTER 4**

#### **ANALYSIS AND INTERPRETATION**

4.0	Introduction	27
4.1	Part A: Respondents Profile/Demographic	27
4.2	Part B: Respondents' Views and Comments	39

### **CHAPTER 5**

#### **CONCLUSION AND RECOMMENDATION**

5.0	Conclusion	52
5.1	Recommendation	55

<b>BIBLIOGRAPHY/REFERENCES</b>	<b>58</b>
--------------------------------	-----------