

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING OWNER
SATISFACTION AS A MEDIATOR
BETWEEN SERVICE QUALITY
AND BEHAVIORAL INTENTIONS**

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ABSTRACT

The government has policies to provide shelter to all Malaysians particularly the low income group. All Malaysia Economic Plans have Malaysia's low cost housing as one of the top agendas where the government wishes the housing development to concentrate on quality, adequate and affordable housing. However, there are failed low cost housing projects in Sarawak. To address this problem, it is necessary to investigate low cost house owner satisfaction because it has become a key tool to assess and improve the performance of housing developers and key development policies associated to housing. Therefore, this research aims to investigate the mediating role of owner satisfaction in the relationship between the service quality and behavioral intentions in Sarawak Low Cost Housing. On top of that, this research also examines factors affecting owner satisfaction on Low Cost Housing in Sarawak. This research uses quantitative approach and the structured questionnaires are sent to low cost terrace house owners in the three regions in Sarawak which are Southern, Central and Northern Regions. The sampling frame used is the low cost housing customers list in Sarawak and sampling technique employed is stratified sampling, with the regions as the strata. The sample size for mediated regression is 403 and to account for 50% non-return questionnaires therefore sample size used is 806. The owner satisfaction's mediating role in the relationship between the service quality and behavioral intentions is tested by using mediated regression and bootstrapping the indirect effects. The relationship between the factors and owner satisfaction is analysed by using multiple regression analysis. The results indicate that owner satisfaction does mediate service quality and behavioral intentions relationship in Southern Region only. The results show that housing policy of the developer, homeownership and house quality are the three significant factors that affect owner satisfaction in all the three regions. The main factor contributes to owner satisfaction in the Southern and Northern Regions is housing policy of the developer, whereas in Central Region is homeownership. The social environment factor significantly contributes to owner satisfaction only in Central Region. Surprisingly, price of house is not a significant factor contributes to owner satisfaction in Northern Region. Finally, the research is served as a contribution to the scholars. The developers can develop suitable strategies and policy makers can improve housing policies.

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