



UNIVERSITI TEKNOLOGI MARA

**A study on customer satisfaction toward customer service to the 4 – Storey Walk
– Up Flat developed by the Sarawak Housing Development Commission in R.P.R
Demak LauL**

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**This project is submitted as a partial fulfillment of the Bachelor in Business
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ABSTRACT

Marketing has now been widely accepted by most profits and increasingly non – profit organizations as essential to their success. Marketing must function as the organization's 'ear' in an ever-changing environment as the organization moves from a 'we need' philosophy to a 'they need and we can provide' philosophy.

Smart organization must aim to delight customers by promising only what they can deliver, then delivering more than what they promise. Customer delight creates an emotional tie to a product or service. Highly satisfied customers normally make repeat purchase, are less price sensitive, remain customer longer, and talk favorably to others about the organization and its products.

Today's the most appropriate measure of current performance are those provided directly customers through customer satisfaction and customer loyalty. Normally consumers select that particular item because of its presumed superior functional performance, or for some other reasons but there is an expectation that the item will offer a certain level of performance that can range from quite low to quite high.

An organization that adopts a marketing posture is more responsive to its clients' needs. It is willing to expend time and money to learn want, and it is more willing to adapt itself to meets these wants.

CHAPTER 1

INTRODUCTION

1.0 Background of the study

Malaysia is a fast developing country and has become a mature economy with transformation from a base on agriculture and other primary commodities into the industrial economy. Malaysia has been successful in addressing inequality in the size distribution of income as an impact of economic prosperity. Therefore as a result of rapid industrialization the proportion of population in urban areas increasing from 34% in 1980 to 51% 1990 to 55% in 1995. Further than that, the strong expansion of modern sector employment as well as the decline in unemployment and rapid wage growth were powerful agents for the reduced poverty. The incidence of poverty among households as measured by the proportion of total households below the poverty line fell from 18.4% in 1984 to 9.6% in 1995 and was projected before the financial crisis to fall to 6% by 2000. Therefore the entire scenario indicated that property market would have a good response from the public and return on investment in the near future.

In order to respond to the social needs for public housing scheme, the Ministry of Housing and Local Government was established with the objective to plan and coordinate the implementation of human settlements, properly provided with

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 The new strategic approach in marketing for the future.

As we are now entering to the 21st century there are also many potential challenges as well as opportunities that need to be paid attention seriously by the organizations. Globalization seems to be very synonymous in this present situation with era of information edge. With borderless world, the people in entire world are connected with wireless cable. As John Naisbitt argues that telecommunications is the driving force which simultaneously creates a huge global economy while making its parts smaller and more powerful. (Philip Kotler & friends Marketing Management pg 5) Central to this phenomenon is the information superhighway and its backbone, the Internet. Many companies are using it to link employees in remote area, to stay in touch with customer and suppliers, and distribute sales information quickly. The number of Internet users in Asian region is expected to increase from about 8 million in 1998 to 24 million by 2001. In spite of that many businesses worldwide are setting up shop on the Internet simply by creating a home page in the vast electronic publishing medium known as the World Wide Web.