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## ABSTRACT

This study is entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS LPPB’S SERVICE PERFORMANCE**”. The objectives of this study are To determine service performance of LPPB, to determine customer satisfaction towards the LPPB’s service and to identify response, feedback and suggestion from respondents on ways to improve the services.

As nowadays, the numbers of LPPB’s customer are increases from time to time as the demand for the low cost housing increases rapidly. The rapid growth of sales and demand shows that the customer purchasing power was increases. In order to meet and fulfill the high demand from the customer, LPPB has to provide and improve their service performance to achieve the standard and customer satisfaction. As part of that, a feedback from the respondents are taken and analyzed by the researcher. The significant of this study will give good impact firstly to LPPB, then to the respondents and lastly to the researcher as well. Two types of data collection method are used. There are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries. Based on the analysis, the researcher had found the conclusion and some recommendation towards the LPPB’s service performance.