



**A STUDY ON THE RESIDENCES' SATISFACTION TOWARDS
LOW COST HOUSING AT
TAMAN SRI MAJU, KUALA MENGGATAL,
KOTA KINABALU**

**NOOR HANIS BINTI RODIN
2006129721**

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ABSTRACT

This study entitled A Study on The Residences' Satisfaction Towards Low Cost Housing At Taman Sri Maju, Kuala Menggatal, Kota Kinabalu. The aim of this research study attempts to investigate the residences' satisfaction towards low cost housing at Taman Sri Maju. This study should be able to obtain deep analysis and understanding about the residences' needs and wants. This study contains information on the brief history of the company, its organizational structure, the vision and mission, objectives and the functions of the company. This research is based on a survey using a set of questionnaire of 29 questions. In this study, descriptive research is undertaken in order to ascertain and to be able to describe characteristic o various needs in a situation. The simple random sampling techniques was used in this research whereby a total of 200 respondents are randomly selected and the researcher only focused mainly in Taman Sri Maju, Kuala Menggatal, Kota Kinabalu. Secondary data was used in this research whereby most of the information obtained from books, magazines, journal, internet and the company itself. Other than that, primary data was also used in this research. Information was collected through questionnaires. The data collected was analyzed and measured using the Statistical Package for Social Sciences (SPSS). From the findings, researcher can concluded that most of the residences' in Taman Sri Maju, Kuala Menggatal, Kota Kinabalu are satisfied and happy living in the area.