UNIVERSITI TEKNOLOGI MARA

A STUDY OF WATER CONSUMPTION LEVEL IN DOMESTIC SECTOR

NUR ARIFAH BINTI JAMILLUDIN

2009993651

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA CITY CAMPUS

JANUARY 2012

ACKNOWLEDGEMENT

Alhamdulillah, thank you to Allah S.W.T, the Most Gracious, the Most Merciful and peace blessing of Allah be upon His beloved Muhammad S.A.W, for giving me strength and inspiration to complete this project paper, as to fill the requirement of faculty in obtaining Bachelor in Business Administration (Hons) Finance.

I owe a great deal of thanks to a number of people for helping me attain the goal of completing my degree. First and foremost, I would like to thanks my first advisor, Pn Shahreena Bte Daud for her guidance and inspiration made the task of writing this research paper much easier to accomplish. Not forgetting my second examiner, Pn Shahrina Bte Mohd Rafien for her unwavering support, encouragement and patience throughout this entire endeavor cannot be expressed in words.

Next, I wish to extend my graduate appreciation to my supervisor, Pn Hasnah Bte Jantan, Assistant Financial Officer, and all staffs in unit billing of Syarikat Air Melaka Berhad (SAMB) for giving me cooperation to finish this project paper.

And lastly, I must thank my beloved family whose giving me moral support, courage, understanding and financial support in completing this study. My appreciation also goes to my fellow friends for their guidance and giving me strength to complete the task.

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	**iv**
LIST OF TABLES	**v**
LIST OF FIGURES/GRAPHS	**vi**
ABSTRACT	**vii**

CHAPTERS

1. INTRODUCTION

1.1	Background of Company	1
1.2	Issue	6
1.3	Objectives	8
1.4	Significance of Study	9
1.5	Scope of Study	10
1.6	Limitation of Study	11

2. LITERATURE REVIEW

2.1	Introduction	13
2.2	Water Supply	13
2.3	Water Demand	16
2.4	Water Consumption	17
2.5	Water Tariffs	19
2.6	Population Growth	21

3. RESEARCH METHODOLGY

3.1 Introduction 23
3.2 Data Sources 23
3.3 Data Collection Method 24

4. FINDINGS AND ANALYSIS

4.1 Introduction 27
4.2 Company Practices Relating to The Issue 26
4.3 Data Analysis and Interpretation 30
4.4 Factors of Changes the Water Consumption Level 38

5. CONCLUSION AND RECOMMENDATIONS

5.1 Introduction 40
5.2 Conclusion 40
5.3 Recommendations 41

REFERENCE 43

APPENDICES 45

ABSTRACT

Water consumption is the amount of water that consumed by the resident and based on the consumer demand as they are life basic necessary. This has been the Syarikat Air Melaka Berhad (SAMB) as the water provider to play role in water management of State of Malacca and responsible for the treatment and water distribution. The objectives of study are to identify the level of water consumption among the consumer and the factors that cause of changes in the level of water consumption. This study is deal with several factors namely water supply, water demand, water consumption, water tariffs and population growth. In this study, the researcher collects the information about level of consumer water consumption from interview, observation, website and secondary data as journal, article, annual report and also newspaper. Based on the data analysis, the factors several factors that contribute to the changes of water consumption level which are water tariff, weather and season, number of users and meter reading. From the analysis done, effectively produce water tariff, controlling the quantity of water use, and recover meter defective as the recommendations for this study. Important to the company for enhancing efficiency, productivity and quality as water supplier.