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IN LOW COST HOUSINGS IN KLANG VALLEYAcademic Session : 2007/2008-3

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CUSTOMER SATISFACTION TOWARDS QUALITY OF WORKMANSHIP IN
LOW COST HOUSINGS IN KLANG VALLEY

FAIZAH BINTI ABU BAKAR

A project report submitted in partial fulfillment of
the requirements for the award of the degree of
Master of Science (Construction Management)

Faculty of Civil Engineering
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JUNE, 2008

I declare that this project report entitled “*Customer Satisfaction towards Quality of Workmanship of Low Cost Housings in Klang Valley*” is the result of my own research except as cited in the references. The project report has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature :

Name : FAIZAH BINTI ABU BAKAR

Date : 27 JUNE 2008

To my beloved father, mother, siblings and friends

ACKNOWLEDGEMENT

First and foremost, grateful thanks to Allah S.W.T for guiding and helping me through out the completion of this dissertation. I also would like to extend my deepest gratitude to my supervisor, Assoc Prof. Dr. Aminah bt. Md. Yusof for her kind assistance and advice throughout this master project. Not to be forgotten are other lecturers in Construction Management who also helped a lot during the completion of this dissertation.

I am also thankful to all the respondents of this study, especially for the dwellers of followings; Kuarters DBKL Pantai Permai, Apartmen Cempaka, Bandar Sri Damansara, PPR Seri Kota Cheras, PPR Desa Tun Razak, PPR Taman Mulia Bandar Tasik Selatan and Teratak Muhibbah, Shah Alam for their best commitments and helps in my survey. Your kind and generous help will always be in my mind.

Last but not least is my appreciation and gratitude to my beloved father and mother, Assoc. Prof. Dr. Abu Bakar Mahat and Mrs. Fauziah Mohd. Zin and also to my siblings for their everlasting love, encouragement and support during my study. I also would like to thank my entire friends especially those in MAM 2007/2008 for their helps and greatest friendship during the study.

ABSTRACT

Customer satisfaction is a very popular concept in many industries nowadays including housing industry. In order to enhance quality in the housing industry, the government has introduced CIS 2 as the minimum standardisation requirement for low cost housing. The objective of the survey is to determine customer satisfaction towards the quality of material and workmanship in low cost houses in the Klang Valley. The data was collected by three methods which are by literature review, questionnaire survey and observations on the low cost units. The respondents for the surveys covered fifty (50) low cost housing dwellers in six (6) low cost housings in the Klang Valley area. Statistical Package for Social Sciences Software (SPSS) was used for data analysis based on frequency and average index analysis. The analysis shows the result that the provisions under CIS 2 were fully implemented in the six (6) low cost housings surveyed. However, there are common workmanship defects experienced by the low cost housing dwellers mostly related to the building construction. Despite these defects, the customers or the users of low cost housing in the Klang Valley were generally satisfied with the quality of material and workmanship compared to other unsatisfactory factors covered under CIS 2 such as design and facilities.

ABSTRAK

Konsep kepuasan pengguna merupakan konsep yang semakin mendapat tempat di dalam pelbagai industri pada hari ini termasuklah industri perumahan. Sebagai usaha untuk meningkatkan kualiti perumahan negara, kerajaan telah memperkenalkan CIS 2 sebagai peruntukan seragam bagi perumahan kos rendah di negara ini. Objektif kajian ini adalah untuk mengenalpasti tahap kepuasan pengguna terhadap kualiti bahan dan kerja binaan bagi perumahan-perumahan kos rendah di Lembah Klang. Data-data yang diperlukan diperolehi melalui kajian literatur, boang soal selidik dan kaedah pemerhatian terhadap perumahan kos rendah terlibat. Responden kajian adalah meliputi lima puluh (50) penghuni bagi enam perumahan kos rendah di sekitar kawasan Lembah Klang. *Statistical Package for Social Sciences Software* (SPSS) digunakan untuk analisis frekuensi dan skala indeks. Analisis data menunjukkan bahawa peruntukan seragam CIS 2 telah dilaksanakan sepenuhnya terhadap enam perumahan kos rendah tersebut. Namun begitu, terdapat beberapa masalah berkenaan kerja binaan bagi perumahan kos rendah tersebut dengan majoriti masalah adalah berkaitan dengan pembinaan bangunan itu sendiri. Di sebalik masalah-masalah yang dihadapi, para penghuni perumahan kos rendah di Lembah Klang masih berpuas hati dengan kualiti bahan dan kerja binaan dan berpendapat bahawa ia adalah berpatutan dengan harga yang telah dibayar, berbanding dengan peruntukan lain di bawah CIS 2 seperti rekabentuk rumah dan kemudahan infrastruktur yang disediakan.

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