

**A STUDY ON CONSUMER SATISFACTION  
TOWARDS HOUSING: A STUDY OF PKNS HOUSE BUYERS**

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## **Abstract**

PKNS is an active housing developer in the Selangor State. As a responsible developer who wants to remain competitive and relevant, PKNS is very much concerned about the level of their customers' satisfaction. The objective of this study is to identify the attributes that the potential house owners consider important and to determine the satisfaction level of PKNS house owners. Mowen and Minor's (1998) Expectancy Disconfirmation Model of Customer Satisfaction and Dissatisfaction was used as a basis for this study. Primary data was collected by quota sampling from PKNS's house buyers in Shah Alam and Kota Damansara. Three main issues measured are ideal home, house quality and housing area.

From the research results, it is revealed that house owners have considered price, good and safe location, large floor area, good construction and building materials quality, delivery period, clean and safe environment and good neighbors as important attributes. Relatively, house design is not considered important.

Generally, house buyers have average satisfaction on house quality. Specifically, number of bedrooms, safety features, number of bath and toilet, color scheme and size of bedroom scored higher mean as compared to size of kitchen, paint quality, size of bath and toilet and construction quality.

At the same time, house buyers also have average satisfaction towards housing area with facilities for religious activities, road system, neighborly relationship and facilities for shopping facilities giving more satisfaction to them as compared to youth recreation facilities, drainage system, safety features, level of noise pollution, cleanliness of housing estate, rubbish collection system, level of air pollution, children playground, parking facilities and old folks recreation facilities.

As regard to type of residence, apartment and flat dwellers have low satisfaction about their housing area, specifically old folk' recreation facilities. On the other hand Low Rise Medium Density (LRMD) has low satisfaction on house quality, specifically, size of kitchen.

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## TABLE OF CONTENTS

	Page
Abstract .....	2
Acknowledgements .....	3
Table of Contents.....	4
List of Tables .....	7
List of Figures .....	8
 Chapter 1:Introduction .....	 9
1.1 Background .....	9
1.2 Nature of the study .....	10
1.3 Objective of the study .....	10
1.4 Significance of the study .....	11
1.5 Organization of the report .....	14
 Chapter 2:Literature Review .....	 14
2.1 Theories and concepts .....	14
2.1.1 Marketing concept .....	14
2.1.2 Consumer behavior .....	14
2.1.3 The concept of satisfaction .....	15
2.1.4 Effects of consumer satisfaction and dissatisfaction .....	17
2.2 Factors that influenced consumer satisfaction and dissatisfaction ..	17
2.2.1 Consumption of performance .....	17
2.2.2 Equity theory and consumer satisfaction .....	17
2.2.3 Attribution theory and consumer satisfaction .....	18
2.2.4 Actual product performance .....	19
2.2.5 Mood states and the consumption experience .....	19
2.3 Consumer satisfaction and dissatisfaction model .....	19
2.3.1 Customer value .....	20
2.3.2 Hygiene factors and satisfies .....	21
2.3.3 Product performance and quality model .....	22
2.3.4 Expectancy disconfirmation model .....	22

	Page
2.4 Discussion on the consumer satisfaction and dissatisfaction. Model .....	24
2.5 Consumer satisfaction and dissatisfaction model chosen for this study .....	25
2.6 Previous study.....	26
Chapter 3: PKNS, the Development Agency.....	29
3.1 Why PKNS .....	29
3.2 Corporate philosophy .....	29
3.3 Activities and achievement .....	30
Chapter 4: Research Methodology .....	32
4.1 Research instruments .....	32
4.1.1 Selection of measures .....	32
4.1.2 Questionnaire design .....	32
4.2 Sampling design.....	36
4.3 Data collection procedure .....	36
4.4 Data analysis .....	38
Chapter 5: Research Results .....	40
5.1 Reliability analysis .....	40
5.2 Demographic profile .....	41
5.3 Housing profile .....	43
5.4 Type of house, which do the most renovation .....	45
5.5 Characteristics of an ideal home ... ..	47
5.6 Satisfaction towards house quality .....	48
5.6.1 Total satisfaction towards house quality by type of house ..	49
5.6.2 Total satisfaction towards house quality by type of residence	50
5.6.3 Total satisfaction towards house quality by area of dwelling	51
5.7 Satisfaction towards housing area .....	52
5.7.1 Total satisfaction towards housing area by type of house ....	53
5.7.2 Total satisfaction towards housing area by area of dwelling	54
5.7.3 Total satisfaction towards housing area by type of residence	54

	Page
5.8 Total satisfaction by type of residence .....	55
5.9 General opinion .....	58
Chapter 6: Conclusion and Recommendation .....	60
6.1 Overview of study .....	60
6.2 Implication of study .....	66
6.2.1 Ethnic group .....	66
6.2.2 Sample size .....	66
6.2.3 Large floor area at the expense of nice house design .....	67
6.2.4 House value .....	67
6.2.5 Satisfaction towards house quality .....	68
6.2.6 Satisfaction towards housing area .....	69
6.3 Recommendation for future research .....	70
Bibliography .....	72
Appendixes: A) questionnaire --- English version .....	75
B) questionnaire --- Malay version .....	83

## LIST OF TABLES

	Page
Table 3.1: Units of houses completed by PKNS, from the year	
1964 till current.....	30
5.1: Respondent demographic profile .....	42
5.2: Respondent housing profile.....	45
5.3: Type of house, which do the most renovation .....	46
5.4: Type of residence, which do the most renovation.....	46
5.5: Mean value of characteristics of an ideal home.....	47
5.6: Mean value on house quality.....	49
5.7: Mean value of total satisfaction towards house quality by type of house.....	50
5.8: Mean value of total satisfaction towards house quality by type of residence.....	50
5.9: Mean value of total satisfaction towards house quality by area of dwelling.....	51
5.10: Mean value towards housing area.....	52
5.11: Mean value of total satisfaction towards housing area by type of house.....	53
5.12: Mean value of total satisfaction towards housing area by type of dwelling.....	54
5.13: Mean value of total satisfaction towards housing area by type of residence.....	54
5.14: Satisfaction level of LRMD and Flat dwellers on house quality features.....	56
5.15: Satisfaction level of flat and apartment dwellers with their housing area features.....	57
5.16: Mean value on general opinion.....	59

## LIST OF FIGURES

	Page
Figure 2.1: Components of customer value.....	20
2.2: CS/D model based on Total Quality Management philosophy .....	22
2.3: The Expectancy Disconfirmation Model of CS/D .....	23