

## 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.