

Title of Thesis	A Study of Users Behaviour for Home Security System in Miri
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### **ABSTRACT**

The purpose of this study is to analyse the Miri home security system user and their view of satisfaction. It is based on customer reviews, concerns and satisfaction level and their needs as concerned to their home security systems. The research is focus on existing home security system users live in Miri. The research is using questionnaire method and gathers information from 50 respondents. The data are collected and analyse using simple statistics method.

The research results indicated 5 major findings. The first finding is most of the Miri residents are users of home security systems. The second finding is majority security system users install security system focus on their front doors, and not the all areas of their house. The third finding is that the most of the users lack branding knowledge concerning the security system they are currently using, which means they have no brand preferences. In forth finding, most of the customers install home security systems for theft control. Last, the fifth finding defined that most consumers feel that maintenance is important for the home security system services.

From the result, the researcher suggests several recommendations for implemented. The service provider should classify customers based on everything from their intended products, for their affordability, and their intended brands .Other than that, service provider also have to suggest the home security system users to put into consideration the other potential entrances of houses, exhibitions, product launchings and product introductions can be held in Miri and more security system that will deter the theft and break in will be better product. The company also should set up a work force specifically answering to customer's grievances and requests for after sales servicing and maintenance.