

Title of Thesis	A Study of Consumer Satisfaction for Automatic Gate System in Miri
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ABSTRACT

This research is mainly focused on consumerism and their views of satisfaction towards the auto gate system users among the Miri people. Thus, the research to study the backgrounds of the existing users of automatic gate systems and also investigate the purpose of the customer for installing the automatic gate system. For this research, the researcher adopted quantitative of data collection method which through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method. The findings of this research revealed that most of Miri's residents are users of automatic gate systems and most of them are with 4-5 household members to prominent threats of break in and thefts. The recommendation to that sellers need to understand the customers, especially by customers' affordability to certain services, products or brands, as certain customers may not afford high end products which are naturally more expensive, and they should instead be presented with a cheaper alternative, with similar functions to their initial desired products. Besides, product launchings and product introductions can be held in Miri to further help the people of Miri understand more about the different brands of automatic gate systems and their various functions. The future research can verify the impact of service quality to customer loyalty in overall scope in automatic gate system in Miri. Future research in this nature also can further ensure continued studies as to customer behaviours, preferences, and knowledge in home security systems.