

**GROUP HOSPITAL AND SURGICAL INSURANCE: A
CASE STUDY ON CUSTOMER SATISFACTION
TOWARDS THE INSURER**

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“DECLARATION OF ORIGINAL WORK”

I, Muhammad Afiq Bin Khalid

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been acknowledged.

Signature:.....

Date:.....

LETTER OF SUBMISSION

April 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "GROUP HOSPITAL AND SURGICAL INSURANCE: A CASE STUDY ON CUSTOMER SATISFACTION TOWARDS INSURERS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

Muhammad Afiq Bin Khalid

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Group Hospital and Surgical Insurance is a policy that is generally designed to cover the cost of private medical treatment, such as the cost of hospitalisation and healthcare services. The cost of getting hospitalized due to catastrophic illness can be astronomical and very few of us may be able to absorb the cost out of our own pocket. As such, UiTM's employees as insured persons, expect to obtain the higher quality of services to attain their important needs .Therefore; the research is conducted to study the level of customers' satisfaction on the Insurer for UiTM's employees Universiti Teknologi Mara (UiTM) Melaka for both campuses, Universiti Teknologi Mara (UiTM) Alor Gajah Campus and Universiti Teknologi Mara (UiTM) City Campus

Overall, most of employees agreed that they are neither satisfied nor dissatisfied with the product characteristics provided by the Insurer. There are several possible suggestions derived that can improve the product characteristics on the Group and Hospital Surgical Insurance scheme.

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