



**CUSTOMER SATISFACTION TOWARDS
SERVICE QUALITY AT MAHKOTA MEDICAL CENTRE**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Siti Hajjar Binti Mohd Ayub, (I/C Number: 911121-04-5342)

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 specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

6 January 2015

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Bachelor of Business Administration (Hons) Marketing

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Customer Satisfaction Towards the Service Quality at Mahkota Medical Centre” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

Siti Hajjar Binti Mohd Ayub

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ABSTRACT

This research was conducted to carry out a study entitled “Customer Satisfaction towards the Service Quality at Mahkota Medical Centre”. Compared to year 2012 complaints received by Mahkota Medical Centre for year 2013 had increase by 15%. The purpose of this study is to determine the level of customer satisfaction in Mahkota Medical Centre. Besides that, this purpose is to determine the relationship between the service quality and customer satisfaction. Finally, this research has been conducted to determine the dimension of service quality that the most contribute to customer satisfaction of Mahkota Medical Centre. In order to completing this research, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those tangibility, reliability, responsiveness, assurance, empathy between customer satisfactions. For this study, customers in Mahkota Medical Centre were chosen as respondents. A questionnaire had been distributed to those who involved which are 217 participants. The data was obtained from primary data by using questionnaires. All data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS).

The results show the dimension of service quality which are tangibility, reliability, responsiveness, assurance and empathy have relationship toward customer satisfaction. From the findings, most of the customers were satisfied with the service quality provide by Mahkota Medical Centre. Recommendations toward industry and future research have been identified to help Mahkota Medical Centre and future research to increase customer satisfaction towards Mahkota Medical Centre.