



**A STUDY ON CUSTOMER SATISFACTION
TOWARD SERVICES PROVIDED BY
EMPLOYEES PROVIDENT FUND SOCIAL
SECURITY TRAINING INSTITUTE (ESSET)**

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OCTOBER 2002

ABSTRACT

This study will focus on measuring customer satisfaction training facilities services offered by Employee Provident Fund Social Security Training Institute (ESSET) where it will help ESSET to identify customer level of satisfaction in order to improve or at least maintain through recommendation suggested by the researcher.

This study was conducted at ESSET where the focused respondent were the customer who using ESSET facilities. The problem statement of this research is to identify the customer satisfaction levels regarding the services provided by ESSET. Theoretical framework for this study consist of dependent and independent variables. The dependent variable for this study is customer satisfaction, while the independent variable are facilities provided, management and variety of services offered by ESSET.

This study falls into the category of descriptive research where the main objective is to determine whether they meet their customer satisfaction or not. Census are used to gather information about population parameters because the population is small and thus making census feasible as well as desirable.

The data that has been collected through questionnaire will be analyzed using Statistical Package for Social Science program (SPSS) to ensure analysis on data frequencies, cross tabulation and chi square test can be done more accurate and faster.

From the finding, the results shows that the overall customer satisfaction on the facilities is at moderate satisfied level. It means the customer were satisfied with the services provided by ESSET but it not enough to increase the sales. So the management of ESSET should improve their services in order to better satisfied their customer. Therefore the researcher comeout with several recommendation in order to provide alternative to ESSET towards improving their sales performance and customer relationship.

So far there has not been any market research done by the ESSET to know customer opinion and their satisfaction level towards the facilities. This study is valuable to the ESSET for current and future business opportunity.

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