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*A STUDY ON SERVICE QUALITY TOWARD THE
CUSTOMERS' SATISFACTION AT MAHKOTA MEDICAL CENTRE MELAKA

PREPARED BY

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ABSTRACT

The present research was conducted at Mahkota Medical Centre Melaka (MMC). This study and research conducted intended to know the customers' satisfaction towards the service quality at MMC which located at Bandar Hilir, Melaka. The service quality (SERVQUAL) model was used to measure service quality that enables the management to better understanding the dimension and how they affect the service quality and customers' satisfaction. Successful service providers are able to meets and whenever possible to exceed customers need and want in delivering service due certain specific characteristics of service like perishability, variability, intangibility, simultaneity, and to the human element in particular the "face-to-face" interaction with the patients or customers. The qualitative and quantitative data taken from 110 out of 150 respondents were analyzed and interpretations of relationship made. It was found that service quality elements were contributed significantly to customers' satisfaction. The customers' satisfaction toward service quality can give benefit to Mahkota Medical Centre itself and through the service quality also, the MMC can improve their service in every of service quality dimension.

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