



UNIVERSITI TEKNOLOGI MARA

THE STUDY OF CUSTOMERS' SATISFACTION TOWARDS
CLIENT CHARTERED IN HOSPITAL ALOR GAJAH

HASLINA BINTI BAKAR

LETTER OF TRANSMITTAL

Haslina binti Bakar,
Bachelor of Corporate Administration (Hons),
Faculty of Administrative Science and Policy Studies,
MARA University of Technology,
78000 Alor Gajah,
Melaka.

Madam Hazariah Yais binti Razali,
Course Coordinator,
Faculty of Administrative Science and Policy Studies,
MARA University of Technology,
78000 Alor Gajah,
MELAKA.

3 SEPTEMBER 2004

Madam,
Re: Submission of Project Paper

I would like to refer the matter as above. Please find attached the project paper entitle "Customer Satisfaction toward client chartered that should be practicing by Hospital Alor Gajah" for your kind perusal. I hope that this research will fulfill the course requirements as needed.

Your kindness to accept this project paper is very much appreciated.

Thank you.

Yours Sincerely;

(HASLINA BINTI BAKAR)
2002364984

ACKNOWLEDGEMENT

Praise to Allah S.W.T. Who has given me strength, courage and good health to complete this project paper.

I would like to express my appreciate and wormiest gratitude to my respectable advisor, Puan Nor Suziwana Tahir for her guidance, encouragement and patience at all stages in the course of preparation and completion of this project paper.

My note of thanks also goes to Dr Sharifah and his staff for providing information and relevance materials needed for this project.

Special thanks to my entire lecturer and friends in UiTM, Melaka Branch from whom I learned so much throughout completing the Bachelor of Corporate Administration (Hons).

And finally, my appreciate and dedication go to my parents, their constant support, understanding and encouragement enable me to finish this course. Thank you very much.

THE ABSTRACT

The study examines the level of customer satisfaction toward client chartered that should be practicing by Hospital Alor Gajah. This includes the response of the customer satisfaction toward the client chartered that should be practicing by Hospital Alor Gajah.

In chapter I, this report will give details about the scope of study. This will include clear explanation about the study such as what is client chartered that have been established by Ministry of Health and client chartered of Hospital Alor Gajah itself. This chapter also about the objectives, scopes, significance and limitation of the study. Not forgotten, the key terms of the every sentence of the study.

Chapter II is about the literature review of the study. This literature review will include the review of the research and the previous researches that have been done related to the study. This chapter also includes the hypotheses of the research that is the expected results.

Chapter III is about the research methodology. In this chapter, it will describe the way the researcher is design the research such as the sample size, sampling techniques, the way of collecting data and data processing and analysis. The researcher will make a research toward 50 respondent of Hospital Alor Gajah using random sampling and stratified sampling. The researchers collect the data by making an observation and distributing the questionnaire to the clients of Hospital Alor Gajah. All data that was collected will be process by using Statistical Product and Services Solution (SPSS).

In chapter IV, this report will show the results or findings of the research. The researcher is using frequencies and cross tabulation to report these findings. This chapter also includes the conclusion of the findings.

Lastly in chapter V, it is about the recommendation and the conclusion of the research. In this chapter, the researcher will give the recommendation related to the study in order to make Hospital Alor Gajah give 100% satisfaction to their clients.

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