



**A RESEARCH ABOUT THE LEVEL OF CUSTOMER SATISFACTION TOWARDS
PUTRA SPECIALIST HOSPITAL (BATU PAHAT) SDN. BHD.**

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2008280164

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) HUMAN RESOURCES MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

APRIL 2010

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**Submitted in Partial Fulfillment
Bachelor of Business Administration
(Hons) Human Resources Management**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, KAMPUS BANDARAYA MELAKA**

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“DECLARATION OF ORIGINAL WORK”

I am Siti Zanita bte Raujan, IC Number: 871108-01-5196.

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and 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

27th April 2010

The Head of Program Bachelor of Business Administration (HONS)
Human Resources Management
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached here is the project paper titled “**A RESEARCH ABOUT THE LEVEL OF CUSTOMER SATISFACTION TOWARDS PUTRA SPECIALIST HOSPITAL (BATU PAHAT) SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Kampus Bandaraya Melaka.

Thank You.

Yours Sincerely

SITI ZANITA BTE RAUJAN

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ABSTRACT

The objectives of this research are to analyze the level of customer satisfaction towards Putra Specialist Hospital (Batu Pahat) Sdn. Bhd, to identify a significant relationship between complaint management and customer satisfaction, to describe a significant relationship between time responsiveness and customer satisfaction and to justify significant relationship between quality of services and customer satisfaction. The research methodology used in this research are questionnaires, observations, and simple random sampling. The results of the research were obtained by reliability test, frequency distribution and pearson correlation analysis. The process of analyzing and interpreting the data were presented through tables and graphs. Base on the findings, all objectives were achieved because the dependent variable and all independent variables are reliable and all independent variables have significant relationship with the dependent variable.