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BACHELOR ADMINISTRATIVE SCIENCE  
(HONOURS)



A STUDY ON CUSTOMER SATISFACTION TOWARD  
CUSTOMER SERVICE PROVIDED BY  
"1MALAYSIA CLINIC SULAMAN, CENTRAL"

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## **ABSTRACT**

Customer is a stakeholder of organization, so customer satisfaction is very important to maintain. The public or private organization need to responsible to make sure the customer level of satisfaction at a satisfactory level. However, the customer always complaint about service provided by certain organization especially public sector. This study will identify whether the service provided by public sector is less satisfying customer. For this research, '1Malaysia Clinic Sulaman Central' was chosen as the area of study. The methodology used in this research by using the sample survey which is sampling method, that was used in choosing respondent who are the patients of '1Malaysia Clinic Sulaman Central'. Primary data that used in this research is through questionnaire to collect the information from the respondents. The findings and recommendation from the study will help '1Malaysia clinic Sulaman Central' to identify what are their customer service's strength and weakness that should be maintained and should give some modification.

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