



**A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICES
PROVIDED BY KEPAYAN VETERINARY CLINIC**

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The views expressed in this paper are those of the author

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ABSTRACT

The purpose of this study is to determine the customer satisfaction towards services provided by Kepayan Veterinary Clinic. The study was conducted among 120 respondents and selected randomly in Kota Kinabalu Area. This study respondent was from the Kepayan Veterinary Clinic customer. A descriptive research approach has been chosen in this study. The research approach was used as it would explain an accurate description of the variables in the research questions that would be extremely supported by later findings and analysis.

The study revealed that, most of the respondents satisfied with the services provided by Kepayan Veterinary Clinic. There are some suggestions given by the respondents and Kepayan Veterinary Clinic can consider these suggestions in order to improve its services.