

INSIDE AND OUTSIDE CUSTOMER INVESTIGATE

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ABSTRACT

THE MAIN PURPOSE OF THIS RESEARCH FOCUSES ON THE ANALYSIS OF THE INSIDE AND OUTSIDE CUSTOMER OF THE CHONG-HAW HOSPITAL. BASED ON THE ANALYTICAL RESULTS, A PROPOSAL IS PRESENTED AS A MANAGEMENT POLICY OF THE STUDIED HOSPITAL. THE QUESTIONNAIRE APPROACH IS EMPLOYED IN THIS STUDY AS A TOOL OF GATHERING INFORMATION WANTED. FOR THE OUTSIDE CUSTOMER SATISFACTION SURVEY, A CUSTOMER DEMAND-ORIENTED QUESTIONNAIRE IS DESIGNED. FOR THE INSIDE CUSTOMER INVESTIGATION, THE JOB-SATISFACTION FOR THE EMPLOYEE IS THE CORE OF THE QUESTIONNAIRE. BASED ON THE TWO PART OF QUESTIONNAIRE, CONCLUSIONS ARE RECOMMENDED FOR THE MANAGEMENT OF THE HOSPITAL AS A STRATEGY FOR THE FUTURE OPERATION.

Keywords : INSIDE CUSTOMER , OUTSIDE CUSTOMER , QUESTIONNAIRE

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