

Title : Analysis of satisfaction and loyalty in a state enterprise using quantitative research

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ABSTRACT

Nowadays In the current phase of information technology advancement, companies need to adapt to the progressively varied requirements and anticipations of their clientele. This study's objective is to collect data on customers in Building A and Building B of a state enterprise and to analyze data obtained from the questionnaire (listen to the voices of customers regarding needs, expectations, and access to communication channels) of the state enterprise using statistical methods and quantitative research methods.

In this study, the target population comprised approximately 7,000 individuals who used the services in Building A and Building B during the data collection period. Based on Krejcie and Morgan's table, a minimum sample size of 364 respondents was determined. However, we successfully gathered 382 valid questionnaires, surpassing the initial requirement. This larger sample not only ensures robust data but also compensates for potential non-response or incomplete entries. The results of the study indicated that the proportion of customers in Buildings A and B was roughly equal by gender, and most of them were either business owners or employees of private enterprises, with most of them being between the ages of 46 and 59. The primary issues were the lack of facilities and parking. Also, most of the respondents were satisfied and tended to return to using the service and recommend others to use the service. Communication and contact channels were not used very often, but for those who have contacted, most of them contacted through the information counter or the call center. The corporation may also use the study's analytical results in reports that are submitted to the state enterprise or for additional research, and the state enterprise may use these results to create CRM or marketing strategies.

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