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**CUSTOMER SATISFACTION WITH TRADITIONAL AND
COMPLEMENTARY MEDICINE (TCM) SERVICES**

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LIST OF SYMBOLS & ABBREVIATIONS

TCM	Traditional Complementary Medicine
WHO	World Health Organization
MOHE	Ministry of Higher Education
MOHR	Ministry of Human Resources
TCMD	Traditional Complementary Medicine Division
DSD	Department of Skills Department
NOSS	National Occupational Skills Standards
NDTS	National Dual Training System
MSC	Malaysian Skills Certificate
CERT	Certified Therapist
EXPT	Experienced Therapist
SKLT	Skillful Therapist
CUSSAT	Customer Satisfaction

ABSTRACT

The study about Traditional and Complementary Medicine (TCM) services that can help the public to understand about TCM therapies which are safe and effective. This study propose three independent variables namely Certified Therapist, Experienced Therapist, and Skillful Therapist towards Customer Satisfaction in Traditional and Complementary Medicine (TCM) Services. This study was conducted in TCM facilities Malaysia. The total sample size in this study was 385 respondents who participated through WhatsApp, Telegram, and others. The results shows that all the three hypotheses were supported. The researchers have also proposed a few recommendations related to the study.

Keywords: Traditional and Complementary Medicine (TCM) services, Customer Satisfaction, Certified Therapist, Experienced Therapist and Skillful Therapist.

ABSTRAK

Kajian mengenai perkhidmatan Perubatan Tradisional dan Komplementari (TCM) yang dapat membantu orang ramai memahami tentang terapi TCM yang selamat dan berkesan. Kajian ini mencadangkan tiga pembolehubah tidak bersandar iaitu Jurupulih Bertauliah, Jurupulih Berpengalaman, dan Jurupulih Berkemahiran ke arah Kepuasan Pelanggan dalam Perkhidmatan Perubatan Tradisional dan Komplementari (TCM). Kajian ini dijalankan di fasiliti TCM Malaysia. Jumlah saiz sampel dalam kajian ini ialah 385 responden yang mengambil bahagian melalui WhatsApp, Telegram, dan lain-lain. Keputusan menunjukkan bahawa ketiga-tiga hipotesis telah disokong. Pengkaji juga telah mencadangkan beberapa cadangan berkaitan kajian tersebut.

Kata kunci: Perkhidmatan Perubatan Tradisional dan Komplementari (TCM), Kepuasan Pelanggan, Jurupulih Bertauliah, Jurupulih Berpengalaman dan Jurupulih Berkemahiran.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The purpose of this chapter is discussed in the introduction, which is to find the variables that make the customers feel content after the TCM services. This chapter will begin by describing TCM treatments and elements that contribute to Customer Satisfaction, such as Certified Therapist, Experienced Therapist, and Skillful Therapist and will then move on to a consideration of the thesis' background. The material from the subheading will then appear. The subheading is made up of a problem description, research questions, and research goals to clarify this issue. Following that, the research study, its significance, a description of its name, and a final overview of the concept chapter will be offered.

1.2 BACKGROUND OF STUDY

According to National Policy of Traditional & Complementary Medicine, Ministry of Health Malaysia (2007), TCM means a form of health-related practices designed to prevent, treat and manage illnesses or preserve mental and physical wellbeing of individuals, with alternatives and complementary therapies. It does not include medical or dental practices performed by registered medical or dental practitioners. Traditional and Complementary Medicine (TCM) is widely used particularly among patients with chronic diseases in primary care. Traditional medicine is important in providing healthcare to mankind and becoming more popular in the community, Traditional and Complementary Medicine Division (2022). TCM is also an important component in our healthcare system which helps to improve the level of

health and quality of life of Malaysians in relation to modern medicine. Next, the Traditional and Complementary Medicine (TCM) Council was established in line with the enforcement of the TCM Act 2016 (Act 775) to regulate TCM practices and practitioners in Malaysia and to provide for matters connected with it.

In view of the allocation to health services for the benefit of Malaysian citizens, there are individuals who are willing to pay for Traditional and Complementary Medicine (TCM). According to Abdul et al. (2016), there is an increase in patients seeking Traditional and Complementary Medicine (TCM) treatment in Malaysia. An online consumer guideline report (2019) by the Traditional and Complementary Medicine Division, Ministry of Health Malaysia stated that approximately 29.25% of the population had used some form of traditional and complementary practices with consultations based on the National Health and Morbidity Survey conducted in 2015. This report also demonstrated that there is an untapped potential demand for TCM, as the current proportion of Malaysians seeking TCM services is less than 30% of the total population. The popularity and total worth of TCM in Malaysia are undeniably high, especially for those TCM practitioners.

Therefore, this study adds to the literature by providing additional information on the impact of Certified Therapist, Experienced Therapist, Skillful Therapist and Customer Satisfaction in Traditional and Complementary Medicine in Malaysia. To obtain key data, quantitative will be used and questionnaires will be given to the community in Malaysia.

1.3 PROBLEM STATEMENT

The Ministry of Health Singapore (2021) conducted research on Traditional Chinese Medicine in order to harness TCM principles, scientific research methodologies, and expert knowledge to promote the translation of TCM knowledge into better care and improved health outcomes on a long-term basis, as well as to strengthen the role of TCM in Singapore policy and practice. The study's goal is to help the general public and healthcare professionals understand which TCM therapies have been demonstrated to be safe and effective, allowing the public to make informed judgments about TCM treatments. The second goal is to aid policymakers by delivering clinically proven remedies to meet the public's health care requirements. The final goal is to improve healthcare services by taking a more holistic approach, making more evidence-based treatment alternatives more accessible. The majority of research has focused on Traditional Chinese Medicine. This is due to the fact that many people feel Traditional Chinese Medicine is a safe and popular medicine in the society.

In addition, J Pharm Bioallied conducted a study on Traditional Chinese Medicine. It is about the use of Traditional Chinese Medicine in Malaysia in 2021, which will be a study of general population knowledge and practices regarding complementary and alternative medicine related to health and quality of life in Malaysia. This study explored Malaysians' attitudes toward complementary and alternative medicine, offering data on the general population's understanding and practice of TCM use across diverse communities. The study revealed basic information that will serve as a logical next step in designing interventions and enhancing knowledge about this therapy in the future. There has been very little research on the general population to examine their attitude toward traditional medicine, which functions as a barrier between allopathic and complementary medicines.

Many investigations have been carried out to determine whether TCM medicine is safe, important, and useful. As a result, this study will look into customer satisfaction after having TCM treatment. Customers will almost always return to the therapy and finish the TCM treatment if they are comfortable and it is suited for their body. Furthermore, many people will try TCM treatment if they hear positive feedback from persons who have gotten TCM treatment. This is one method of persuading prospective customers to trust TCM treatment. Despite the lack of data on the benefits, importance, and safety of this TCM treatment, many people are willing to try it. Furthermore, positive feedback from consumers who have had TCM treatment will persuade new customers who wish to obtain this treatment. This satisfaction review also assessed which components of the customer's contentment, such as how practitioners service customers, how practitioners deliver TCM treatment, and so on, were important to the customer.

Finally, this study will clearly and thoroughly explore the variables that make the customers feel fulfilled. Researchers can gain clear information on the reasons for customer satisfaction and what aspects lead the customer to return to TCM therapy from this. This study will provide significant evidence for the reasons for Customer Satisfaction.

1.4 RESEARCH OBJECTIVES

From the research question in section 1.4, this study purpose three research objectives to investigate

1. To investigate the relationship between Certified Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).

2. To investigate the relationship between Experienced Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).
3. To investigate the relationship between Skillful Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).

1.5 RESEARCH QUESTIONS

From the problem statement in section 1.5, this study aims to state three research questions

1. Is there a difference in the relationship between Certified Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM)?
2. Is there a difference in the relationship between Experienced Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM)?
3. Is there a difference in the relationship between Skillful Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM)?

1.6 SIGNIFICANT OF STUDY

Traditional and Complementary Medicine (TCM) practitioners and workers in Malaysia will benefit from the findings of this study. Investigating TCM Customer Satisfaction can be useful for the administration of the sector as a whole. This research will help them identify the most important factors impacting Customer Satisfaction on

TCM treatment. The findings of this research can also be used by the Malaysian government to better oversee the country's Traditional and Complementary Medicine (TCM) sector. Therefore, Malaysia may have the most skilled TCM practitioners in the world. More research into the contentment of conventional and alternative medical practices would benefit from this study as well.

1.7 DEFINITION OF TERMS

Table 1.1: Definition of Terms

Author	Variable	Definition
Starr and Brodie (2016)	Certified Therapist	A clear and formal method of adding visible, salient, and trustworthy extrinsic information about a product or service is what certification is defined.
Pete (2019)	Experienced Therapist	The sum total of a worker's experiences with their employer is known as their therapist experience.
Knapp (1963)	Skillful Therapist	Skillfulness can be defined as the learned ability to bring about pre-determined results with maximum certainty; often with the minimum outlay of time or energy or both.

Kotler (2019)	Customer Satisfaction	Customer satisfaction is a person's emotion of joy or dissatisfaction after comparing the performance (results) of a product to the expected performance results.
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1.8 SUMMARY

This chapter identified the satisfaction of customers after undergoing the TCM treatment. It focuses on three main aspects of deciding the reason for the satisfaction of customers. It also sets out the goal of the analysis that the satisfaction of customers after undergoing the TCM treatment with a list of research questions and research objectives that will help to produce a meaningful and meaningful outcome at the end of this study.

CHAPTER 2

LITERATURE REVIEW

INTRODUCTION

The reasons why customers are satisfied with their TCM care are covered in this chapter. In order to provide information to the independent and dependent variables of the analysis, this chapter was organized. The literature review on the investigation of patient satisfaction with TCM treatment lists three independent factors. The conceptual framework of the analysis is presented at the end of this chapter, and it will be operationalized in Chapter 3 in the research methodologies.

2.1 LITERATURE REVIEW

2.2.1 LITERATURE REVIEW OF CERTIFIED THERAPIST

A clear and formal method of adding visible, salient, and trustworthy extrinsic information about a product or service is what certification is defined as (Starr & Brodie, 2016). According to Hodgkins (1953), certification is an official statement in writing by an official in the public or private service that confirms a candidate's compliance with established requirements. If a legislative act should mandate certification, this means that only certified personnel will be allowed to hold the position. Having this certification will ensure that the candidate who holds the certificate has met the prescribed conditions and has the necessary qualifications. For Traditional and Complementary Medicine (TCM) services, these services are the focus subject of this study's quality certification in the health sector, although it has been shown that other certifications serve multiple functions in other business contexts. Therefore, individuals

who are involved with this TCM service must have a certified certification in the field of health or medicine.

Besides knowledge, education and skills are also the most important things to get practiced in Traditional and Complementary Medicine (TCM). According to the World Health Organization (WHO) 2019, two types of education or training are available to those who practice Traditional and Complementary Medicine (TCM), including higher education and skills development. The Ministry of Higher Education (MOHE) and the Ministry of Human Resources (MOHR) collaborate closely with the Traditional and Complementary Medicine Division (TCMD) to set standards for higher education and skills programs in TCM. Therefore, anyone who wants to obtain certification must first graduate with distinction and have high skills in practicing Traditional and Complementary Medicine (TCM). All Traditional and Complementary Medicine (TCM) practitioners or therapist must register and obtain a certification with the TCM Council established by the Traditional and Complementary Medicine (TCM) Act 2016 [Act 775] to practice in Malaysia.

According to Section 25 of Act 775, anyone who is not registered and certified practitioner or therapist is prohibited from providing conventional medical services and complementary therapies directly or indirectly. According to Section 27 and Section 37 of Act 775, cancellation of registration occurs when any registered practitioner or therapist is found to have committed an offense or is subject to disciplinary punishment. The punishment that will be imposed is that their name will be suspended or removed from the register. According to the local Traditional and Complementary Medicine (TCM) registration guidelines 2021, the responsibility of a registered TCM therapist or practitioner is subject to the terms and conditions that have been set. Therefore, each practitioner can only practice in the field of practice that is registered provided they

have a valid registered practitioner's practice certificate. Practitioners can also be registered in one or more areas of recognized practice if they meet the qualifications set in those areas of practice. In addition, a person may not use, claim, or display qualifications other than qualifications related to their practice recognized by the Council (Malaysia Ministry of Health TCM Council, 2021).

According to the report of the Medical Unit Traditional and Complementary Medicine, therapist who are certified in carrying out Traditional and Complementary Medicine (TCM) services are very important because they affect customer satisfaction with the service. Therefore, therapist need to use their expertise well in providing TCM treatment services to customers. This is because the level of customer satisfaction depends on the therapist. The more qualified therapist conducting TCM treatment services, the higher the customer satisfaction with their services (Budi & Sutanto, 2015). Satisfactory service results will have a positive effect and impact on their efforts to expand TCM services throughout Malaysia.

2.2.2 LITERATURE REVIEW OF EXPERIENCED THERAPIST

The sum total of a worker's experiences with their employer is known as their therapist experienced (Pete, 2019). Specialists in the therapist experience have the power to alter workers' perceptions of therapist jobs and the company as a whole can be re-positioned into a more trustworthy culture if the therapist take the time to listen and respond appropriately.

Employers save time and effort by not having to train new hires when employers bring in veterans in the field. A trustworthy specialist can quickly become productive in their new position. Due to the gaps in knowledge the therapist fills in the leadership and communication skills that therapist contributes; the therapist is an invaluable member of

the team. The organization could reap significant benefits from the decision to hire and train new therapist with no experience in the sector.

Forbes (2014) lists five compelling arguments in favor of hiring someone with no relevant experience. For example, the employee is more likely to encounter the problem of dead ideas. As a result, these employees will stop challenging the organization's established norms and rules and will abandon their assigned tasks. The second is that if an employee does not have this background, these employees may hesitate and waste time looking for relevant coursework if given the opportunity to enter a new area of expertise. The third issue is that these employees will be required to repeat the same procedures. This will have the effect of keeping their ratings constant. Fourth, management will have a harder time getting anything done when someone who is inexperienced in the field is put in charge. This will make it more difficult for management to effectively oversee operations. Finally, if the superior analyses each task, the employee will provide a negative impression. A global poll conducted by Willis Towers Watson in 2021 found that 92% of businesses rated improving the therapist experience as either very important or very significant. In conclusion, the tending experience was extremely beneficial. When employees enjoy their jobs, it benefits the company as a whole.

It needs more than just the right credentials to work in a TCM service area but also needs to be willing to always learn and develop as a professional by attending training seminars. To learn new techniques and gain insight into new treatments and products (Franklin, 2021). Because of the rapid evolution of the TCM sector, top companies will seek for only the most qualified therapist to staff their facilities. The addition of this to the resume will set out apart from the competition and help to advance in the chosen field. Participating in an apprenticeship program or gaining

relevant job experience is another great method to demonstrate commitment to the TCM sectors while also boosting self-assurance and professional competence. As a typical practice, an employer may give a mentor, and if they demonstrate a willingness to learn and promise, they may be offered a position once completed the training and have been fully competent to do so.

Furthermore, the contagion effect explains how experienced therapist persuade others to feel happy (Hatfield et al., 1993). As a result, Schneider and Bowen (1985), staff job experience is favorably associated with customers' views of service. This idea implies that people with more job experience believe the employees can also provide outstanding service (Schlesinger and Zornitsky, 1991). Therapist who have higher levels of job experience also believe that the therapist is able to deliver excellent service (H Jeon, 2017).

2.2.3 LITERATURE REVIEW OF SKILLFUL THERAPIST

According to Knapp (1963), skillful can be defined as the learned ability to bring about pre- determined results with maximum certainty; often with the minimum outlay of time or energy or both. In a general perspective, skill refers to any ability acquired by training or practice, allowing individuals to perform well in multifarious types of tasks. Based on the Britannica Dictionary (2022), skillful is about having the training, knowledge and experience that is needed to do something well which means it is having a lot of skill.

According to the Traditional and Complementary Medicine Council, Ministry of Health Malaysia (2021), practitioners of TCM should always act professionally and honestly while doing their obligations to protect their good reputation. So, TCM therapist should be competent and constantly strive to enhance their knowledge and

skills. Skills of TCM therapist can be divided into two categories which are domain-general and domain-specific skills (IGI Global). Domain general skills frequently used in every aspect of our life. Examples: time management, teamwork and leadership, self-motivation and others. Meanwhile, domain specific skills refer to specialized professions. For example, skills related to the Traditional Complementary Medicine (TCM) field. The ability to master domain general skills and domain specific skills make the therapist skillful.

The Traditional and Complementary Medicine Division has collaborated with the Department of Skills Development (DSD) to create relevant National Occupational Skills Standards (NOSS) in order to develop TCM programmed through the various skills route. Based on the existing National Occupational Skills Standard (NOSS), Malaysian Skills Certification can be obtained through the following methods. The first method can be obtained through Malaysian Skills Certification (MSC). Participants are required to attend training at accredited centers, through industry-oriented training and last one is through accreditation of prior achievement.

Accredited centers refer to the skills training providers which are approved by the Department of Skills Development (DSD) to conduct skill training and offer Malaysian Skills Certification (MSC) in specific skill levels and disciplines based on the NOSS. Through industry-oriented training is an apprenticeship under the National Dual Training System (NDTS) conducted in industries and skills training institutes. Meanwhile, through accreditation of prior achievement, a candidate is qualified for Malaysian Skills Certificate (MSC) if they have an experience of work and training without having to sit an examination. However, the candidate must submit the proof of skills they have to be assessed by the Assessing Officer and approved by the External Verification Officer appointed by the DSD.

Skillful therapist is needed in the Traditional Complementary Medicine (TCM) field because TCM treatment requires the use of herbs for the mental and physical human body and to improve health and well-being. Besides, skillful therapists are needed to increase productivity of work and have knowledge about the techniques of traditional medicine such as the use of herbs, and skills of massage. It is crucial for TCM services to retain skillful therapists to engage with the customers for a few reasons. First, skillful therapists offer an experience of positive emotions, including happiness, joy, interest and enthusiasm (Schaufeli and Van Rhenen, 2006).

2.2.4 LITERATURE REVIEW OF CUSTOMER SATISFACTION

Customer satisfaction is a person's emotion of joy or dissatisfaction after comparing the performance (results) of a product to the expected performance results (Kotler, 2019). If the performance falls short of expectations, the customer is unhappy; if the performance meets expectations, the customer is content; and if the performance exceeds expectations, the customer is highly satisfied or joyful (Kotler, 2019). Customer satisfaction is a mindset that is determined by the encounter. An evaluation of the features or benefits of a product or service, or the product itself, that brings a level of consumer enjoyment in relation to meeting consumer needs is called satisfaction. This satisfaction is derived from three factors: certified therapist, experienced therapist, and skillful therapist.

According to the Ministry of Health Malaysia's report (2020), after obtaining TCM treatment, the majority of consumers acknowledged that the TCM treatment improved their condition. The majority of the customer had no side effects from the treatment, but a minority proportion of them reported symptoms such as dizziness after

having acupuncture and epigastric discomfort and diarrhea after taking herbal medicine. In general, the majority of customer were pleased with each therapy session and thought the total number of sessions received was adequate. Even if their conditions have improved, the majority of customer responded that they would complete the suggested therapy sessions.

After having TCM treatment, customers are delighted. They are constantly eager to return for TCM treatment. Customers do not feel overwhelmed or compelled to invest time and money in TCM treatment because customers feel it is beneficial to their body and mind. Customers are also pleased and satisfied with how the practitioner treats them and provides therapy.

2.3 HYPOTHESES

The study's hypothesis is to see whether the significant factor between the dependent and independent variables.

H1: There is a positive relationship between Certified Therapist and Customer Satisfaction.

H2: There is a positive relationship between Experienced Therapist and Customer Satisfaction.

H3: There is a positive relationship between Skillfulness Therapist and Customer Satisfaction.

2.4 CONCEPTUAL FRAMEWORK

Through reference to the literature review, a conceptual framework describes the significant factors that influence Customer Satisfaction with Traditional and Complementary Medicine (TCM) services . The conceptual framework for this research is seen in Figure 2.1 Certified Therapist, Experienced Therapist and Skillful Therapist are the three aspects that make up the independent variable that has been proposed. Customer satisfaction is the dependent variable.

Figure 2.1 below shows the conceptual framework of this research.

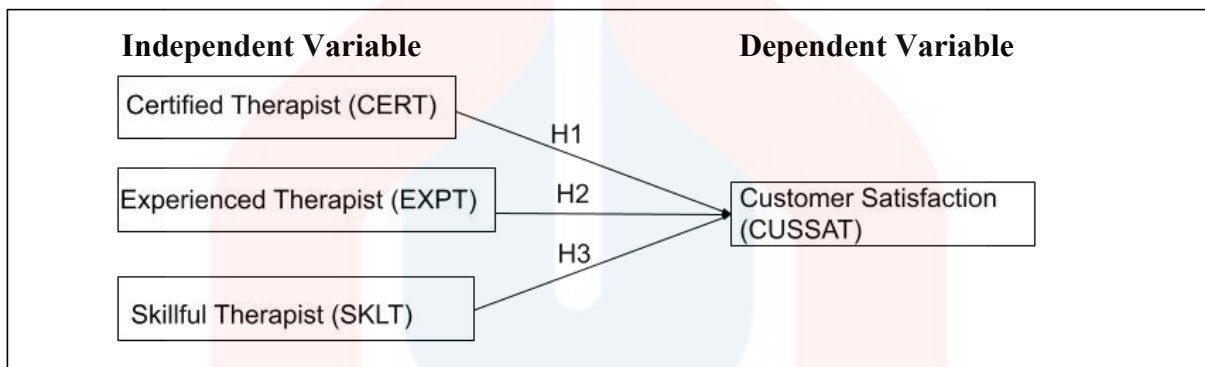


Figure 2.1: Conceptual Framework

2.5 SUMMARY

In conclusion, this chapter reviewed the literature on variables in the study of customer satisfaction with Traditional and Complementary Medicine (TCM) services. There is a relationship between the determinants of Certified Therapist, Experienced Therapist, Skillful Therapist and Customer Satisfaction with Traditional and Complementary Medicine (TCM) services. The research's supportive conceptual framework was identified based on the study issue and also after the previous study was reviewed.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter is about methods for analysis. Obviously, this chapter describes the type of analysis used to complete the case study. The research methodology used to perform this report, the target population, the sample size, the sampling method, the collection of data, the research instrument, the data analysis and the description of this chapter are closed. Research is an intellectual activity and such as the term must be used in an industrial sense (Kothari,2004). In short, the approach used by this study has been explained. This section illustrates the entire process involved in performing this study session.

Analysis is an analytical practice, such as the word that must be used when conducting research in an industrial context (Kothari,2004). The key components of the analysis methodology are the study process, data collection method, sampling strategy and work submitted (Mukesh, Salim, & Ramayah,2013)

3.2 RESEARCH DESIGN

The framework of the study methods and procedures a researcher selects is known as the research design. The structure enables researchers to focus on research techniques that are appropriate for the field and set up their studies for success. The decision to be made regarding the research method is crucial to the study design process since it impacts how pertinent data may be gathered for a report. Several important factors must be considered when designing a study. According to Henry Manheim

(1980), study design not only predicts and specifies the innumerable decisions associated with conducting data collection, processing, and analysis, but it also provides a logical justification for these choices.

There are two types of research design namely qualitative and quantitative. Qualitative research is gathering and evaluating non-numerical data, such as text, video, or audio, in order to better comprehend concepts, opinions, or experiences. It can be utilized to gain in-depth insights into a topic or to generate fresh research ideas. The process of examining and interpreting text, interviews, and observations in order to identify significant patterns descriptive of a certain event is known as qualitative research.

Quantitative research produces factual, reliable outcome data that is usually generalization to some bigger populations, whereas qualitative research creates rich, detailed, and valid process data based on the viewpoints and interpretations of the participants rather than the investigators. Quantitative research is the systematic examination of phenomena through the collection of measurable data and the application of statistical, mathematical, or computational methodologies. Quantitative research gathers information from current and potential customers through sampling methods and the distribution of online surveys, polls, and questionnaires. The outcomes of which can be represented numerically. After carefully analyzing these figures, researchers may forecast the future of the study.

This study adopted a quantitative research design through the distribution of online surveys. Using a qualitative research design for this study because the researcher wants to receive a response as quickly as possible and from a specific group. This qualitative makes it easier for the researcher to carry out this study easily and accurately.

For this study, an online survey is used so that it is easy to distribute and receive responses from customers who have received TCM therapy in a short time.

3.3 POPULATION

According to the World Health Organization (WHO) 2022, population is all of the people in a nation, territory, or geographic area at a given time, for a specified time. In terms of demographics, it is referred to as the total population of a particular sex and age group that actually live inside the borders of the nation, territory, or geographic area at a particular time. The subject of this study is the community who lives in Malaysia.

The purpose of the population is to identify the customer satisfaction with Traditional and Complementary Medicine in Malaysia. The total population of Malaysia is 32.78 million. The reported global prevalence of TCM use ranges widely from 9.8 to 76.0%, while the use of TCM among Malaysian people in their lifetime is 69.4%. The total numbers of respondents for this study in Malaysia are 385 people. The age target of respondents selected in this study is 18 years to 57 years above.

3.4 SAMPLE SIZE

In statistics, the word "sample size" refers to the subset of the study population that is used for analysis (Kibuacha, 2021). Sample size refers to the number of people surveyed or interviewed for a study. This number is usually divided into subgroups depending on variables like age, gender, and location to ensure that the final sample is representative of the population at large. When studying a group, drawing generalizations about that population based on small sample size is bound to yield inaccurate results.

According to Krejcie & Morgan’s table (1970), the sample size of 384 respondents will be chosen as our sample for this research which will be based on 1 million populations of respondents in Malaysia (Figure 3.1).

Table 3.1
Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size
Source: Krejcie & Morgan, 1970

Figure 3.1 Sample size

3.5 SAMPLING METHOD

Sampling is the process of choosing a portion of the population from which an assessment or inference about the complete population is made. By studying the sample and coming to understand its qualities or characteristics, the researcher can then generalize those properties or characteristics to the population's individual members (Ramayah, 2012). In general, the sampling method can be divided into two types, which are probability sampling and non-probability sampling.

Probability sampling means that every item in the population has an equal chance of being included in the sample. Creating a sampling frame first, then selecting samples from it using a computer program that generates random numbers is one

method of conducting random sampling (Zikmund, 2002). Probability sampling techniques has five types of sampling, which are simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage sampling. Simple random sampling is a type of probability sampling in which the units composing a population are assigned numbers. The units that contain those numbers are subsequently included in the sample once a set of random numbers is generated (Adwok, 2015). According to Sharma (2017), stratified sampling is a method of sampling that involves the division of a population into smaller groups known as strata. In a stratified random selection, groups are created based on shared traits or features among the participants. Systematic sampling is a type of probability sampling technique in which sample participants are chosen from a wider population based on a random beginning point and a predetermined, regular interval. In addition, cluster sampling is where the whole population is divided into clusters or groups. Then, a random sample is drawn from each of these clusters and included in the final sample (Wilson, 2010). The last type of probability sampling is multistage sampling. Multistage sampling is a more complicated variation of cluster sampling that involves two or more phases of sample selection. In order to make primary data collection more manageable, large population clusters are simply broken into smaller clusters over a period of time in multi-stage sampling (Acharya, 2013).

Non-probability sampling technique is totally based on judgment (Sharma, 2017). There are four types of non-probability sampling techniques, which are convenience sampling, judgment sampling, quota sampling, and snowball sampling. Convenience sampling involves choosing individuals who are frequently and easily accessible. Since convenience sampling is less expensive and more convenient than other sample approaches, it is frequently favored by students (Ackoff, 1953). Judgment

sampling also known as purposive sampling, selective or subjective sampling is a sampling technique in which the researcher relies on his or her own judgment when choosing members of the population to participate in the study (Saunders et al., 2012). Quota sampling involves selecting participants based on predefined qualities so that the sample as a whole will have the same distribution of characteristics as the larger population (Davis, 2005). Snowball sampling, often referred to as chain-referral sampling, is employed when the traits that samples must exhibit are uncommon and hard to locate. Primary data sources nominate additional prospective primary data sources that could be employed in the research as part of this sampling technique. In other words, the snowball sampling technique relies on recommendations from the first subjects to produce additional subjects (Dudovskiy, 2015).

In this study, the researcher will use a non-probability sampling technique. Instead of that technique, convenience sampling will be used by the researcher because the researcher is aware that this sample is easier to get the respondents. Questionnaire forms will be distributed to respondents in Malaysia to ask respondents to answer the questionnaire. The researcher will ask whether the respondents know or not about Traditional and Complementary Medicine (TCM) and their satisfaction with TCM.

3.6 DATA COLLECTION AND PROCEDURE

Primary or secondary data sources may be used in data collection. Primary data is a type of information that is gathered by researchers directly from primary sources using methods including tests, questionnaires, and interviews. The best type of data for study is considered to be primary data, which is typically gathered from the original source. The sources of primary data are frequently deliberately chosen and adapted to

fulfill the criteria or specifications of a particular research project. Prior to selecting a data collection source, it is important to determine the research's goal and its target audience.

Data that has previously been gathered from primary sources and made easily accessible for academics to use for their own research is known as secondary data. It is a category of information that has previously been gathered. The information may have been gathered by one researcher for a specific study and then made available for use by another researcher. As in the case of the national census, the information may also have been gathered for general use without a specified study goal. Data that is categorized as secondary for one research may be primary for another. When data is reused, it becomes primary data for the initial research and secondary data for the subsequent research for which it is used.

Data for this study is directly collected from customers who have received TCM therapy using primary data sources. These data are gathered using questionnaires that have been created with a number of TCM-related questions. A questionnaire is used to collect information on the relationship between a certified therapist, an experienced therapist, and a skillful therapist to the satisfaction of the customer. The questionnaire was distributed online, and data was collected from TCM service customers. This poll was performed online because it is simple to reach customers throughout Malaysia and since AI technology has advanced significantly in recent years. As a consequence, we know what they said.

3.7 RESEARCH INSTRUMENT

Table 3.1 below shows the research instruments that will be used in this research

Table 3.1: Research Instruments

Num	Variable	Number of items	Item question	Source
1.	Certified Therapist	5 items	<ol style="list-style-type: none"> 1. Does certification of staff nurses improve patient outcomes? 2. Do certified nurses provide better care? 3. Does nursing certification improve patient care? 4. Is certification for nurses so important to customers? 5. Does this nursing certification benefit society? 	<p>The Benefits Of Certification For Healthcare Providers – excel-medical.com https://www.excel-medical.com/the-benefits-of-certification-for-healthcare-providers/</p>
2.	Experienced Therapist	5 items	<ol style="list-style-type: none"> 1. Does the employee manage their emotions and keep them in check? 2. Does the employee 	<p>Experience management - https://www.qualtrics.com/au/experience-management/employee/360-feedback-survey-questions/</p>

			<p>provide a high standard in their work?</p>	
			<p>3. Does the employee create a sense of collaboration when working with others?</p> <p>4. Does the employee feel confident in exploring problems without assistance?</p> <p>5. Does the employee recognise when there is a problem?</p>	
3.	Skillful Therapist	5 items	<p>1. Skill needs within the organization.</p> <p>2. Current vacancies within the organization.</p> <p>3. Training provision within the organization.</p>	<p>Employers Skill Survey: Existing Survey Evidence and its use in the Analysis of Skill Deficiencies</p> <p>https://dera.ioe.ac.uk/15176/1/Employers%20s</p>

			<p>4. Skill needs within their industry.</p> <p>5. Availability of skilled labor in the labor market as a whole.</p>	<p>kill%20survey%20-%20existing%20survey%20evidence.pdf</p>
4.	Customer Satisfaction	4	<p>1. How do you rate our customer services?</p> <p>2. How satisfied are you with the therapy?</p> <p>3. The friendliness of the practitioner.</p> <p>4. The cleanliness of the environment.</p>	<ul style="list-style-type: none"> ● Pinterest: Customer satisfaction survey questions https://www.pinterest.com/ideas/customer-satisfaction-survey-questions/903420041451 ● McDonald's questionnaire https://www.surveymonkey.com/r/6WZQ3Q5

Researchers will design the questionnaire using the Likert Scale. Researchers will develop questions using the variables and Likert Scale rating technique utilised in the questionnaire. Respondents can select the option that most accurately expresses their viewpoint using a Likert scale. The Likert scale will be used to measure respondents' perceptions of a particular issue or statement.

The researchers' given questionnaire may be answered using the 5-point Likert scale since it is straightforward, understandable, and suitable. It will take less time to finish the questionnaire. A Likert scale of 5 would increase answer rate and quality while decreasing the irritation of patient responders. In all parts, a closed-ended questionnaire with a 5-point Likert scale will be utilised, with scores ranging from 1 (Highly Dissatisfied) to 5 (Highly Satisfied).

3.8 DATA ANALYSIS

This study will be evaluated the primary data through the Statistical Programmers for Social Science (SPSS) version 26.0. SPSS is a program-based window for data entry and analysis that makes it easy to create tables and pie charts. Researchers were able to reduce the time needed to calculate data and perform quantitative analysis more quickly and easily thanks to the usage of computers. The researcher uses frequency analysis, descriptive statistics, reliability statistics, and Pearson correlation coefficient to analyze the data.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive analysis may explain the relationship between variables in a large population or sample logically. Calculating descriptive analysis is the first step when conducting research and it should be done before performing inferential statistical comparisons. Descriptive analysis include variables such as nominal, ordinal, interval, and ratio, as well as measures of frequency, central tendency, dispersion or variation, and location. In Sections B, C, D, and E, this study will employ descriptive analysis to

characterize the amount of agreement. The descriptive analysis allows researchers to display data more efficiently in a more efficient manner and provides for easier data clarity. The displays an analysis of how likely respondents are to agree or disagree with statements based on the dependent variable and three independent variables (Table 3.2)

Table 3.2: The relationship between Mean and Level of Agree

SCALE	RANGE OF MEAN	LEVEL OF AGREE
5	4.51 - 5.00	Strongly Agree
4	3.51 - 4.50	Agree
3	2.51 - 2.50	Neutral
2	1.51 - 2.50	Disagree
1	1.0 - 1.50	Strongly Disagree

Source: Journal of Education and Educational Development (2019).

The highest and strongest level of agreement is shown by a mean score ranging from 4.51 to 5.00. When such a range is between 3.51 and 4.5, it refers to the agreement, whereas the range of mean between 2.51 and 3.50 is neutral. Furthermore, the range of mean from 1.5 to 2.50 implies a level of disagreement. So, when the mean range is

between 1.0 and 1.50, it shows a strong disagreement.

3.8.2 RELIABILITY TEST

The amount to which results are consistent over time and accurately represent the entire population under consideration is referred to as reliability, and a research instrument is considered trustworthy when the study's conclusions can be repeated using comparable

methodologies. Cronbach's Alpha is the most widely used method for determining the internal dependability of factors. When the alpha value is less than 0.70, it suggests insufficient internal consistency reliability, however, when the alpha value is greater than 0.70, it shows appropriate internal consistency reliability (Table 3.3). Reliability was utilized to assess variables that impact obesity among Malaysian individuals in this study.

Table 3.3: Rules of thumb about Cronbach's Alpha

CRONBACH'S ALPHA COEFFICIENT	THE STRENGTH OF ASSOCIATION
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Mathematics and Computers in Simulation (2007)

Table 3.3 shows that when the coefficients are less than 0.6, the correlation is weak, whereas when the values are between 0.6 and less than 0.7, the association is moderate. When the measurements are 0.7 or less than 0.8, the strength is good. A Cronbach's Alpha of 0.9 indicates exceptional association strength, while a score of 0.8 to less than 0.9 indicates extremely strong association strength.

3.8.3 PEARSON CORRELATION COEFFICIENT

The Pearson's Correlation test is one of the most important tests for determining the linear relationship between two variables. This test's main goal is to see if the correlation coefficient is statistically significant. In comparison, between the alternative hypothesis and the null hypothesis, it is, therefore to be established which research hypothesis should be acknowledged and dismissed. Therefore, the researchers need to decide the strength of the association and accept that the relationship is significant.

Table 3.4 shows to defines the strength of the relationship between the variables based on the absolute magnitude of the correlation coefficient, using the Rules of Thumb regarding Correlation Size. The correlation coefficient, abbreviated as (r), ranges from

1.0 to 0.01. The value of (r) is 1.0, indicating that the variables have a strong positive 47 connection. Meanwhile, if the value of (r) is 0, the variables have a perfect negative connection.

Table 3.4: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
0.91 to 1.0 / -0.91 to 1.0	Very Strong
0.71 to 0.90 / -0.70 to -0.90	High
0.41 to 0.70 / -0.41 to -0.70	Moderate
0.21 to 0.40 / -0.21 to -0.40	A small but definite relationship

0.01 to 0.20 / -0.01 to -0.20	Slight, almost negligible
-------------------------------	---------------------------

Sources: Malawi Medical Journal (2012)

3.9 SUMMARY

The research methods included in this study are covered in this chapter, including the goal of accomplishing the objectives specified in Chapter 1. Then, the use of the quantitative analytical approach was discussed in this section. The study's research methodology, research design, and research sampling were also discussed in this chapter. The questionnaire's validity, reliability, and validity are also reviewed and the short concepts of data collecting and data analysis were provided.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter of the study is focus on the analysis and findings of the study about the factors that cause customer satisfaction in Traditional & Complementary Medicine (TCM) in Malaysia. A total of 385 questionnaire were distributed to the society in Malaysia and all the questionnaire were answered. All the data collected from the respondent were analyzed. In this chapter, the researcher will discuss in detail how we analyze the response rate, the demographic profile of the respondent, descriptive respondent's usage information, reliability and validity and correlation by using the IBM SPSS statistics 26. This chapter is divided into four main sections which are the results of descriptive analysis, results of reliability test, results of inferential analysis and discussion based on the research objective.

4.2 RESULTS OF DEMOGRPAHIC ANALYSIS

A total of 385 respondents participated in this study. Table 4.1 below shows the gender analysis of this research.

Table 4.1: Demographic Analysis of Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	163	42.3	42.3	42.3
	FEMALE	222	57.7	57.7	100.0
	Total	385	100.0	100.0	

The gender distribution of a total of 385 respondents. Table 4.1.1, shows that male respondents were 42.3 percent (n=163) less than female respondents' which is 57.7 percent (n=222). The reason is female respondents are more than male respondents is because female prefer to go to receive TCM services to relax than males.

Table 4.2 below shows the demographic analysis of marital status of respondents of this research.

Table 4.2: Demographic Analysis of Marital Status

		MARTIAL STATUS			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	205	53.2	53.2	53.2
	MARRIED	180	46.8	46.8	100.0
	Total	385	100.0	100.0	

The marital status distribution of a total of 385 respondents. It clearly shows that Single respondents were 53.2 percent (n=205) more than Married respondent 46.8 percent (n=180). The reason Single respondents were more than married respondents is because had more time to go for TCM services but married respondent did not have time because they had to do housework.

Table 4.3 below shows the demographic analysis of age this research.

Table4.3: Demographic Analysis of Age

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	188	48.8	48.8	48.8
	28-37	66	17.1	17.1	66.0
	38-47	75	19.5	19.5	85.5

48-57 ABOVE	56	14.5	14.5	100.0
Total	385	100.0	100.0	

Among these four age groups, the highest number of respondents were from 18 to 27 years, with 48.8 percent (n = 188). The second highest respondent age was from 38 to 47 years, 19.5 percent (n = 75) and followed by 17.1 percent (n = 66) respondents from the age 28 and 37 years. While the lowest number of respondents were from 48 to 57 years above with 14.5 percent (n = 56). The reason the age of respondents from 18 to 27 years has the highest number is that they want to calm their mind because of stress lifestyle. Meanwhile, Respondent 48 to 57 years above have the lowest number of respondents because they are preferring their own home remedies and they don't have much time for it.

4.3 RESULTS OF DESCRIPTIVE ANALYSIS

Table 4.4 below shows the descriptive analysis of this research

Table 4.4: Descriptive Analysis

Variable	Item	Mean score	Standard Deviation
Certified Therapist	Improve customer outcomes.	4.33	0.709
	The certified therapist provides better care.	4.36	0.727
	The certified therapist are improve customer care.	4.31	0.708
	The certified therapist are important to customers.	4.38	0.719
	The certified therapist benefits society.	4.34	0.741

Experienced Therapist	The experienced therapist create a satisfying and enjoyable environment.	4.36	0.758
	The experienced therapist are more likely to enable positive customer experience.	4.36	0.747
	The more experience the therapist the more the skill will be the develop.	4.34	0.734
	The performance and the productivity are influence by the therapist experience.	4.42	0.728
	The experienced therapist easily recognize the customer's problem.	4.32	0.790
Skillful Therapist	The therapist is skillful and have the professional attitude.	4.30	0.762
	The therapist is giving a clear explains during the treatment.	4.36	0.752
	The duration of treatment is appropriate for each treatment.	4.36	0.713
	The patience have an opportunity to express their opinion regarding the treatment section.	4.38	0.731
Customer Satisfaction	I'm satisfied with the therapy.	4.38	0.712
	I am delighted with the friendliness of the therapist.	4.40	0.711

	I am happy with cleanliness in the environment.	4.40	0.686
	Overall state the satisfaction of the service.	4.38	0.741

The frequency, mean and standard deviation for the items used to measure Certified Therapist. The higher questions measured for C4 (The certified therapist are important to customers.) Mean is 4.38. The questions, which were C3 (The certified therapist are improve customer care.) The mean is 4.31. The mean values C1, C2 and C5 are 4.36, 4.34 and 4.33.

The frequency, mean and standard deviation for the items used to measure the stage Experienced Therapist. There were five questions measured with one question having the highest mean E4 (The performance and the productivity are influence by the therapist experience.) 4.42 mean for the lower mean is E5 (The experienced therapist easily recognize the customer's problem.) with a 4.32 mean, continue with E1, E2 and E3 with 4.36 and 4.34 mean.

The frequency, mean and standard deviation for the items used to measure Skillful Therapist. There were one questions measured with the lowers means of 4.30 for question S1 (The therapist is skillful and have the professional attitude.). The higher measure is question S4 (The patience has an opportunity to express their opinion regarding the treatment section.) with 4.38 mean. Questions S2 and S3 with 4.36 mean.

The frequency, mean and standard deviation for the items used to measure the Customer Satisfaction. There were four questions measured with the two highest mean of 4.40 which is C1 and C4 (I'm satisfied with the therapy and Overall state the satisfaction of the service.) Meanwhile, the same means 4.38 for questions C2, and C3.

4.4 RESULTS OF RELIABILITY

Table 4.5 below shows the results of the reliability analysis

Table 4.5: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Certified therapist	5	0.930
Experienced therapist	5	0.903
Skillful therapist	4	0.891
Customer satisfaction	4	0.923

Table 4.5 presents the Cronbach's Alpha values of the questionnaire in between the range of very good level 0.930 to excellent level 0.891. A total number of three independence variables and one dependent variable has been tested using Cronbach's Alpha. The first independent variable, which is Certified Therapist found to be very good and reliable in the strength of Correlation (5 questions: $\alpha = 0.930$). Then, the Experienced Therapist (5 question: $\alpha = 0.903$) for Skillful Therapist was also found to be excellent in the strength of Correlation (4 question: $\alpha = 0.891$). Lastly, Customer Satisfaction in TCM service is (4 question: $\alpha = 0.923$). The overall variables have remained with 18 questions as the current Cronbach's Alpha result is already above the good level. Therefore, the data were considered suitable for further analysis.

4.5 RESULTS OF INFERENCE ANALYSIS

Inferential analysis is used to derive and assess the trustworthiness of inferences about a population based on data collected from a sample of the population. Because inferential analysis does not sample everyone in a population, the results will always be

questionable. When doing statistical analysis, the size of the population to be studied is sometimes too enormous, making it difficult to investigate everyone. In many circumstances, data is gathered through the use of random sampling of individuals from a certain demographic. The data is then subjected to inferential analysis in order to draw inferences about the total population. Table 4.6 below shows the results of the Pearson Correlation Analysis.

Table 4.6: Pearson Correlation Analysis

Hypothesis	P.Value	Result (supported/ not supported)
There is a positive relationship between Certified Therapist and customer satisfaction.	0.823	H1 is supported
There is a positive relationship between Experienced Therapist and customer satisfaction.	0.850	H2 is supported
There is a positive relationship between Skillfulness Therapist and customer satisfaction.	0.856	H3 is supported

Based on the table 4.6, Pearson's Correlation Analysis was used to test the relationship between hypotheses on a significant relationship such as Certified Therapist, Experienced Therapist and Skillful Therapist in TCM service quality with Customer Satisfaction. Based on the result, all hypotheses were accepted at a 0.01 significant level.

H1: There is a positive relationship between Certified Therapist and Customer Satisfaction. The Pearson's correlation value is 0.823 stipulated the intensity of the high positive relationship between Certified Therapist and Customer Satisfaction.

H2: There is a positive relationship between Experienced Therapist and Customer Satisfaction. The Pearson's correlation value is 0.850 stipulated the intensity of the high positive relationship between Experienced Therapist and Customer Satisfaction.

H3: There is a positive relationship between Skillful Therapist and Customer Satisfaction. The Pearson's correlation value is 0.856 stipulated the intensity of the high positive relationship between Skillful Therapist and Customer Satisfaction.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

The discussion objective of the research study is to determine the relationship between Certified Therapist, Experienced Therapist and Skillful Therapist that influence Customer Satisfaction. The result of the data shows that there is a moderate relationship between the independent variables which are Certified Therapist, Experienced Therapist and Skillful Therapist and the dependent variable which is Customer Satisfaction. In addition, Skillful Therapist has the highest correlation compared to Certified Therapist and Experienced Therapist based on the values of Pearson Correlation which is represented by the correlation ($0.856 > 0.850 > 0.823$). All the hypotheses stated were supported.

4.7 SUMMARY

In conclusion, the study discovers Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services. Three independent variables, Certified Therapists, Experienced Therapists, and Skillful Therapists have been chosen to examine the relationship with the dependent variable, Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services. Overall, all the proposed relationships have a significant influence with Customer Satisfaction.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This study was about Customer Satisfaction with Traditional and Complementary Medicine (TCM) services. All the results that were previously presented and analyzed in chapter 4 will be discussed and concluded in this chapter. The chapter will also provide limitations and recommendations for future research.

5.2 RECAPITULATION OF THE FINDINGS

To recap, this study was conducted to determine the factors that influence Customer Satisfaction with Traditional and Complementary Medicine (TCM) services. This study was mainly focused on all the adults. There were 385 respondents participated in this study. Adults in this study were people who have aged 18 years above. It is because the category of adults will be divided into four which are young adults are those between the ages of 18 and 27, first middle-aged adults are those between the ages of 28 and 37, second middle-aged adults are those between the ages of 38 and 47 and senior adults are those over the age of 48.

Apart from that, this study focused on three factors to investigate the significant factors that influence Customer Satisfaction. The factors are Certified Therapist, Experienced Therapist and Skillful Therapist. The findings of the research conclude that eating habits, physical inactivity, and stress have a high positive relationship to Customer Satisfaction with Traditional and Complementary Medicine (TCM) services.

This study used descriptive statistics, reliability statistics, and Pearson correlation coefficient to analyze the data by using SPSS Version 26.

Other than that, based on the reliability test, the independent variables which are Certified Therapist, Experienced Therapist and Skillful Therapist have a very good strength of association. The reliability test of Certified Therapist, Experienced Therapist and Skillful Therapist was 0.930, 0.903, and 0.891 while the dependent variable was 0.923. According to correlation, Certified Therapist, Experienced Therapist and Skillful Therapist have a high positive relationship which represented ($0.823 > 0.850 > 0.856$).

5.3 LIMITATIONS

This study has a few limitations. This research is fully based on adults in Malaysia who are aged above 18 years old. Other than that, this research fully used the quantitative method only. The questionnaire distributed using an online survey and it take a long time to get 385 respondents to answer the questionnaire and to analyze data. However, these limitations have been managed wisely to get 385 respondents that time.

5.4 RECOMMENDATIONS

There are several recommendations to this study. Therefore, there are several segments in which future research should be undertaken. Moreover, future researchers may consider other factors that may affect customer satisfaction with TCM services in their studies for better understanding. Customer satisfaction relates to psychological assessment of a customer's use of a good or service in general and in detail. It is well

established that satisfied customers are essential to company's long-term success. (McColl- Kennedy & Schneider, 2000).

Furthermore, this study will suggest that future studies may include adults in other states or countries for better insight and knowledge. Guo et al. (2009) stated that customer satisfaction is important for the company to remain the existing customers. A good service from the therapist led to customer loyalty towards the Traditional and Complementary (TCM) services and have a good result from the customers. Customer satisfaction relates to customer retention, loyalty, and product repurchase. (Keiningham and Vavra (2001). Besides, according to Vazquez et al. (2001) that the service will meet the expectations if there are excellent services and has bad perceptions if it does not meet expectations.

5.5 SUMMARY

This study was about factors that cause of Customer Satisfaction with Traditional and Complementary Medicine (TCM) services. This study investigated Certified Therapist, Experienced Therapist and Skillful Therapist as significant factors that influence Customer Satisfaction with Traditional and Complementary Medicine (TCM) services. According to the reliability test, the coefficient obtained for the questions on the Certified Therapist, Experienced Therapist, Skillful Therapist and dependent variable Customer Satisfaction was reliable. According to the correlation test, Certified Therapist, Experienced Therapist and Skillful Therapist have a moderate positive relationship with Customer Satisfaction. Based on the results, the objectives of this research have been achieved which is to investigate the relationship between Customer Satisfaction with the therapist that have Certified, Experienced and Skillful in Traditional and

Complementary Medicine (TCM) Services. So, this research clearly shows that Customer Satisfaction is significant to the therapist improve their services and quality. Overall, the results of this research show good results which is relates to the topic of Customer Satisfaction with Traditional and Complementary Medicine services in Malaysia.



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MALAYSIA

KELANTAN

APPENDICES

FIGURES

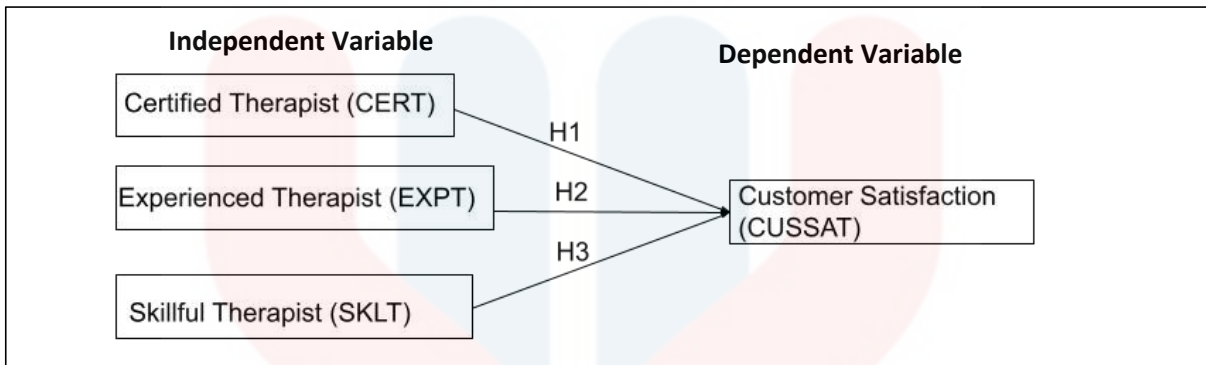


Figure 2.1: Conceptual Framework

Table 3.1
Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size
Source: Krejcie & Morgan, 1970

Figure 3.1 Sample size

TABLES

Table 1.1: Definition of Terms

Author	Variable	Definition
Starr and Brodie (2016)	Certified Therapist	A clear and formal method of adding visible, salient, and trustworthy extrinsic information about a product or service is what certification is defined.
Pete (2019)	Experienced Therapist	The sum total of a worker's experiences with their employer is known as their therapist experience.
Knapp (1963)	Skillful Therapist	Skillfulness can be defined as the learned ability to bring about pre-determined results with maximum certainty; often with the minimum outlay of time or energy or both.
Kotler (2019)	Customer Satisfaction	Customer satisfaction is a person's emotion of joy or dissatisfaction after comparing the performance (results) of a product to the expected performance results.

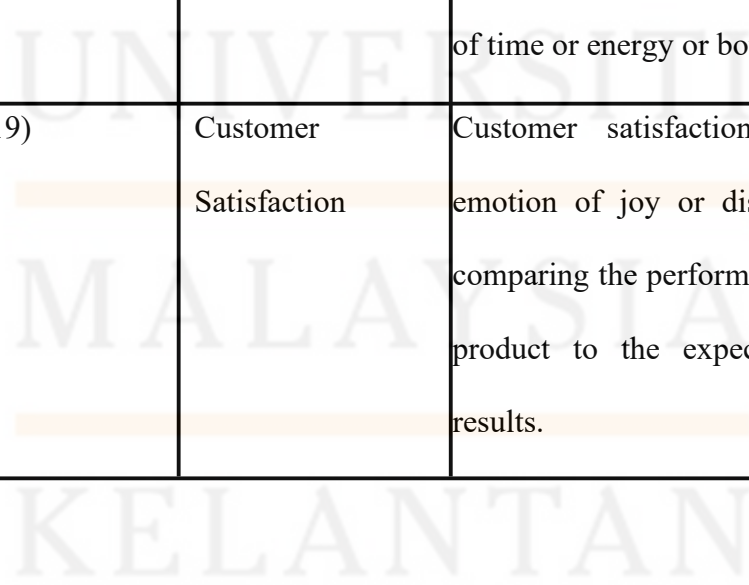


Table 3.1: Research Instruments

Num	Variable	Number of items	Item question	Source (from where got the qs)
1.	Certified personnel	5 items	<p>6. Does certification of staff nurses improve patient outcomes?</p> <p>7. Do certified nurse's provide better care?</p> <p>8. Does nursing certification improve patient care?</p> <p>9. Is certification for nurses so important to customers?</p> <p>10. Does this nursing certification benefit society?</p>	<p>The Benefits Of Certification For Healthcare Providers – excel-medical.com https://www.excel-medical.com/the-benefits-of-certification-for-healthcare-providers/</p>
2.	Experienced personnel	5 items	<p>3. Does the employee manage their emotions and keep them in check?</p> <p>4. Does the employee provide a high standard in their</p>	<p>Experience management - https://www.qualtrics.com/au/experience-management/employee/360-feedback-survey-questions/</p>

			work?	
			<p>6. Does the employee create a sense of collaboration when working with others?</p> <p>7. Does the employee feel confident in exploring problems without assistance?</p> <p>8. Does the employee recognise when there is a problem?</p>	
3.	Skillful personnel	5 items	<p>6. Skill needs within the organization.</p> <p>7. Current vacancies within the organization.</p> <p>8. Training provision within the organization.</p>	<p>Employers Skill Survey: Existing Survey Evidence and its use in the Analysis of Skill Deficiencies</p> <p>https://dera.ioe.ac.uk/15176/1/Employers%20s</p>

			<p>9. Skill needs within their industry.</p> <p>10. Availability of skilled labor in the labor market as a whole.</p>	<p>kill%20survey%20-%20existing%20survey%20evidence.pdf</p>
4.	Satisfaction	4	<p>5. How do you rate our customer services?</p> <p>6. How satisfied are you with the therapy?</p> <p>7. The friendliness of the practitioner.</p> <p>8. The cleanliness of the environment.</p>	<ul style="list-style-type: none"> ● Pinterest: Customer satisfaction survey questions https://www.pinterest.com/ideas/customer-satisfaction-survey-questions/903420041451 ● McDonald's questionnaire https://www.surveymonkey.com/r/6WZQ3Q5

Table 3.2: The relationship between Mean and Level of Agree

SCALE	RANGE OF MEAN	LEVEL OF AGREE
5	4.51 - 5.00	Strongly Agree
4	3.51 - 4.50	Agree

3	2.51 - 2.50	Neutral
2	1.51 - 2.50	Disagree
1	1.0 - 1.50	Strongly Disagree

Source: Journal of Education and Educational Development (2019).

Table 3.3: Rules of thumb about Cronbach’s Alpha

CRONBACH’S ALPHA COEFFICIENT	THE STRENGTH OF ASSOCIATION
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Mathematics and Computers in Simulation (2007)

Table 3.4: Rules of Thumb about Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
0.91 to 1.0 / -0.91 to 1.0	Very Strong
0.71 to 0.90 / -0.70 to -0.90	High
0.41 to 0.70 / -0.41 to -0.70	Moderate
0.21 to 0.40 / -0.21 to -0.40	A small but definite relationship

0.01 to 0.20 / -0.01 to -0.20	Slight, almost negligible
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Sources: Malawi Medical Journal (2012)

Table 4.1: Demographic Analysis of Gender

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	163	42.3	42.3	42.3
	FEMALE	222	57.7	57.7	100.0
	Total	385	100.0	100.0	

Table 4.2: Demographic Analysis of Marital Status

		MARTIAL STATUS			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	205	53.2	53.2	53.2
	MARRIED	180	46.8	46.8	100.0
	Total	385	100.0	100.0	

Table 1.3: Demographic Analysis of Age

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	188	48.8	48.8	48.8
	28-37	66	17.1	17.1	66.0
	38-47	75	19.5	19.5	85.5
	48-57 ABOVE	56	14.5	14.5	100.0
	Total	385	100.0	100.0	

Table 4.4: Descriptive Analysis

Variable	Item	Mean score	Standard Deviation
Certified Therapist	Improve customer outcomes.	4.33	0.709
	The certified therapist provides better care.	4.36	0.727
	The certified therapist are improve customer care.	4.31	0.708
	The certified therapist are important to customers.	4.38	0.719
	The certified therapist benefits society.	4.34	0.741
Experienced Therapist	The experienced therapist create a satisfying and enjoyable environment.	4.36	0.758
	The experienced therapist are more likely to enable positive customer experience.	4.36	0.747
	The more experience the therapist the more the skill will be the develop.	4.34	0.734
	The performance and the productivity are influence by the therapist experience.	4.42	0.728
	The experienced therapist easily recognize the customer's problem.	4.32	0.790
Skillful Therapist	The therapist is skillful and have the professional attitude.	4.30	0.762

	The therapist is giving a clear explains during the treatment.	4.36	0.752
	The duration of treatment is appropriate for each treatment.	4.36	0.713
	The patience have an opportunity to express their opinion regarding the treatment section.	4.38	0.731
Customer Satisfaction	I'm the satisfied with the therapy.	4.38	0.712
	I am delighted with the friendliness of the therapist.	4.40	0.711
	I am happy with cleanliness in the environment.	4.40	0.686
	Overall state the satisfaction of the service.	4.38	0.741

Table 4.5: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Certified therapist	5	0.930
Experienced therapist	5	0.903
Skillful therapist	4	0.891
Customer satisfaction	4	0.923

Table 4.6: Pearson Correlation Analysis

Hypothesis	P.Value	Result (supported/ not supported)
There is a positive relationship between Certified Therapist and customer satisfaction.	0.823	H1 is supported
There is a positive relationship between Experienced Therapist and customer satisfaction.	0.850	H2 is supported
There is a positive relationship between Skillfulness Therapist and customer satisfaction.	0.856	H3 is supported