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**CUSTOMER SATISFACTION TOWARDS  
TRADITIONAL & COMPLEMENTARY MEDICINE  
AMONG THE COMMUNITY IN PENGKALAN  
CHEPA, KELANTAN**

**By**

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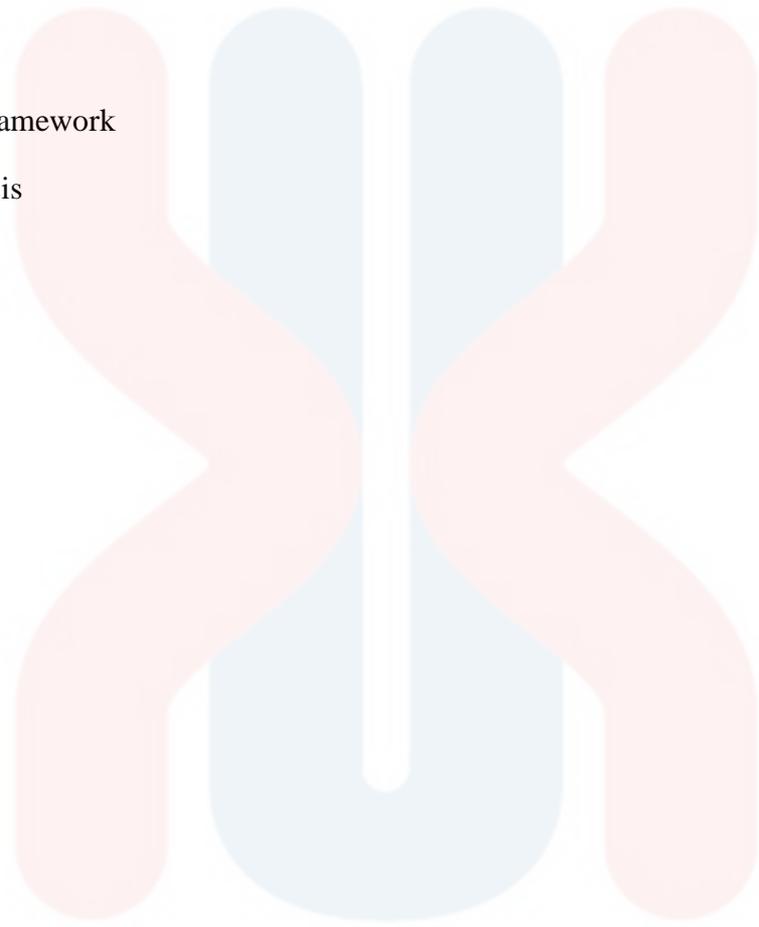
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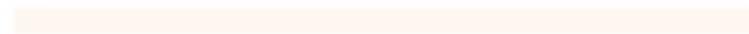
## **LIST OF SYMBOLS & ABBREVIATIONS**

Complementary and Alternative Medicine (CAM)

Traditional and Complementary Medicine (TCM)



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## ABSTRACT

Society's culture and belief system play an important role in the perception of health, behavior and individual response to illness and treatment methods. Almost all societies in the world combine several methods in the treatment of a disease, especially the use of traditional and alternative treatment methods, as well as modern medicine. The issue of customer satisfaction with Traditional and Complementary Medicine is the most important obstacle to any medicine. A qualitative study was conducted to identify the factors that influence customers toward Traditional and Complementary Medicine in the community of Pengkalan Chepa, Kelantan. In-depth interviews were conducted with 10 respondents. The data obtained were analyzed using the content analysis method. The findings of the study show that the community in Pengkalan Chepa, Kelantan has a problem of satisfaction with this Traditional and Complementary Medicine. The findings of this study also show that the community of Pengkalan Chepa, Kelantan is aware of the importance of traditional and complementary medicine.

**Keywords:** *Customer satisfaction, Traditional and Complimentary Medicine, Treatment Effect, Service Quality, Knowledge of Treatment*

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## ABSTRAK

Budaya dan sistem kepercayaan masyarakat memainkan peranan penting terhadap persepsi tentang kesihatan, perlakuan serta tindak balas individu terhadap penyakit dan kaedah sesuatu rawatan. Hampir semua masyarakat di dunia ini menggabungkan beberapa kaedah dalam sesuatu rawatan penyakit yang dihadapi, terutamanya penggunaan kaedah rawatan tradisional dan alternatif, serta perubatan moden. Isu kepuasan pelanggan terhadap perubatan tradisional dan komplementari ini adalah penghalang paling utama kepada sesuatu perubatan. Kajian kualitatif telah dijalankan untuk mengenal pasti faktor-faktor yang mempengaruhi pelanggan terhadap Perubatan Tradisional dan Komplementari dalam kalangan masyarakat di Pengkalan Chepa, Kelantan. Temu bual mendalam telah dijalankan dengan 10 orang responden. Data yang diperolehi dianalisis menggunakan kaedah analisis kandungan. Dapatan kajian menunjukkan masyarakat di Pengkalan Chepa, Kelantan mengalami masalah kepuasan terhadap perubatan tradisional dan komplementari ini. Dapatan kajian ini juga menunjukkan bahawa masyarakat Pengkalan Chepa, Kelantan sedar tentang kepentingan perubatan tradisional dan komplementari.

**Kata kunci:** *Kepuasan pelanggan, Perubatan Tradisional dan Komplementari, Kesan Rawatan, Kualiti Perkhidmatan, Pengetahuan tentang Rawatan*

## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

The Traditional and Complementary Medicine Act of 2016 (Act 775) defines traditional and complementary medicine practices as any health-related practice focused on preventing, treating, or managing illness or disease, or preserving a person's physical and emotional well-being. This Act was created to provide for the establishment of the TCM Council in the regulation of TCM services in Malaysia and to provide for matters related to it. It is also an effort to control misuse by unscrupulous practitioners further ensuring that the services provided are of high quality and safe. Traditional medicines have the potential to constitute the "mainstay" of healthcare delivery in the "developing" globe, particularly in isolated or rural places (WHO 2017). What is certain is that these events follow a social pattern that spans time and space. Most commentators mention the growing popularity of Traditional and Complementary Medicine but it is unclear how the recent global economic slump has affected this, especially given that few TCM are covered by public or private health insurance plans. The dearth of empirical research on the topic was highlighted in Siahpush's 1999 assessment of this emerging field of inquiry, which focused on research in three areas: practitioners, users of complementary and alternative medicine, and the orthodoxy. The amount of published literature on the subject has skyrocketed over the past 15 years, and this emerging sub-discipline is starting to develop, as seen by the growing diversity and increased sophistication of some of the published work in the field (Nicola Gale, 2014).

Traditional and Complementary Medicine (TCM), also defined as goods and practices outside of the prevailing medical paradigm is widespread in many regions of the world and is recognized by the World Health Organization as an important public health issue. TCM is essentially divided into two categories: mind-body techniques (like yoga and meditation) and natural products (i.e. vitamins and herbal medicines). TCM can be used as part of a self-management plan or begun and managed by a TCM practitioner (Amie Steel et al., 2018). TCM is a common occurrence among cancer patients. In Europe, the prevalence of TCM use ranges from 0.3% to 86%. TCM is used by 40 to more than 90% of cancer patients in Western countries at some point during their condition. In the literature, the reasons for using TCM vary. Many patients look for ways to participate in their treatment, to consciously do something for their own well-being. This active participation is one of the primary reasons why professionals accept TCM. (Carmen et al., 2017)

TCM encompasses a diverse set of goods (herbs, vitamins, minerals, and probiotics) and medicinal techniques that evolved outside of conventional Western medicine. Patients with cancer are more likely to use TCM first or later in their disease history; yet, the possible negative effects and expenses of such practices are greatly underestimated. (Massimiliano Berretta et al., 2017). In developed countries, herbal medications, as well as complementary and alternative medicine, are becoming more popular for illness prevention and health maintenance. There is a strong focus on self-empowerment and a more holistic approach, in which life is considered as a union of the body, senses, mind, and soul, and health is viewed as a combination of physical, mental, social, and spiritual well-being. This approach conforms to the World Health Organization's definition of wellness. Traditional, complementary, and alternative medicine practices emphasize the holistic approach and include medicinal plants. Herbal

medicines are perceived as "safe," but all medicines have potential risks, such as side effects. Traditional remedies are relatively inexpensive and widely available, in contrast to the rising costs and limited availability of many modern medicines (Bodeker et al., 2005).

The Traditional Medicine Strategy reflects the importance of traditional medicine as a resource as well as the challenges that lie ahead. It outlines the country's policy direction in this field, which is to broaden recognition of traditional medicine, support its integration into the national health system as appropriate, and protect indigenous knowledge, safety, effectiveness, and quality in order to develop the knowledge base on traditional medicine and increase its credibility. Furthermore, it is an effort to increase availability and affordability, particularly for the poor population, and rational use, where the task is to ensure the appropriate and sustainable use of these medicines by users and suppliers in order to preserve and protect medicinal plant resources and knowledge of traditional medicine (Ekor, 2014).

TCM is practiced in many nations throughout the world, including China, the United States, Europe, Canada, and Australia (Robinson and Zhang, 2011). The composition and claims of the products will determine whether they fit within the category of "medicine" or "food" depending on national rules. TCM products are referred to in many ways, including "dietary supplements" in the United States, "natural health products" in Canada, "food supplements" in the United Kingdom, "complementary medicines" in Australia, and "traditional medicine" and "health supplements" in China. TCM includes Traditional Medicine, Complementary and Alternative Medicine, dietary supplements, herbal medications, health supplements, vitamins, minerals, and natural products (Ung et al., 2017).

According to studies, TCM is often utilized by both the general public and specialized patient groups for the preservation of general health, illness prevention, and the treatment of minor ailments (Hasan et al., 2009). TCM is available through a variety of retail locations, including supermarkets and health food stores, in the United States, the United Kingdom, Australia, and China. Importantly, a significant portion of these products is acquired from neighborhood pharmacies (Koslow, 2015). In the framework of consumer autonomy, an increasing number of people use TCM as a personal option for self-management and may seek professional knowledge and help during their decision-making process (Iyer, 2016).

## 1.2 PROBLEM STATEMENT

The Malaysian Cabinet approved a proposal on 11 January 2006, to build an integration medicine program in Malaysia, which would incorporate traditional and complementary medicine methods integrated into the national health care system (Dottie, 2022). This program is consistent with the 2001 National Traditional and Complementary Medicine Policy. At this time, many people have been exposed to new things, among them alternative treatments, not least those who have done surveys about medical centers and many are interested and there are also those who are ready to get treatment, they just need to know the normal effects that they will face so that there are no problems in the future.

There is no doubt that there are some effects of the treatment that will happen to the patient after getting this treatment but the effect is only slight and does not harm the patient's health or body. One of the effects is that the patient will feel pain at the puncture site when performing the cupping service. But patients do not need to worry that it will be painful and experience minor bleeding and bruising after the puncture in a short time and these symptoms will disappear after a few hours or a few days. In addition, another effect is that the patient will also suffer organ injury. Injury to this organ will happen to the patient if he gets this treatment from a doctor who is not skilled in this cupping treatment. As a doctor with experience in this treatment, he told all patients who want to get this cupping treatment that when they get this treatment, make sure the needles used during the treatment are clean to avoid any infection (Al-Bedah et al., 2019). The Malaysian community's use of TCM is influenced by a variety of factors, including cultural background, the selection of natural therapies, and the community's perception of traditional and complementary treatments that have fewer dangerous side effects than modern medicine. For now, there is no need to integrate Traditional and Complementary

Medicine (TCM) services quality in the national healthcare system because several factors need to be taken into account. This includes a trained or specialist workforce, the preparation of acts and regulations and enforcement and what is very important is safety and strong evidence of the effectiveness of the treatment in an evidence-based manner (Wang & Chen, 2018). The main role of the unit is to strengthen the assurance of the quality and safety of TCM through the regulation of practices and practitioners by providing appropriate guidelines and regulations for the purpose of monitoring and controlling matters related to the practice and practitioners of traditional and complementary medicine. Most TCM services are not covered by insurance schemes in Malaysia. Therefore, users who choose to use TCM services have to bear the cost of treatment themselves. Although however, there are insurance policy schemes that may offer coverage for TCM treatment. Consumers should seek the advice of an insurance agent regarding the available options.

Users should know how to identify recognized practitioners before receiving any TCM treatment. This is to avoid receiving treatment from unqualified practitioners as well as malpractice issues. Unqualified practitioners are likely to provide substandard services and do not follow professional codes of ethics. According to the TCM Act 2016, any practitioner who wants to practice or provide TCM services must be registered with the TCM Council. Practitioners must meet the criteria and have the qualifications set by the TCM Council to be registered. Practitioners who meet the set criteria will be given a registration certificate. This information is available from the Traditional Medicine Section and Complementary after the registration process starts later. Users are advised to obtain information regarding the practitioner's practice certificate before starting treatment ( Namjooyan et al., 2020)

The TCM industry will be professionalized with the medical services being ensured to be safe, quality and accessible to all. Traditional medicine in Malaysia is unique because it has its own history based on the diversity of heritage, culture, language, and race. In Malaysia, research and knowledge about treatment in traditional and complementary medicine is still in its infancy. Therefore, the extensive knowledge and expertise that China has in traditional medicine will certainly benefit MalaysiaEspecially in research activities, encompassing aspects of infectious and non-infectious disease prevention and therapy. The study's findings will help the Malaysian government develop appropriate measures to lessen the illness burden in the country. The Ministry of Health also expects that effective communication networks can be expanded in the future to facilitate the exchange of technical, scientific, and regulatory information. It will also make it easier to develop suitable policies and strategies to ensure the use of safe and effective traditional medical services and products for public health (Jan et al., 2020).

There is currently a lack of complete research data supporting the foundation of TCM in Malaysia. It is not well understood how contemporary medicine and TCM might interact. Patients use both kinds of medications often to treat their diseases, despite the absence of information. On the prevalence of TCM use and the sources of TCM received, insufficient data are available. Additionally, there is no information on how many patients combine one medicine with another to treat their illnesses. The objective of this study was to find out how common TCM medication was among patients who visited a government hospital for a health problem. We were also calculating the proportion of TCM usage that was concurrent with modern/conventional treatment at the same time. This finding will aid the healthcare team as they seek to improve patient education programs and build treatment plans for patients who attend Malaysia's public hospitals (Othman and Farooqui, 2015).

### 1.3 RESEARCH QUESTIONS

To acquire the research objectives, the following research questions are formulated:

- i. What is the effect of treatment as a factor in customer satisfaction with traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan?
- ii. What is the service quality factor that affects customer satisfaction with traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan?
- iii. What is the causes of the lack of knowledge of treatment that affect customer satisfaction with traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan?

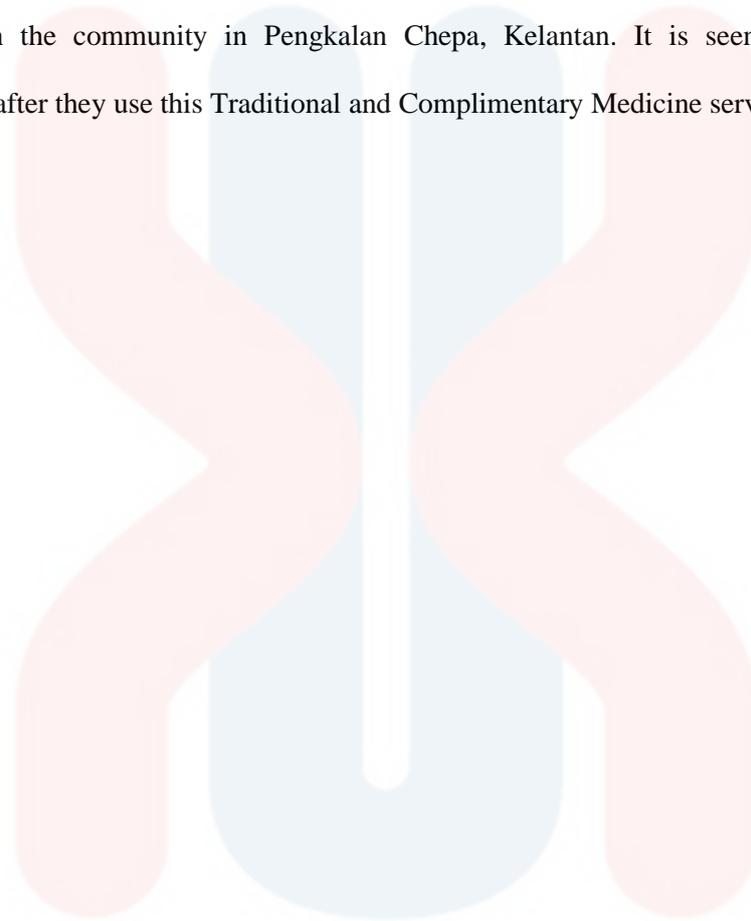
### 1.4 RESEARCH OBJECTIVES

This research will be focusing on three objectives which are:

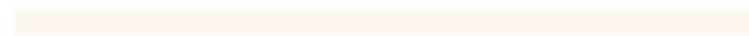
- i. To explore the treatment effect that affects customer satisfaction with traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan.
- ii. To explore the service quality that affects customer satisfaction in traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan.
- iii. To explore the knowledge of treatment that affects the customer satisfaction of traditional and complementary medicine among the community in Pengkalan Chepa, Kelantan.

### **1.5 SCOPE OF THE STUDY**

This study aims to focus on customer satisfaction with Traditional and Complimentary Medicine in the community in Pengkalan Chepa, Kelantan. It is seen through customer satisfaction after they use this Traditional and Complimentary Medicine service.



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## 1.6 SIGNIFICANCE OF THE STUDY

The study findings would be of immense value to the following:

### 1. Industry

The importance of this study aims to explain the acceptance of Traditional and Complementary Medicine in the industry. Traditional medicine in Malaysia is unique because it has its own history based on the diversity of heritage, culture, language, and race. The traditional and complementary medicine industry will be professionalized with the medical services being ensured to be safe, quality, and accessible to all. Committed to developing the field of traditional and complementary medicine, along with integrating it with the field of modern medicine.

### 2. Community

This research may aid in the delivery of healthcare to people. The use of Traditional and Complementary Medicine (TCM) in the community for illness prevention and treatment has grown in popularity. Along with modern medicine, traditional and complementary medicine may play a significant role in improving the health and quality of life of Malaysians in this nation's healthcare system.

### 3. Operator Traditional and Complementary Medicine

Besides that, in this study, Traditional and Complementary Medicine practitioners can also be improved in terms of service quality. This can be seen when every practitioner must be registered, recognized, and controlled to ensure that the services provided are safe. Therefore, the strategy that needs to be carried out to achieve objectives such as promoting traditional medicine training programs and complementing each other between domestic and foreign institutions.

## **1.7 STRUCTURE OF THE STUDY**

This study is divided into three chapters, the first chapter contains the background of the study, problem statement, research questions research objectives, scope of the study and the last one is the importance of the study. While chapter 2 examines the literature related to customer satisfaction. This literature is used to create a research framework for this study. In chapter 3, the procedure used to carry out this research is explained. The results and findings of the study are discussed in chapter 4. This study is summarized in chapter 5 and related to recommendations.



## 1.8 SUMMARY

The importance of customer satisfaction with traditional & complementary medicine should be recognized when examining the quality of medical services, and we hope that these findings may contribute to future studies. The Traditional Medicine Strategy highlights both the value of traditional medicine as a resource and the difficulties that still need to be overcome. It outlines the nation's policy direction in this area, which is to increase the acceptance of traditional medicine, facilitate its integration into the national health system as necessary, and safeguard indigenous knowledge, safety, effectiveness, and quality in order to expand the body of knowledge about traditional medicine and boost its credibility. The task is to ensure the appropriate and sustainable use of these medicines by users and suppliers in order to preserve and protect medicinal plant resources and traditional medical knowledge. It is also an effort to increase availability and affordability, particularly for the poor population.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

For this chapter, researchers present earlier studies conducted by prior studies in this section which is about the factors that affect customer satisfaction with traditional & complementary medicine in the community in Kelantan. This chapter will review the literature on treatment effects, quality of service and knowledge of treatment.

Since the initial Traditional and Complementary Medicine (TCM) unit was established at a public hospital in 2007, TCM has been included in Malaysia's public healthcare system. A crucial part of evaluating health services is monitoring patient satisfaction. This study's primary goals are to identify the community in Kelantan's satisfaction with the use of TCM services in public hospitals in Malaysia and evaluate the impact of sociodemographic factors on the overall reporting of satisfaction. This study also intends to evaluate how Malaysian patients feel about the extension of TCM services in the public sector.

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## 2.2 DISCUSSION OF THE ISSUES

### 2.2.1 Treatment Effect

Through research from past journals, there are some traditional medicines that are effective and give satisfaction to customers using traditional and complementary medicine services. There is no long-term treatment for Alzheimer's disease, despite the illness's rising incidence on a worldwide scale and active scientific efforts to discover a cure. There is an urgent need for efficient therapeutic and preventive therapies to address the significant cognitive decline seen in Alzheimer's patients.. This is especially significant because traditional medicine has produced a plethora of potential therapies and drugs for neurodegenerative illnesses. TCM (Traditional Chinese Medicine) has been used for over 2,000 years. TCM has been used for over 2,000 years. TCM or modern pharmacological theories have recently been applied to foundation herbal remedies used to treat Alzheimer's disease in China. This technique has resonance in terms of the etiology and pathophysiology of Alzheimer's disease, TCM therapy, and herbal extracts beneficial in the treatment of Alzheimer's disease. There is evidence that TCM therapy may offer some additional cognitive benefits in the treatment of Alzheimer's disease (Liu et al., 2014).

In addition, since 1972, researchers have been studying the effects of acupuncture on the Cardio-Vascular and Nervous Systems. Previous studies have shown that there are positive results obtained from traditional and complementary medicine such as acupuncture. The analysis included thirty research, 93% of that which showed that acupuncture had a good treatment effect on various components of sleep. Although acupuncture has been demonstrated to be safe and potentially useful for treating insomnia,

the evidence is limited due to the low quality of these trials and variable results from those with sham (or phantom) controls (Daniel et al., 2017).

Ayurvedic medicine, or traditional Indian medicine, has also contributed to the growing number of useful substances. The findings verified ancient therapies for nervous system illnesses, including memory-related conditions like dementia. Experiments on Ayurvedic medicine have been attempted in order to better understand its effects on elderly disorders such as Alzheimer's (Tateno et al., 2008). *Centella Asiatica*, Urban, a plant native to Southeast Asia, has been utilized for generations as an Ayurvedic brain tonic remedy. *C. Asiatica*, a possible phytopharmaceutical, provides full neuroprotection in Alzheimer's disease by lowering oxidative stress, blocking enzymes, and preventing amyloid plaque formation.

Aside from that, a study shows that the direct effect of cupping suction on the area increases local blood and lymph flow (David et al., 2002). Local increases in blood and lymph flow will help with local myofascial pain (Jafri, 2014). Given the activation effect of the Hypobromous Acid system, localization as a result of cupping therapy will have anti-inflammatory, antioxidant, and antinociceptive effects in local tissues, resulting in a reduction of local inflammation, an increase in angiogenesis and mitochondrial biogenesis, and a decrease in local pain. Depending on where and when cupping is performed, this can result in faster healing times for sprains, strains, or wounds. This could be the mechanism underlying the reduced pain perception observed in clinical studies on the effects of cupping therapy on musculoskeletal pain (Lee Mei et al., 2016). In sports medicine, autologous blood injection into the tendon pain area is a treatment for various tendinopathies such as lateral epicondylitis (Alisara et al., 2016). Similarly, the non-invasive tissue perfusion with autologous blood effects of cupping therapy can be considered (Naseem et al., 2017).

### 2.2.2 Service Quality

According to a recent review, traditional and complementary or alternative medicine were used by 26.4% of providers in 32 countries. (Peltzer et al,2018). In Malaysia, a national survey revealed that 21.5% of people had used TCM services in the previous 12 months, and 29.3% had used TCM services in some capacity over the course of their lifetime. Males in Malaysia reported using TCM services 19.3% more often than females (23.9%), and the urban population used TCM services at a higher rate (22.6%) than the rural population (18.2%). Malaysians mainly used TCM services for wellness maintenance and the relief of minor musculoskeletal conditions like joint and muscle pain. (Institute for Public Health, Ministry of Health, Malaysia, 2021). Currently, the private sector (primarily sole proprietors) dominates the provision of TCM services in Malaysia, with the public sector playing a relatively small role. Malaysia reported that in 2014, TCM services accounted for Ringgit Malaysia (RM) 2084 million in total out-of-pocket health spending (OOP), or 11.0% of all OOP spending at private health facilities. For the majority of TCM services, the median OOP expenditure per person was less than RM 60.70 (Complementary Therapies in Medicine, 2019).

According to studies conducted in the United Kingdom, the United States, and Australia, pharmacists are frequently involved in the supply of herbal medications (Naidu, 2005). Irrational claims are influencing consumers to utilize herbal medicines alone or in conjunction with other medications, which may result in clinical consequences. As a drug specialist, the pharmacist can play an essential role in public health by raising awareness about the proper use of herbal medicines. The pharmacist should be able to advise the consumer on the proper and safe administration of these medications. To properly advise, pharmacists must be knowledgeable with the safety, toxicity, antidotes, side effects, and potential interactions of herbal medications with other

modern treatments. Pharmacists, the herbal business, and regulatory agencies should work together to provide necessary information about the products' composition, safety, dose, dosing interval, mechanism of action, and interactions with other herbs and pharmaceuticals. It is also critical to have access to credible data about these products. Many studies have emphasized the significance of quality, safety, and efficacy information. Interference of herbal medications with diagnostic markers may result in incorrect disease assessment, emphasizing the necessity of herbal medicine data in therapeutic drug monitoring (Nathan et al., 2005).

### **2.2.3 Knowledge of treatment**

Patients' satisfaction with medical services includes meeting their social, psychological, and disease-related needs. Customer satisfaction is an important goal in any organization and the ultimate goal of any strategy. Regular evaluation of provided services is required for continuous quality improvement. Service evaluation reveals service flaws, causing practitioners to improve their skills. Patients' evaluations of healthcare services could aid decision-makers in effective planning, as well as in lowering the costs of these services and monitoring medical professionals' performance. The level of patient satisfaction and treatment success rate can be used to assess the quality of medical services. Satisfaction is an important factor in achieving desired patient outcomes and avoiding disease consequences. Furthermore, it is one of the primary goals of therapeutic activities and a significant indicator of care quality. Patient satisfaction has several advantages, including improved interaction between physician and patient, provision of the necessary information to improve healthcare programs, obtaining feedback from patients on the performance of medical staff, increased patient referrals, and improved financial status of health organizations.

TCM is used in this study to refer to complementary and alternative medicine goods, dietary supplements, herbal medicine, health supplements, vitamins, minerals, and natural products. TCM products are becoming increasingly popular all over the world. TCM is thought to be practiced by hundreds of millions of individuals in the European Union (EU), with estimations reaching as high as 90% of the population in some countries (E. Ben-Arye et al., 2012). Global sales of Chinese herbal medicine reached US\$83 billion in 2012, an increase of more than 20% over 2011. By 2020, the global market for all herbal supplements and cures is estimated to be worth US\$115 billion, with Europe accounting for the greatest share and Asia-Pacific accounting for the fastest increase. Many countries have recorded considerable increases in spending, including the United States, Canada, Asia, and Australia (E.M. Welna et al., 2003). The increased use shows that self-medication with TCM products is becoming increasingly common. The desire to handle health concerns in a "natural or holistic" manner, as well as self-management and patient autonomy, all contribute to the high prevalence of TCM self-medication (C.M. Brown et al., 2011). While these products were previously used primarily for health maintenance or minor conditions, an increasing number of patients are using them in conjunction with traditional medications to self-treat chronic or even serious illnesses such as arthritis, diabetes, cardiovascular disease, anxiety disorder, and depression (A. Simmons-Yon et al., 2012). Some oncology patients, as well as kidney and liver transplant recipients, may benefit from the use of TCM products to improve the efficacy and side effects of traditional drugs or to improve their overall well-being (Foronczewicz et al., 2011).

Besides that, cupping therapy has reportedly been used and performed extensively in a variety of cultures, including East Asia, the Middle East, and Central and Northern Europe. The two most popular forms of cupping therapy are wet cupping and dry cupping

(Felson et al. 2000). The majority of practitioners of complementary and alternative medicine employ wet cupping, commonly referred to as hijama in the Middle East. TCM practitioners utilize a blood cupping procedure before inhalation to remove extra blood, fluid, or toxins from the body that are regarded to be the root of the ailment. This technique involves cutting, lancing, or scarifying the skin (Jones, 2016). Whether the skin is perforated to allow blood and other bodily fluids to flow makes a difference in dry cupping, which stimulates the skin by employing a cup with vacuum pressure (Murphy et al., 2016). Cupping therapy has been widely utilized to treat a variety of chronic musculoskeletal illnesses, according to a recent bibliometric review of studies published in China from 1950 to 2010 (Towheed et al., 2006). The results of cupping therapy for herpes zoster, hypertension, stroke recovery, and pain problems are the subject of numerous systematic reviews at the moment (Albedah et al., 2011).

### 2.3 RESEARCH FRAMEWORK

A research framework was established based on the literature review to explore the link between the factor that affect customer satisfaction with traditional and complementary medicine in Kelantan. This figure shows the proposed conceptual framework. The dependent variable is the effect of the treatment on the customer, quality of service and knowledge of treatment.

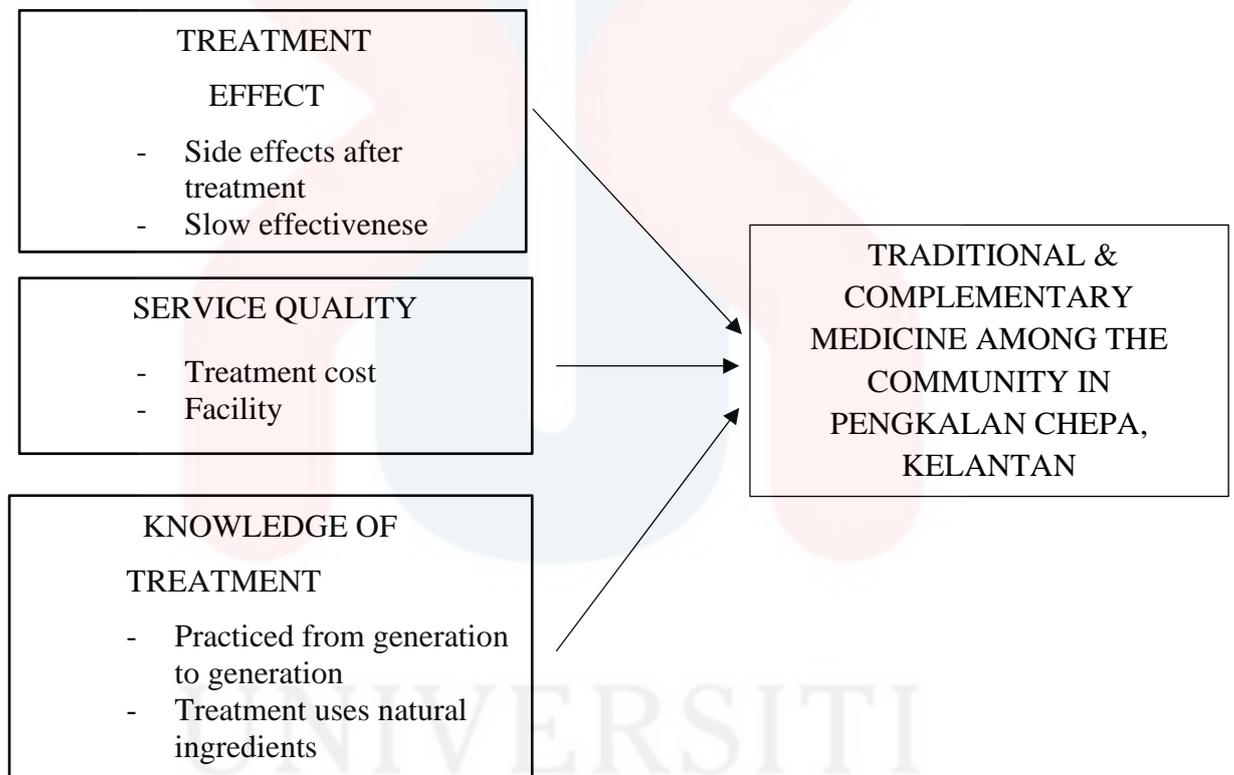


Figure 1: Research Framework

The demonstrates by the summary of the related research, a conceptual framework for the factor customer satisfaction of traditional and complementary medicine among the community in Pengkalan Chepa, Kota Bharu, Kelantan. This research is determined from the effect of the treatment effect, service quality, and knowledge of treatment.

## 2.4 SUMMARY

It is discussed the factors that affect customer satisfaction with traditional & complementary medicine in the community of Kelantan. The impact is due to treatment effects, quality of service, and knowledge of treatment.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter describes the research methodology used in this study, including the research design and strategy, sampling design, data collection procedure, and data analysis. In research, the methodology is an important concept in determining the success of the study because data collection requires a method that is correct, accurate, and true (Sileyew, 2019).

#### **3.2 RESEARCH DESIGN & STRATEGY**

A research design is a valid methodological plan for answering the research questions by choosing subjects, research sites, and information assortment methods. The research designs were used in this study to achieve the research goals and hypotheses formulated.

Qualitative research is primarily used in this study to gain an acceptance of fundamental reasons and points of view by collecting data from an interview with the respondents. This study employs qualitative data collection as a primary strategy for collecting respondent data, including the use of multiple data sources such as interviews and observations. The contents or formats of a research proposal vary depending on the needs of the assessment committee and are typically provided by the committee or the university (Devika et al., 2016). Following the interview on internet-based interventions, a focus group with semi-structured interviews will be held (Green & Kotera, 2020). In addition, specific study characteristics and data will be examined (Denscombe, 2017).

It was gathering qualitative data through methods such as interviews and observations, as well as guiding questions that could reveal the quality of a product. The interview questions will be open-ended to allow participants to fully express themselves

(Gaudet & Robert, 2018). The recorded audio will be coded and transcribed (Denscombe, 2017). Participants are free to leave the study at any time, with no consequences for their actions. Data for the study will be gathered through interviews, which will then be analyzed. We will collect data through sampling in either a semi-structured or unstructured format because we will be using the qualitative method (Creswell, 2018).

The research is critical for linking data collection, analysis, and acquiring results and conclusions to determine the research's main objectives. Case studies, action research, ethnography, and grounded theory are just a few examples of research methods (Riley et al., 2015). In terms of research strategies, the absence of studies with action research as a central focus stands out. Depending on the objectives, there are numerous research approaches used to develop models and specific tools for information sharing (Martins et al., 2019).

### 3.3 SAMPLING STRATEGY

In this survey, a case that was seen turned into a follow-up to identify the factors that affect customer satisfaction with Traditional and Complementary medicine among the community in Pengkalan Chepa, Kelantan to achieve the target for this research. Probability and non-probability are special types of sampling designs. Probability sampling is the details of the population that have a high probability of being recognized or decided by chance as a sample. With this approach, it is possible to generalize the results of a random sample. This serial approach of information and a reasonable response rate, it allows for calculating the consequences for the entire population. Although non-chance sampling refers to factors that have no recognized probability of being selected as a sample, this approach is used when the enumeration of a defined population is incomplete. Therefore, it is difficult to choose the dimension and effect of sampling error (Peristiwa, 2019).

The basic goal of purposive sampling is to pay attention to the specific characteristics of the recognized population and to allow respondents to answer the questions that will be offered. The selection of certain facts re-evaluates on which the facts collected for the purpose of the study are based entirely. about referrals from one supply to another (Yin, 2014). This sampling method is often used in hidden populations, which are difficult to include through the researcher's method or in situations where the sampling body is difficult to ascertain, and it assumes that the sample combined through hyperlinks will be exploited to discover different respondents. Purposive sampling refers to a sampling procedure that is a group of subjects with certain characteristics only selected as research respondents based on the researcher's knowledge and specific research objectives. This means that not all other studies in the population were selected by the researcher as respondents.

For example, the researcher wants to identify customer satisfaction with Traditional & Complementary Medicine among the community at Pengkalan Chepa, Kelantan and only the study subjects who have used traditional and complementary medical services are selected as respondents. So, the researcher has chosen the study subject based on his purpose or wishes. In this case, the respondents of the study consisted of the community in the Pengkalan Chepa base only. The sampling sample used by the Pengkalan Chepa community was selected and refused to participate in the research study. Objective techniques are used to identify people who are dissatisfied with Traditional and Complementary Medicine. This sampling was used to achieve the objectives of this study and obtain data from the respondents.

The case study approach helps the researcher analyze the data in a specific context carefully and accurately. This research has been used in various case studies with various embedded residents in Pengkalan Chepa. Multiple embedded are used to determine customer satisfaction using TCM services among residents of Pengkalan Chepa. All respondents consist of 6-12 respondents from Pengkalan Chepa who have received TCM treatment. The sample size is best if it ranges from 4 to 10 interviews. This author also states, despite this guideline review, that "no right answer [exists] to the sample size question". Guidelines based on career stage that affect sample size and uncertain standards for what looks more professional make this guide less clear than it might initially appear (Smith et al., 2009)

### 3.4 DATA COLLECTION

The interview is a method of collecting observations or measurements in a methodical manner. Whether you're conducting research for business, government, or education, fact collecting lets you get first-hand information and insights about a study problem. While strategies and pursuits may differ among sectors, the general methodology for data collection stays much the same (Bhandari, 2020). Interviews are a tried-and-true method of gathering qualitative data, with many advantages over other types of data collecting. An interview can be conducted with either male or female through face to face via a smartphone was used to record the interviews and all interviews were fully transcribed verbatim.

In this study, the interview method was used for this research by obtaining respondents. We conducted face-to-face interviews to obtain information on customer satisfaction with Traditional & Complimentary Medicine among the community of Pengkalan Chepa, Kelantan. An interview schedule was set up ahead of time to help the researcher with the structure and flow of the interview. Each participant was given a similar set of questions relating to their experiences of using Traditional & Complimentary Medicine. The researcher sought to use language that was comprehensible and relevant to each of the participants being interviewed. The interviews were conducted in English and Malay language and some participants mixed the usage of Malay and English plus local dialects throughout the interview. This study used semi-structured interviews.

This type of interview is the most common type of interview used in qualitative research because it combines rigor in the themes and content addressed and flexibility in exchange. Therefore, semi-structured interviews offer the possibility to investigate certain points that arise during discussions with respondents. The purpose at this time is to collect opinions and comments that may not be detected in the drug phase, and which will have a definite impact on the persistence of the design we carry out, which is to study the customer's satisfaction towards Traditional & Complimentary Medicine among the community in Pengkalan Chepa, Kelantan. Qualitative exploratory interviews are an attempt to understand the world from the point of view of the research subject.

### 3.5 DATA ANALYSIS

The data analysis process is the manner of gathering, analyzing, manipulating, and modeling facts to extract usable information, draw conclusions, and useful resource decision-making. It has some of extraordinary traits and processes that include several techniques utilized in trade, and social science. Based entirely on this analytical data, it may provide the test results and the respondents' responses to the completed questionnaire. The facts evaluation system starts after the interviews and surveys are finished and outcomes are obtained. Data may be gathered through discipline notes, interview sessions, conversations, photos, videos, and memos to personalities. The maximum vital factor of the survey turned into that respondents knew was that records on their component popularity turned into being gathered. This observation turned into analyzing the use of the Content Analysis technique primarily based totally on the studies goals which can be internal, external, or environmental factors. It is one of the most well-known methods used in qualitative research.

The reliability and validity are content material evaluation could be used and a vital, compelling device in deciphering qualitative studies that has a unique method and kinds of legitimate outcomes from texts with the aid of using dividing some classes and subject matters for the element indicator. All the interview transcripts from the respondents will appropriately be analyzed to seize the experience of the complete data.

In addition, the data analysis process included thematic analysis. Thematic analysis refers to analysis that usually involves qualitative analysis methods that include reading through data sets (such as transcripts from interviews) and identifying patterns of meaning across the data, especially to obtain themes. The analytic procedure involved interview data being transcribed verbatim, and the data analyzed through inductive thematic analysis (Braun and Clarke, 2006) while it showed interesting patterns or features in terms

of the text being highlighted. Thematic analysis is one of the easier qualitative techniques to understand and use when compared to many others. Thematic analysis is fairly accessible to less experienced researchers since it does not involve the application of theory to inform analysis and because there are published explanations and examples of its usage (Nowell et al. 2017). It is also an effective technique for data analysis that enables researchers to summarise, highlight, and evaluate a variety of data sets. Therefore, to start the thematic analysis, the researcher can start by reading or coding the data and try to reflect the literature or theory in particular that fits the data as a first step. In addition, the thematic analysis began by searching for data coding based on the objective of the study explores the treatment effects, quality of the service, and the knowledge of treatments among the community in Pengkalan Chepa, Kelantan.

## Thematic Analysis

	QUESTION	CODING
<b>QO 1</b> <b>Treatment effect</b> <ul style="list-style-type: none"> <li>- Side effects after treatment</li> <li>- Slow effectiveness</li> </ul>	1. What are the side effects experienced after receiving the treatment? 2. How effective is the treatment received? What is the estimated time of effectiveness felt?	Side Effect (SEF) Slow Effectiveness (SEV)
<b>QO 2</b> <b>Service Quality</b> <ul style="list-style-type: none"> <li>- Treatment cost</li> <li>- Facility</li> </ul>	1. Is the price offered reasonable with the service provided? 2. Does the facility provided meet the conditions for treatment?	Treatment Cost (TC) Facility (F)
<b>QO 3</b> <b>Knowledge of treatment</b> <ul style="list-style-type: none"> <li>- Practices from generation to generation</li> <li>- Treatment uses natural ingredients</li> </ul>	1. Do your family members have experience in using these traditional and complementary services? 2. To what extent is the use of natural ingredients in traditional and complementary medicine able to have an effect on human health?	Practices from Generation to Generation (PGG) Treatment Uses Natural Ingredients (TUNI)

Table 1: Thematic Analysis

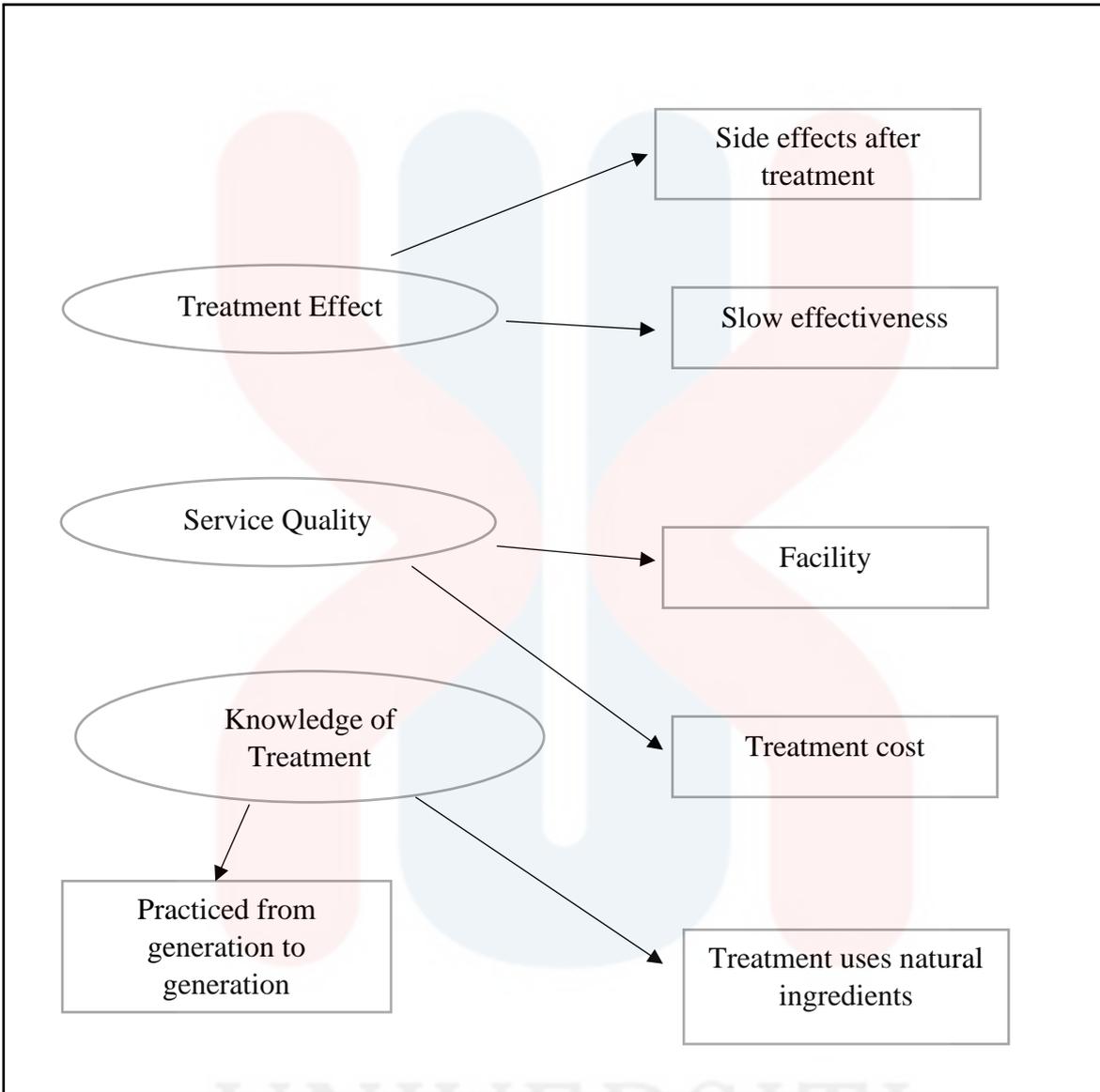


Figure 2: Thematic map, three main themes

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### 3.6 SUMMARY

Finally, we successfully implemented an examination and data collecting for customer satisfaction towards traditional and complementary medicine in Pengkalan Chepa, Kota Bharu, Kelantan. There is data has been collected through interviews and observations that have been done on the respondent. Through the results of interviews and observation, the researcher can research customer satisfaction towards traditional and complementary medicine in the Spa at Pengkalan Chepa, Kota Bharu, Kelantan.



## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### 4.1 INTRODUCTION

This chapter starts with the findings and discussion of data preparation procedures, data analysis strategy, and data analysis process used in all interviews and observations. The data analysis of interviews done with clients at a spa wellness in Pengkalan Chepa is then presented. First and foremost, each participant is profiled briefly. This chapter will provide answers to all of the study's research objectives. The data analysis demonstrated that all characteristics are linked to treatment effect, quality of service, and treatment knowledge.

#### 4.2 RESEARCH FINDINGS

##### 4.2.1 Demographics

In this study, the researcher used purposive sampling, a non-probability sampling technique. Purposive sampling is a method in which the researcher uses their own decisions about respondents to select and select those who best meet the objective of the study and selects eight customer spas from Pengkalan Chepa. In this research, three items of demographic have been established which are age, race and the severity of pain. Respondents with an age range of 24-45 years old are the majority for this study. Malay is the majority race in this study.

##### 4.2.2 Treatments Effect

###### *i. Side Effects After Treatments*

One of the prevalences of TCM treatment effects is shown by side effects after treatment. Most spa clients have no side effects while some spa clients have side effects. From the interviews conducted, most respondents stated that they did not have such severe side effects. Below are part of the conversation involved from the interview.

“After receiving this treatment, I did not experience any harmful side effects and my body felt lighter ..” (Respondent 1)

“I have had no side effects after receiving this treatment.” (Respondent 2)

“After doing this chiropractic treatment, I feel relieved and not tired anymore. I have not experienced any side effects.” (Respondent 3)

“I did not experience harmful side effects after doing this cupping treatment ..” (Respondent 4)

“After receiving this cupping treatment, I did not experience any harmful side effects ..” (Respondent 7)

Five (5) out of eight (8) respondents mentioned that they have no side effect after treatments towards Traditional & Complimentary Medicine (TCM). Generally, traditional and complementary medicine appears as a safe treatment and doesn't have a side effect. Most people feel relaxed and release their tension after treatment. However, some people shouldn't have the treatments of traditional and complementary medicine such as digestive issues.

#### *ii. Slow Effectiveness*

Another prevalence of Traditional & Complimentary Medicine (TCM) is related to slow effectiveness. The effectiveness of TCM may depend on several factors, including the type and severity of the condition being treated, the individual's overall health, and the specific TCM treatments being used (Lipton et al., 2017). Below are part of the conversation involved in the interview.

“After receiving this treatment, my body is less painful and no longer has inflammation. Its effectiveness takes a relatively short time to heal.” (Respondent 2)

“My body feels better than before the treatment. Shoulders and neck feel comfortable and no longer tense. The whole body feels lighter and more comfortable ..” (Respondent 3)

“After this treatment, my body feels lighter and more energetic.” (Respondent 4)

“I have done this treatment more than three times. This is because it makes my body feel lighter and more comfortable ..” (Respondent 5)

“For me, this treatment is effective for my body because after doing this treatment, my body feels lighter and fitter..” (Respondent 6)

“After doing this treatment, my body feels relieved and lighter. It has a positive effect on my body.” (Respondent 7)

“After performing this treatment, my body feels effectiveness relieved and comfortable. The moaning I experienced is gone..” (Respondent 8)

Seven (7) out of eight (8) respondents mentioned that Traditional & Complimentary Medicine (TCM) have effectiveness on their body. Traditional and Complementary Medicine (TCM) treatments often involve the use of natural remedies and therapies to help the body heal itself. While TCM treatments can be effective for many people, they may not work as quickly as conventional Western medicine.

#### **4.2.3 Service Quality**

##### ***i. Treatment Cost***

The cost of Traditional and Complementary Medicine (TCM) treatment can vary widely depending on the type of treatment, the practitioner, and the location. There are many respondents who agree that the cost of the treatment provided at the spa is very worthwhile and the price is reasonable. Below are part of the conversation involved from the interview.

“ The service here is very worth the price offered .. ” (Respondent 1)

“ For me, the service provided is worth the price offered. I am very satisfied with the service and hospitality provided ..” (Respondent 2)

“The price offered is reasonable with the service provided. I have had treatment here twice ..” (Respondent 3)

“ For me the price offered is reasonable. It's not expensive and it's standard for me ..” (Respondent 4)

“ I am satisfied with the cupping treatment here because it is effective for my body. ” (Respondent 5)

“ The price offered is also quite cheap and reasonable ..” (Respondent 6)

“The price of this treatment for me is reasonable with the service provided .. ” (Respondent 7)

“ The price of body massage treatment here is reasonable. It is not expensive for me .. ” (Respondent 8)

All eight (8) respondents agreed with the given question which are treatment cost of the TCM is affordable. In general, TCM treatments tend to be cheaper than conventional Western medical treatments, although this may not always be the case.

## ***ii. Facility***

One of the customer satisfaction towards Traditional & Complimentary Medicine (TCM) is shown by the facility provided by the Spa. A spa should be in a good location, comfortable and at the same time not cause any damage or danger to health or be close to a place of worship. Below are part of the conversation involved from the interview.

“The equipment provided is very sufficient with good treatment for me and my baby.” (Respondent 1)

“The equipment provided in this spa is quite good. The rooms and massage beds provided are very comfortable ..” (Respondent 2)

“The rooms provided are also comfortable. The treatment equipment is also complete and safe to use ...” (Respondent 3)

“The equipment provided is also complete and the treatment place is also comfortable and clean.” (Respondent 4)

“The tools used are also safe and clean. The rooms and beds provided are also very comfortable and the environment is clean and tidy.” (Respondent 5)

“The treatment rooms and beds provided are also comfortable and clean.” (Respondent 6)

“Equipment for treatment is well prepared. The treatment room and bed are comfortable.” (Respondent 7)

“The treatment room and beds provided are also comfortable. The room is not very spacious but it is quite comfortable ..” (Respondent 8)

All of the eight (8) respondents are very satisfied with all the facilities provided by the spa. The Spa area must also have sufficient lighting to carry out a service and have an adequate ventilation system for the comfort of customers who come to get services.

#### **4.2.4 Knowledge of treatment**

##### *i. Practiced from generation to generation*

Practiced from generation to generation is one of the big predictors of Traditional & Complimentary Medicine (TCM). Traditional and Complementary Medicine (TCM) encompasses a range of healing practices that have been passed down from generation to generation in many cultures around the world. Below are part of the conversation involved from the interview.

“I found out about the services here through my sister who used to get treatment here..” (Respondent 1)

“I found out about the treatment and services here through my son. My daughter used to get treatment here ..” (Respondent 3)

“I found out about the treatment and services here through my son. My daughter used to get treatment here. My daughter has a painful and crooked spine ..” (Respondent 4)

“I found out about the cupping treatment here through my neighbor..” (Respondent 7)

Four (4) out of eight (8) respondents still practice this TCM from generation to generation. Traditional & Complimentary Medicine is a type of medicine or treatment inherited from our ancestors and inherited from one generation to another. This TCM is specific to the Malays and is more typical based on certain areas. It also different from the medicine practiced today because this type of

medicine was used at the time specifically with the purpose of health care and suitable for a certain community.

***ii. Treatment uses natural ingredients***

The treatment uses natural ingredients that have also been identified on Traditional & Complimentary Medicine. One of the key principles of Traditional and Complementary Medicine (TCM) is the use of natural ingredients to promote healing and balance in the body. Below are part of the conversation involved in the interview.

“The spa uses completely natural ingredients in its treatments such as herbal oils for massage. This spa also uses their own products which are traditional herbs for various internal problems produced 100% from organic herbs ..” (Respondent 1)

“This spa makes full use of natural ingredients in this treatment by using herbal oils” (Respondent 2)

“This spa also uses completely natural ingredients in the treatment by using herbal oils produced from trees.” (Respondent 3)

“In this treatment, the spa not only uses cupping tools, it also uses organic ingredients such as olive oil.” (Respondent 4)

“In addition to using cupping tools, this treatment also uses an organic material which is the original *but-but* oil (HPA Oil).” (Respondent 5)

“In this treatment, the spa uses only herbal oils for massage. No other drugs and no needles or other tools. It's just a sequence.” (Respondent 6)

“This cupping treatment uses cupping tools such as knives, needles, cups and several other tools. This treatment also uses organic ingredients such as olive oil.” (Respondent 7)

“For the massage performed by this spa, only traditional massages and herbal oils and the spa's own products are used. The ingredients used for massage oil are only natural ingredients..” (Respondent 8)

All of eight (8) respondents said that the treatment used natural ingredients. Many TCM treatments utilize herbs, plants, and other natural substances to create remedies and therapies that are believed to have medicinal properties. Some common natural ingredients used in TCM treatments include herbal remedies, cupping, massage therapy and acupuncture.

### **4.3 DISCUSSION**

There are various thoughts and views that have been collected during the interview of 8 Community in Pengkalan Chepa which specifically mention customer satisfaction toward Traditional & Complimentary Medicine among the community in Pengkalan Chepa, Kelantan.

#### **4.3.1 Side Effects After Treatments**

Based on this research, throughout the in-depth interview with eight respondents, three main objectives have been addressed. The first objective is the effect of the treatment. Based on the findings, it shows the side effects after treatment in most respondents. Most of them have no side effects after treatment. For example, which was quoted by respondent 1, “After receiving this treatment, I did not experience any harmful side effects and my body felt lighter and I was able to exercise a lot after the massage.” This is supported by the statement Traditional & Complementary Medicine appears as a safe treatment and doesn’t have side effects. Most people feel relaxed and release their tension after treatment. (Tabish, S. A. (2008).

#### **4.3.2 Effectiveness**

When the respondents were asked about the effectiveness, similar answers were given by the respondents. The finding showed that of eight (8) participants have effective treatment of TCM. Traditional & Complementary Medicine (TCM) treatments often involve the use of natural remedies and therapies to help the body heal itself. While TCM treatments can be effective for many people, they may not work as quickly as conventional Western medicine. The effectiveness of TCM may depend on several factors, including the type and severity of the condition being treated, the individual's overall health, and the specific TCM treatments being used.

Some TCM treatments, such as acupuncture or massage therapy, may provide immediate relief for certain symptoms, while others, such as herbal remedies, may take longer to take effect. It's important to note that TCM treatments often take a more holistic approach to treating health conditions, meaning that they may focus on treating the underlying causes of the condition rather than just treating the symptoms. It's also important to remember that TCM treatments may not be appropriate or effective for every person or every health condition. It's always a good idea to discuss the potential benefits and risks of any treatment with a qualified TCM practitioner or healthcare provider before beginning treatment. If you have concerns about the slow effectiveness of TCM, it may be helpful to explore other treatment options or to work with a practitioner to develop a personalized treatment plan that is tailored to your specific needs and goals.

#### **4.3.3 Treatment Cost**

The second objective that has been addressed is the service quality of Traditional & Complimentary Medicine. The respondents were asked about the treatment cost that can trigger TCM. This study covered 8 respondents, all of the respondents said that TCM is affordable price with treatment. The cost of Traditional and Complementary Medicine (TCM) treatment can vary widely depending on the type of treatment, the practitioner, and the location. In general, TCM treatments tend to be less expensive than conventional Western medicine treatments, although this may not always be the case. If you're interested in exploring TCM treatment options, it's a good idea to research practitioners in your area, compare costs and services, and check with your health insurance provider or employer to see if TCM treatments are covered. It's also important to discuss any potential risks or benefits of TCM treatments with a qualified practitioner before beginning treatment.

#### **4.3.4 Facility**

The respondents were asked about the facility that can be a predictor of Traditional & Complimentary Medicine. This study discovered eight respondents and all the respondents were satisfied with all facilities provided by the spa. A spa should be in a good location, comfortable and at the same time not cause any damage or danger to health or be close to a place of worship. If the Spa in question operates in the same building where other businesses operate, the Spa area must be marked and labeled clearly (clearly specified) and each area must meet the service standards that have been set. Areas for massage services must not be hidden or obscured. All areas inside and outside the Spa should always be clean and tidy. In addition, the Spa area must also have sufficient lighting to carry out a service and have an adequate ventilation system for the comfort of customers who come to get services. The spa supervisor must provide a clinical waste management system that complies with established standards, ie any waste contaminated with blood or body fluids must be disposed of in a biohazard plastic bag.

#### **4.3.5 Practices from Generation to Generation**

The last objective that has been addressed is the knowledge of the treatment that affects customer satisfaction of Traditional & Complimentary Medicine. This study discovered from 8 respondents, 4 respondents have practices from generation to generation of Traditional & Complementary Medicine (TCM). Traditional and Complementary Medicine (TCM) encompasses a range of healing practices that have been passed down from generation to generation in many cultures around the world. These practices often involve the use of natural remedies and therapies to promote healing and balance in the body. In many cases, TCM practices have been developed over hundreds or even thousands of years, with knowledge and techniques passed down through families and communities. For example, traditional Chinese medicine, one of the most well-known forms of TCM, has been practiced for over 2,500 years and has evolved over time to incorporate new knowledge and techniques. Other forms of TCM, such as Ayurvedic medicine from India or traditional healing practices from Africa, have similarly been passed down through generations and may have different techniques and remedies specific to their cultural traditions. The transmission of knowledge and practices in TCM often involves an apprenticeship model, where a master practitioner passes on their knowledge and techniques to a younger apprentice. In some cases, TCM practices may be formalized and taught in

academic institutions or training programs. The preservation and continuation of TCM practices is important for maintaining cultural traditions and promoting access to holistic health practices. However, it's important to also ensure that TCM practices are safe and effective and are practiced by qualified practitioners who have received appropriate training and education.

#### **4.3.6 Treatments Use Natural Ingredients**

Respondents were asked about the treatments use natural ingredients of Traditional & Complementary Medicine (TCM) is an important part of my thesis. This study discovered from 8 respondents,8 respondents understood the ingredients used by the therapist is very safe to use. One of the key principles of Traditional and Complementary Medicine (TCM) is the use of natural ingredients to promote healing and balance in the body. Many TCM treatments utilize herbs, plants, and other natural substances to create remedies and therapies that are believed to have medicinal properties. Some common natural ingredients used in TCM treatments include herbal remedies, acupuncture, massage therapy and cupping therapy. It's important to note that while natural ingredients used in TCM treatments may be effective for certain health conditions, they can also have side effects and may interact with other medications or health conditions. It's important to always discuss any TCM treatments with a qualified practitioner and to disclose any other medications or health conditions you may have.

#### 4.4 SUMMARY

All the interviewees reacted very favorably to the interview. The answers of all respondents assist significantly in supporting this study on the basis of the interview. Different authors with their claims focused on books, papers and earlier studies have given reliable answers to customer satisfaction toward Traditional & Complimentary Medicine. This also validates the outcome of this study as the information obtained from the respondents is associated with statements from previous research scholars, which can be seen in the customer satisfaction toward Traditional & Complimentary Medicine.



## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This chapter is divided into three sections and concludes the research findings. The first part summarizes the research based on the objectives, while the second section discusses the study's limitations. The recommendation will be examined in the final part.

#### 5.2 CONCLUSION

This study aims to examine customer satisfaction with Traditional Complimentary and Medicine (TCM) treatment in Pengkalan Chepa, Kelantan. This research found customer satisfaction in terms of treatment effectiveness, quality of service and customer knowledge of the treatment performed. Data was collected face-to-face using semi-structured interviews among five TCM spas in Pengkalan Chepa Kelantan. This uses purposive sampling and snowball sampling in five TCM spas. Purposive sampling is a spa located in Pengkalan Chepa and the snowball is a customer who seeks treatment at the spa to meet. The data collected from the interviews were analyzed using Thematic Analysis which started 1) familiarizing the data; 2) general start code; 3) finding a theme; 4) reviewing themes; 5) defining and naming themes; 6) generating reports).

The first objective of the study is to explore the treatment effect that affects customer satisfaction with TCM among the community in Pengkalan Chepa. The effectiveness of this TCM treatment can be studied through the experience of customers who go to get treatment at a TCM spa in Pengkalan Chepa. As a result of the experience gained, the researcher can find out the extent of the effectiveness of this TCM treatment and the extent to which it can give side effects after receiving the treatment. Through this study it can be explained that not all TCM treatments cause side effects after treatment. It depends on the type of treatment done. Through this study, it can also be explained that this TCM treatment is indeed effective. This is because all respondents who were interviewed gave positive feedback on the treatment received. However, there are also treatments that cannot cure the respondent's problem completely, but it can reduce the pain problem and the respondent can lead a better life with the pain experienced less after the treatment.

Next, the second objective of this study is to explore the quality of service that affects customer satisfaction in TCM among the community in Pengkalan Chepa, Kelantan. The findings of the study show that the respondents are satisfied with the service at the Pengkalan Chepa spas. Respondents told that the price offered was worth the service and treatment received. Respondents explained that the employees at the spa were friendly and kind. Besides the spa has also provided enough equipment to carry out the treatment. Respondents were also satisfied with the provision of comfortable and pleasant treatment rooms and beds.

The final objective of this study is to explore the knowledge of treatment that affects the customer satisfaction of TCM among the community in Pengkalan Chepa, Kelantan. The findings of the study show that respondents know about the treatments and services at the spa they go to through family, colleagues and social media. Through family and colleagues, this is from the experience of those who have received treatment at the spa. With the satisfaction and effectiveness obtained from family and colleagues, this has encouraged respondents to seek TCM treatment at the spa. Through social media, respondents have seen a lot of positive feedback from customers who have received TCM treatment at the spa. In addition, the respondents also gained knowledge about the treatment ingredients received with the explanation provided by the spa they went to. Respondents explained that the spa has used organic and natural ingredients for medicine and treatment oil.

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### **5.3 LIMITATIONS OF THE STUDY**

Throughout the entire research, we went through a rewarding and meaningful procedure throughout the entire process. However, there are several constraints that cannot be avoided in order for this research to go successfully. The first constraint is that some respondents did not read the questionnaire thoroughly and hence did not fully comprehend the questions posed. As a result, the researcher should explain the questionnaire and the questions.

Furthermore, some respondents did not cooperate during the interview session. This is because they do not want to share their opinion or they are worried that their opinion or answer is not accurate and does not meet the desired answer regarding this research. They are also not interested in being interviewed because it will only waste their time. Finally, the researcher faced the problem of finding respondents who really cooperated well in this interview. This makes it difficult for researchers to get the best survey data. Because this interview session was conducted in the month of Ramadhan, the researcher also found it difficult to get respondents because in the month of Ramadhan not many people come to the spa. Therefore, it takes longer to wait for a sufficient number of respondents.

In conclusion, it is challenging to complete this survey accurately. All respondents and group members must be committed. If everyone in the group cooperates and takes ownership of their responsibilities, the work will go more smoothly.



## **5.4 RECOMMENDATIONS**

This study makes a few recommendations based on the findings. It is related to the government's action plans. International awareness-raising actions can help national and local initiatives by giving direction and information resources that can be customized to improve the effectiveness of local campaigns. Information campaigns are an important aspect of creating awareness. Target audiences such as the general public, health experts, social workers, and potential users should be identified before initiating a campaign. Information can be distributed by television, radio, newspapers, the Internet, and social media, as well as through civil society, faith-based, and humanitarian organizations, theatres, schools, and posters and flyers. Awareness-raising also includes having strong role models by boosting the visibility of users in everyday contexts, such as television shows and sporting events.

Furthermore, the Ministry of Tourism, Arts, and Culture (MOTAC) must oversee skilled TCM treatments in Malaysia in terms of practitioner credentials and certificates to ensure that the treatments done are safe and effective for consumers who come for treatment. This is critical in order to give successful TCM treatment to clients. Furthermore, the ministry should make it essential for all TCM treatments to follow the good practice criteria for treatment for Malaysian specialists and practitioners, particularly the care procedure for preventive measures in client handling.

In addition, TCM treatment practitioners can integrate into hospitals to increase customer happiness and the quality of TCM treatment services since it helps to know more about the precautions in managing clients according to the processes to treat them. This will improve service effectiveness and raise awareness that the profession is on par with other health professionals. Responsible management should guarantee that all therapy employees are properly trained and that they use established technology and work practices based on the most recent evidence.

As a result, this section discusses potential areas for future research. All TCM treatment centres in Malaysia should be included in future study. Furthermore, future

studies should include managers or owners of TCM treatment centres in Malaysia in order for TCM treatment centre owners to understand the practise analysis of TCM treatment and increase customer satisfaction with TCM treatment. More studies with larger samples and respondents are needed to provide methodological recommendations. Because this study only covers the Pengkalan Chepa area, additional recommendations to other places are made, as there are numerous registered TCM treatment centres in Malaysia.



## APPENDIX

Respondent	Theme	Coding
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<p>R1</p>	<p>1. Treatment effect</p> <ul style="list-style-type: none"> <li>- After receiving this treatment, I did not experience any harmful side effects and my body felt lighter and I was able to exercise a lot after the massage.</li> <li>- This is the second time I have taken the confinement care package with Kak Yah (Owner Spa). Previously I took this care package for 10 days but this time I repeat this service for 21 days. This is because this care package has a positive effect on me from the pre-natal massage to the end of abstinence and continues to faithfully choose the service from this spa.</li> </ul> <p>2. Quality of service</p> <ul style="list-style-type: none"> <li>- The service here is very worth the price offered. That's why I repeat service here. To be honest, I am very satisfied with the service provided. Kak Yah and the workers here do not count the time and scope of work. They helped me a lot and the food here is also delicious and nutritious. Suitable for me who is abstinent.</li> <li>- The equipment provided is very sufficient with good treatment for me and my baby.</li> </ul> <p>3. Knowledge of treatment</p> <ul style="list-style-type: none"> <li>- I found out about the services here through my sister who used to get treatment here. I am well aware that expectant mothers need nourishment from nutritious food. I also got knee treatment here. It is allowed as long as it is not used on surgical wounds.</li> <li>- The spa uses completely natural ingredients in its treatments such as herbal oils for massage. This spa also uses their own products which are</li> </ul>	<p>(-)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
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	<p>traditional herbs for various internal problems produced 100% from organic herbs and quality spices.</p>	
R2	<p>1. Treatment Effect</p> <ul style="list-style-type: none"> <li>- I have had no side effects after receiving this treatment. This is the second time I get a body massage service at this spa.</li> <li>- After receiving this treatment, my body is less painful and no longer has inflammation. Its effectiveness takes a relatively short time to heal.</li> </ul> <p>2. Quality of service</p> <ul style="list-style-type: none"> <li>- For me, the service provided is worth the price offered. I am very satisfied with the service and hospitality provided by the owner and the employees at this spa are very friendly and kind.</li> <li>- The equipment provided in this spa is quite good. The rooms and massage beds provided are very comfortable with a calm environment.</li> </ul> <p>3. Knowledge of treatment</p> <ul style="list-style-type: none"> <li>- I found out about this service through social media and read a lot of positive feedback from other customers who have received body massage treatment here. So, I also want to get treatment from this spa.</li> <li>- This spa makes full use of natural ingredients in this treatment by using herbal oils.</li> </ul>	<p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
R3	<p>1. Treatment effect</p> <ul style="list-style-type: none"> <li>- After doing this chiropractic treatment, I feel relieved and not tired anymore. I have not experienced any side effects.</li> </ul>	

	<p>-My body feels better than before the treatment. Shoulders and neck feel comfortable and no longer tense. The whole body feels lighter and more comfortable. the most painful place in the back is gone 90% of the pain.</p> <p>2. Service of quality</p> <p>- The price offered is reasonable with the service provided. I have had treatment here twice and I am very satisfied with the service and treatment here.</p> <p>- The rooms provided are also comfortable. The treatment equipment is also complete and safe to use.</p> <p>3. Knowledge of treatment</p> <p>- I found out about the treatment and services here through my son. My daughter used to get treatment here. My daughter has a painful and crooked spine. After receiving treatment here, my son's condition is better.</p> <p>- This spa also uses completely natural ingredients in the treatment by using herbal oils produced from trees.</p>	<p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Practices from Generation to Generation (PGG)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
<p>R4</p>	<p>1. Treatment effects</p> <p>- I did not experience harmful side effects after doing this cupping treatment. It's just a cupping scar that takes a week to go away.</p> <p>- After this treatment my body feels lighter and more energetic. This is my first cupping treatment here.</p> <p>2. Service of quality</p> <p>- For me the price offered is reasonable. It's not expensive and it's standard for me. The service</p>	<p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p>

	<p>performed was also very good and the treatment journey was smooth.</p> <p>-The equipment provided is also complete and the treatment place is also comfortable and clean.</p> <p>3. Knowledge of treatment</p> <p>- I found out about the treatment and services here through my son. My son used to get treatment here. The good effect on my son has motivated me to do this treatment.</p> <p>- In this treatment, the spa not only uses cupping tools, it also uses organic ingredients such as olive oil.</p>	<p>Facility (F)</p> <p>Practices from Generation to Generation (PGG)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
<p>R5</p>	<p>1. Treatment Effect</p> <p>- After getting this cupping treatment, I experience any side effects which were not so bad, which was just a headache.</p> <p>- In fact, my body felt relieved, but the effects of cupping on my body took a few days to disappear.</p> <p>-I have done this treatment more than three times. This is because it makes my body feel lighter and more comfortable. That's why I repeat this treatment several times.</p> <p>2. Quality of service</p> <p>- I am satisfied with the cupping treatment here because it is effective for my body. The price offered is also reasonable with the service offered.</p> <p>- The service and treatment given is the best for me, which is why I repeat many times to get cupping treatment here. The tools used are also safe and clean. The rooms and beds provided are also very comfortable and the environment is clean and tidy.</p> <p>3. Knowledge of treatment</p>	<p>Side Effect (SEF)</p> <p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p>

	<p>- I found out about cupping treatments and services at this spa through my friend. She used to get treatment at this spa and suggested me to get cupping treatment here.</p> <p>- In addition to using cupping tools, this treatment also uses an organic material which is the original but-but oil (HPA Oil).</p>	<p>Treatment Uses Natural Ingredients (TUNI)</p>
R6	<p>1. Treatment effect</p> <p>- After getting this reflexology treatment, it has little side effects on my body. But it is not harmful. I just felt dizzy and sweated a lot after the treatment. But it didn't last for a moment and disappeared on its own.</p> <p>- For me, this treatment is effective for my body because after doing this treatment, my body feels lighter and fitter. The groaning I experienced has also disappeared and I feel better.</p> <p>2. Quality of service</p> <p>- The price offered is also quite cheap and reasonable. I am satisfied with the treatment and service done here.</p> <p>- The treatment rooms and beds provided are also comfortable and clean.</p> <p>3. Knowledge of treatment</p> <p>- This is my second time getting treatment here.</p> <p>I found out about this treatment through my work friend. He is the one who suggested me to get service here. She also has experience getting treatment at this spa.</p> <p>- In this treatment, the spa uses only herbal oils for massage. No other drugs and no needles or other tools. It's just a sequence.</p>	<p>Side Effect (SEF)</p> <p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
R7	<p>1. Treatment effect</p>	

	<ul style="list-style-type: none"> <li>- After receiving this cupping treatment, I did not experience any harmful side effects. It's just a cupping bruise that takes a few days to disappear.</li> <li>- After doing this treatment, my body feels relieved and lighter. It has a positive effect on my body.</li> </ul> <p>2. Service of quality</p> <ul style="list-style-type: none"> <li>- The price of this treatment for me is reasonable with the service provided. I am very satisfied with the service and treatment here.</li> <li>- Equipment for treatment is well prepared. The treatment room and bed are comfortable. The treatment room is also clean.</li> </ul> <p>3. Knowledge of treatment</p> <ul style="list-style-type: none"> <li>- I found out about the cupping treatment here through my neighbour. He used to get treatment here. I have also seen a lot of positive feedback from Facebook. This prompted me to get a cupping treatment at this spa.</li> <li>- This cupping treatment uses cupping tools such as knives, needles, cups and several other tools. This treatment also uses organic ingredients such as olive oil.</li> </ul>	<p>Slow Effectiveness (SEV)</p> <p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
<p>R8</p>	<p>1. Treatment Effect</p> <ul style="list-style-type: none"> <li>- This is my first time getting a body massage treatment. I did not experience any side effects after the treatment.</li> <li>- After performing this treatment, my body feels effectiveness relieved and comfortable. The moaning I experienced is gone. This treatment works well for me.</li> </ul> <p>2. Quality of service</p>	<p>Slow Effectiveness (SEV)</p>

	<p>- The price of body massage treatment here is reasonable. It is not expensive for me. I am satisfied with the service and treatment provided. The owner of this spa is a kind person who makes me feel very comfortable and like coming here.</p> <p>- The treatment room and beds provided are also comfortable. The room is not very spacious but it is quite comfortable with a clean environment and a quiet atmosphere.</p> <p>3. Knowledge of treatment</p> <p>- I found out about this treatment and this spa through social media. I found it on Instagram. I saw positive feedback and the experiences of other people who had received treatment here. This prompted me to seek treatment here.</p> <p>- For the massage performed by this spa, only traditional massages and herbal oils and the spa's own products are used. The ingredients used for massage oil are only natural ingredients. I feel calm with the scent of the herbal oil and I love it.</p>	<p>Treatment Cost (TC)</p> <p>Facility (F)</p> <p>Treatment Uses Natural Ingredients (TUNI)</p>
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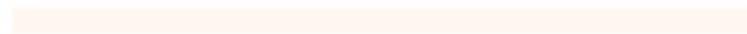
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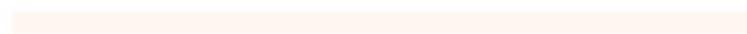
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