

IMPACT OF ASSURANCE & RELIABILITY IN CUSTOMER SATISFACTION TO DRUGS SERVICE IN NHIF –WNS

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ABSTRACT

The aim of this paper was to understand and determine the reliability & assurance dimensions that affecting the drug services quality in National Health Insurance Fund (White Nile State), besides assessing drug services quality as reflected in assurance & reliability dimension. The study adopted the descriptive method. The measurement of the study was developed based on the previous studies. Random samples procedure had been chosen and structured questionnaire had been used as main tool for data collection. The Statistical Package for Social Science (SPSS) was used for data analysis. The results of the study show that statistically: the drug services in National Health Insurance Fund-White Nile State was improved based on reliability & assurance dimensions that appeared in customer satisfaction.

KEYWORDS: drug, customer, National Health Insurance Fund, measurement.

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