

# **IMPACT OF FACTORS OF BUSINESS PROCESS RE-ENGINEERING ON CUSTOMER SATISFACTION – A CASE OF BAHRIA UNIVERSITY**

**By**

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**MBA thesis**  
**2nd Half – Semester Progress Report & Thesis Approval**  
**Statement**

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**Supervisor – Student Meeting Record**

No.	Date	Place of meeting	Topic of discussion	Signature of student
5	17/Nov 2015	BUKC	Discussion on Data Analysis	
6	21/Dec 2015	BUKC	Discussion on Results	
7	16/Dec 2015	BUKC	Discussion on Conclusion & Recommendation	

**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 7% that is within the permissible limit set by HEC for MBA thesis. I have also found that the thesis is in a format recognized by the Department of Management Sciences.

Supervisor's signature: Date: 7-3-2016

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HOD's Signature: Date: \_\_\_\_\_

## **Abstract:**

### **Aim of study:**

The aim of this study is to identify the lacking in current processes of Bahria University and to propose the new and refined processes that can overcome the current issues. The new processes will be influenced by IT (Information Technology) and the purpose behind that is the effectiveness and efficiency of the processes. This may help in pleasing the students of Bahria University for processes other than taking classes and education. This is a kind of facilitating the students and impacts the good words of mouth by change in traditional processes.

### **Methodology:**

The methodology for this research is adopted the survey method. Five point Likert scale questionnaire was formed to collect data from the target audience on the basis of convenience sampling technique. The research data is all quantitative in nature.

### **Findings:**

Findings of this research shows that there is a significant impact of all the three variables that is service quality, service features and complaint handling on customer satisfaction. All the three hypothesis were accepted.

### **Significance of study:**

This study provides powerful insights about the benefits of business process re-engineering. This research identifies how business process re-engineering helps to make different functions and processes smooth and up to date. This study clarifies that Information Technology is playing vital and significant role in today's era for the promotion of customer satisfaction. This study highlighted the importance of service quality, service features and customer handling on behalf of customer satisfaction with respect to business process re-engineering

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