

UNDERSTANDING THE CONSUMER SATISFACTION, COMPARISON BETWEEN PUBLIC AND PRIVATE ADMINISTRATES

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Abstract

Communication is a single word, but it is not just an idea. Among others this simple truth explains that the world has place for collaboration with communication experts. Today's the importance of communication and ethics in the customer satisfaction appear as the basic elements of a business. In the case of Albania after the transition period, especially during last years has been given a special importance to the communication but there is a lot of work in terms of ethics and communications. The aim of this paper is to understanding the customer satisfaction and its roles in the development of a business. Moreover will be explained importance and role of communication and ethics to the consumer, gaining kindness, empathy and customer support through effective communication. The wrong choice of a communication process would be fatal for an initiative undertaken by the manager or other leaders of an organization. Based on the organizational structure which can facilitate or hinder the effective communication is paying attention to the strategies followed by public and private administrate. Finally, in order to achieve a more objective conclusion to the customer satisfaction between public and private administration, advantages and disadvantages that this two administration shown has conducted a survey in three different age groups 18-30 years, 30-50 years and 50 and above.

Key words: *Communication, consumer, satisfaction, public, private.*