

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**



**QUALITY OF SERVICES THROUGH PUBLIC PERCEPTION
AT COMMUNITY POLYCLINIC, PERINGGIT, MELAKA**

**DIYANA BT. ISKANDAR ZURKARNAIN
2008557911**

**NURAZLIN BT. AHMAD
2008577443**

APRIL 2011

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY
THE SUPERVISOR**

Name of Supervisor : Miss Nurliyana bte. Mohd Shazali
Title of Research Report : Quality of Services through Public Perception
at Community Polyclinic, Peringgit, Melaka
Name of Student I : Diyana Binti Iskandar Zurkarnain
Name of Student II : Nurazlin Binti Ahmad

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(Signature)

Date:

Supervisor's Comments

A large, empty rectangular box with a thin black border, intended for the supervisor's comments. It occupies the central portion of the page.

Moderator's Comments

A large, empty rectangular box with a thin black border, intended for the moderator's comments. It occupies the lower portion of the page.

LETTER OF TRANSMITTAL

Name of Students : Diyana Binti Iskandar Zurkarnain
Nurazlin Binti Ahmad

Name of Supervisor : Miss Nurliyana Binti Mohd Shazali

Submission of Research Report (ADS 554)

Regarding on the above matter, we hereby submit our research report entitled “Quality of Services through Public Perception at Community Polyclinic, Peringgit, Melaka” as requirement for the completion of Applied Research Project (ADS 554) subject for your kind perusal and retention.

.....

Diyana Binti Iskandar Zurkarnain

.....

Nurazlin Binti Ahmad

THE ABSTRACT

Abstract

Service quality is the perception that results from comparing expectation with the experience. It also become as the function of both process and outcomes. The service quality is a attitude formed by long-term evaluation of performance. There are five dimensions or factors that involved in service quality which is tangible, reliability, assurance, empathy and also responsiveness. All the factors have their own important roles towards the perception from the public. The study is made to identify the quality service through public perception at Community Polyclinic, Peringgit, Melaka. 110 respondents were taken which are the patients that came to Community Polyclinic, Peringgit, Melaka to seek for treatment. In Community Polyclinic, Peringgit, Melaka the number of patients that come per day are almost 1000 patients. This is based on the interview from the staff at the polyclinic itself. The most factor that affected to the public perception is empathy where it is based on the staff willingness in order to help the patients in terms of give feedback, give accurate information and also greet them. The instinct behaviors like obedience, loyalty and also advocacy participate in the service quality. The quality service become as the important component in deciding the perception from the public.