



**UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN CAMPUS
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**PROJECT PAPER
MKT 660**

**SERVICE QUALITY AND CUSTOMER SATISFACTION
TOWARDS THREE PRIVATE SPECIALIST CLINIC IN KUCHING
(CASE STUDY ON MBKS EMPLOYEES)**

PREPARED BY:

**DAYANG SITI BAIZURA BT AWANG IDRIS
2006102769**

PREPARED FOR:

MDM HAZAMI BINTI MOHAMMAD KAMARUDDIN

JUNE 2015

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ABSTRACT

Service quality and customer satisfaction are very important concepts that companies must understand if they want to remain competitive and grow. Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

This study was conducted to determine Majlis Bandaraya Kuching Selatan employees' satisfaction against quality services of three private specialist clinics in Kuching, Sarawak.

Generally all clinics aim at providing the best quality of services to their customers but the service quality may vary between clinics.

In order to measure service quality dimensions and customer satisfaction, this research surveyed 200 respondents who are customer of Timberland Specialist Clinic, Normah Specialist Clinic and Kuching Specialist Clinics.

The questionnaire was distributed to the respondents at Majlis Bandaraya Kuching Selatan employees.

CHAPTER 1

1.0 INTRODUCTION

In this chapter will explain background of the study, problem statement, objectives of the study, research questions, scope of the study, significance of the study, limitation of the study, and background of the private specialist clinic in Kuching.

1.1 Background and Scope of Study

Malaysia is a Southeast Asian country with thirteen states, consisting of two different geographical regions that are divided by the South China Sea. The rapidly growing economy has made a major impact, resulting in some commentators referring to it as the "Asian Dragon". In relation to healthcare, Malaysia can boast of high-end clinics and hospitals that provide excellent services.

Healthcare in Malaysia has undergone some radical transformations. The earliest pre-colonial medical cases were confined mostly to those traditional remedies that are evident today in Chinese, Malay and other ethnic groups. However, with the birth of colonialism, more modern and westernized medical practices were slowly introduced to the country.

Malaysia's healthcare system is divided into two sectors—the public sector and the private sector. Doctors are generally required to complete three years of service in public hospitals throughout the nation, ensuring there is adequate cover for the general population. Foreign doctors are also encouraged to share their expertise in Malaysia.

Malaysia is fortunate to have a very comprehensive range of healthcare services. The Malaysian government is very committed to its principles of universal access to high-quality

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss the Private Specialist Clinic in Kuching, Sarawak, definition of customer, service quality, the measurement of service quality, customer satisfaction, the distinction between service quality and customer satisfaction, the five gaps model, the relationship between service quality and customer satisfaction, the relationship between customer satisfaction and service quality, previous study, conceptual framework of the study and the conclusion of this study.

2.1.1 Healthcare Industry

In Malaysia, health care system has been characterised by a strong public sector component. Historically, all Malaysians have been entitled to treatment at heavily subsidised rates at public hospitals @ polyclinics. (Barraclough, 2000).

Since 1993, coinciding with general economic prosperity of the region, the number of private healthcare has increased substantially. The reason for this could be a view among Malaysian people that publicly funded hospitals no longer provide the kind of quality health care that they require and that they can obtain in private healthcare.

With the economy, the public's expectation of health and medical services has changed. Consequently, the government's aim has been to modernise hospitals and clinics and to ensure that they offer quality services (Ng, 2000).

To this end, the Health Ministry and local providers of medical care have jointly organised an accreditation program by an independent body, the Malaysian Society for Quality in Health (MSQH). The accreditation program emphasises evaluation of the quality