

TABLE OF CONTENTS

LIST OF TABLES

THE RELATIONSHIP OF SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG INPATIENTS IN ORTHOPAEDICS WARD AT KUCHING SARAWAK GENERAL HOSPITAL: A CASE STUDY IN KUCHING SARAWAK GENERAL HOSPITAL.

Background of the Study 1-3

Statement of the Problem 3-4

 Research Objectives 4

 Research Questions 4-5

 Research Hypothesis 5

Significance of the Study 5-6

Limitation of the Study 6

Definition of Terms 6-8

CHAPTER 2

LITERATURE REVIEW

Introduction 8

 Definition of Customer 8

 Definition of Satisfaction 9

 Definition of Customer Satisfaction 10

 Definition of Service 10

 Definition of Quality 10-11

 Definition of Service Quality 11-12

 Definition of SERVQUAL 12

 Tangibility 12-13

 Reliability 13-14

 Assurance 14-15

 Empathy 15-16

 Responsiveness 16-17

Relationship between Customer Satisfaction and Service Quality 17-18

Theoretical Framework 18-25

NORHASPAZIZI BINTI JULANI

CHAPTER 3

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS) UNIVERSITI TEKNOLOGI MARA SARAWAK

Research Design 26

Sampling Frame 26

Population 27

Sampling Technique 27

Sample Size 28

Unit of Analysis 28

Instrument 29

Data Collection Procedures 29

Validity of Instrument 30

Plan for Data Analysis 30-31

Reliability Analysis 32

JANUARY 2015

TABLE OF CONTENTS

	Page
LIST OF TABLES	i
LIST OF FIGURES	ii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1-2
Statement of the Problem	2-4
Research Objectives	4
Research Questions	4-5
Research Hypothesis	5
Significance of the Study	5-6
Limitation of the Study	6
Definition of Terms	6-8
CHAPTER 2	
LITERATURE REVIEW	9
Introduction	9
Definition of Customer	9
Definition of Satisfaction	10
Definition of Customer Satisfaction	11-12
Definition of Service	12-13
Definition of Quality	13-14
Definition of Service Quality	14-15
Definition of SERVQUAL	16
Tangibility	17-18
Reliability	18-20
Assurance	20-21
Empathy	21-22
Responsiveness	22-24
Relationship between Customer Satisfaction and Service Quality	24-25
Theoretical Framework	25
CHAPTER 3	
RESEARCH METHODOLOGY	26
Research Design	26
Sampling Frame	26
Population	27
Sampling Technique	27
Sample Size	28
Unit of Analysis	28
Instrument	29
Data Collection Procedures	29
Validity of Instrument	30
Plan for Data Analysis	30-31
Reliability Analysis	32

LIST OF TABLES

CHAPTER 4	
FINDINGS.....	33
Profile of Respondents	33
Gender	33
Age	34
Marital Status.....	35
Race	35-36
Occupational.....	36
Descriptive Statistics of Service Quality and Customer Satisfaction	37-38
Descriptive Statistics of Each Dimensions	39
Tangible.....	39-40
Assurance	41-42
Reliability	43-44
Responsiveness.....	45-46
Empathy.....	47-48
Descriptive Statistics of Customer Satisfaction	49-50
CORELATION ANALYSIS	51
Correlation between Service Quality and Customer Satisfaction	51-52
Overall Correlation between Service Quality Dimension and Customer Satisfaction.....	53
SMMARY OF HYPOTHESIS	54-55
CHAPTER 5	
DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS.....	56
SUMMARY OF FINDINGS	56
Profile of Respondents	56
Research Question 1	57
Research Question 2.....	58-59
Research Question 3.....	60
Research Question 4.....	61
Research Question 5.....	62
Research Question 6.....	63
Research Question 7.....	64
CONCLUSION.....	65
RECOMMENDATIONS	66
Recommendations for Further Studies.....	67
REFERENCES	68-73
APPENDICES	
A Cover Letter	74
B Questionnaire	75-81
C Approval Letter from Sarawak General Hospital	82-83
D Krejcie & Morgan Table (Table for Determining Sample Size from a Given Population)	84-87
F Data Analysis	88-94

CHAPTER 1

INTRODUCTION

Background of Study

Nowadays, high demand on excellent healthcare sector and the quality of wished services have been receiving high acknowledgment (Kaya et al., 2012). Healthcare sector shows an important role to develop and maintain healthy people in order to achieve healthy production (Irfan, Aamir & Farooq, 2012). According to Corby (1981), quality is consistent with unchanged characteristics and the statement is much supported by Karim (1996), which stated quality as a major aspect associating to the specifications of the particular product to meet the clients' needs as cited by Anber and Shireen (2011). Nevertheless, Beer (2003) asserted that service is a set of attributes and overall 'ingredients' of the service which focuses on answering the rhetorical question of how to satisfy the customers as well as to meet all of their needs and desires (Anber and Shireen, 2011). According to Elleuch (2008), the vitality of service quality nowadays has become a part of the interest towards healthcare sector, as agreed by Khasimah and Normila, (2013). Thus, service quality has been made as an evaluation made by the customers towards the service given by the firm and they have their own standards on feasting and expectancy on the amenity, comparing their criteria and regulate their own responses regarding the service acknowledged as stated by Lovelock and Wright (2002) and cited by Canny and Hidayat (2012).

Satisfaction

According to Jettles and Sub (2004), satisfaction has been recognized since 1979 and it currently an important issue in everyone is cited by Ditt (2011). During the

CHAPTER 2

LITERATURE REVIEW

Based on Meyer and Wernsbachky (1998), researchers found that the high

Introduction

This chapter will describe and analyze related literature that supports the idea of this research. In this chapter, it begins with the definitions of service quality (IV), SERVQUAL and customers' satisfaction (DV). Furthermore, this chapter will also discuss the theoretical framework of this research.

Satisfaction is a full cognition of what our expectations of the service and product are received either positively or negatively (Herman & Whittman, 2001). Within the

Customer

A major success of the company depends on how "bread winner" treats our customers well (Seman, 2002). A customer is a buyer which exists and has been engaged to the premise after he or she acknowledged the official letter or services from this commission (Seman, 2002). Moreover, according to Ian (1996), a customer is an individual or a group of individual to whom we provide one or even more products or services as cited by Relben (2003). A customer can also be seen as a resolution producer, influence and sightseer to buy provider's products and services which can be an independent customer, dealer or other entities of business (Khalit, 2005).

Moreover, satisfaction will affect the previous perception on service quality and the present perception of it (Ashar & Shireen, 2011).