

UNIVERSITI TEKNOLOGI MARA

**TANGIBLE, RESPONSIVENESS,
ASSURANCE, RELIABILITY
AND EMPATHY
THAT INFLUENCE
PATIENTS' SATISFACTION IN
FOODSERVICE AT
KPJ PUTERI SPECIALIST HOSPITAL**

**NURZAHILA HAYATI BINTI YACCOB
ZUHAINI ZAINAL BINTI MOHTHAR**

**Dissertation submitted in partial fulfilment
of the requirement for the degree of**

Master in Business Administration

Arshad Ayub Graduate Business School

July 2020

ABSTRACT

Hospital food is very crucial for fast patient recovery. Most patients who stayed in the hospital have value and expectation on the kind of food service that they should get. The Management of KPJ Puteri Specialist Hospital, Johor Baharu is very concerned with patients' satisfaction related to foodservice. Furthermore, the hospital needs to reduce the cost-effectiveness without compromising patients' satisfaction. Therefore, KPJ must take actions to hinder food wastages as patients' satisfaction shackled. Due to the impact of this issue, the hospital needs to allocate some budget on the handling of food waste which is very costly due to the cooking process. Food waste cannot be disposed of easily such as general waste. Food waste will be collected by a specific vendor which have certain certification to handle food waste. Food waste will be weighed and the cost to dispose of has to be bear by hospital management. Therefore, this study aimed to investigate the relationship between service quality towards patients' satisfaction and to analyze which SERVQUAL dimensions such as tangible, responsiveness, assurance, reliability and empathy that measure the patients' satisfaction contribute the most towards patients' satisfaction in hospital food service. A questionnaire-based survey was distributed to 250 patients at Surgical, Medical, VIP, and Orthopaedic ward. Service quality was measured in terms of the SERVQUAL dimensions such as tangible, responsiveness, assurance, reliability, and empathy. The key dimensions of patient satisfaction were identified through literature. A research framework is developed indicating that patients' satisfaction is influenced by five SERVQUAL dimensions which are tangibles, responsiveness, assurance, reliability, and empathy. The dimensions have been measured by using a 5-point Likert scale with a total of 28 items covering tangible (7), responsiveness (4), assurance (4), reliability (4), empathy (4), and patients' satisfaction (5). The data collected were analyzed using SPSS 22.0. Results showed that tangible and responsiveness have a positive influence on patients' satisfaction with food service.

ACKNOWLEDGEMENT

Firstly, we wish to thank Allah for allowing us to embark on our master's and for completing this long and challenging journey successfully. Our gratitude and thanks go to my supervisor Dr. Azianti Ismail and EMBA Coordinator, Dr.Hj Zamri Miskam. Thank you for the support, patience, and ideas in assisting us with this project. We also would like to express our gratitude to the

Our appreciation goes to KPJ Puteri management, who provided the facilities and assistance during sampling. Special thanks to our colleges and friends for helping us with this project.

Finally, this thesis is dedicated to our families that have been supporting and believing in us to finish this program. Without their understanding and prayer, we are not able to complete this project. This piece of victory is dedicated to all of you. Alhamdulillah.

LIST OF TABLES

TABLES	TITLE	PAGE
Table 1	Questionnaire questions	...34
Table 2	Patient admitted in KPJ Puteri Specialist Hospital	...36
Table 3	Relationship Independent Variable and Dependent Variable	...40
Table 4	Response Rate and Frequency	...43
Table 5	Demographic Profile of The Respondents (N=192)	...44
Table 6	Descriptive Statistics (Tangible)	...47
Table 7	Descriptive Statistics (Responsiveness)	...48
Table 8	Descriptive Statistics (Assurance)	...49
Table 9	Descriptive Statistics (Reliability)	...50
Table 10	Descriptive Statistics (Empathy)	...51
Table 11	Descriptive Statistics (Patients' Satisfaction)	...52
Table 12	Summary table	...53
Table 13	Summary table	...54
Table 14	Statistical Significance (ANOVA)	...55
Table 15	Hypothesis Summary	...56

LIST OF FIGURES

FIGURES	TITLE	PAGE
Figure 1	Food waste trending in KPJ Puteri Specialist Hospital	...15
Figure 2	Academic construct	...18
Figure 3	Proposed Framework	...29
Figure 4	Distribution of patient by gender	...45
Figure 5	Distribution of patient by age	...46
Figure 6	Distribution of patient by the length of stay	...46