



UNIVERSITI TEKNOLOGI MARA (UiTM)  
BACHELOR OF ADMINISTRATIVE SCIENCE  
(HONOURS)

PUBLIC SATISFACTION TOWARDS PUBLIC HOSPITAL:  
A CASE STUDY FOCUSING ON  
KOTA KINABALU SABAH

AKALILI NUR SAKINAH JAINI  
FARAH SHAMIN MOHD AZIM KHAN

2013763131  
2013135575

DECEMBER 2015

## ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this research. Both of us finally successfully completed our research study. We wish to express our appreciation to all the people who have assisted us during our research study period.

Special appreciation goes to our supervisor, Madam Siti Yasmin Binti Badrum, for her supervision and constant support. Also, her outstanding commitment to us, giving guidance, supervision, and assistance as well as encourage us to accomplish the objective of this research. Without her support and kindness towards us, it might be impossible for us to accomplish this research.

Not forgotten, our deepest gratitude goes to our beloved parents and our family members for their endless love, prayers and encouragement. Besides, not to forget to thank to all our beloved friends, classmates and everyone who even directly or indirectly helps us in accomplishing objectives of this research.

Last but not least, we would like to extend our gratitude to our respondents that gave us their full cooperation in answering and completing the questionnaires that have been distributed, we would not be able to analyze the findings without their helps.

## ABSTRACT

This research study is conducted in Kota Kinabalu in order to assess the level of public satisfaction on public hospital within Kota Kinabalu and the research identifies the correlation between service quality of the public hospital. A set of 300 questionnaires had been distributed in Kota Kinabalu. The research reveals that there is no correlation between service quality of public hospital and the level customer satisfaction.

# TABLE OF CONTENT

Clearance for submission of the research proposal by the supervisor

Declaration

Acknowledgement

Abstract

Table of content

List of Table

## CHAPTER 1 INTRODUCTION

1.0	Introduction	1-3
1.1	Problem Statement	4-5
1.2	Objective of the study	6
1.3	Scope and Limitation of the Study	7
1.4	Definition of Terms and Concepts	
1.4.1	Customer Satisfaction	8
1.4.2	Service Quality	8-9

## CHAPTER 2 LITERATURE REVIEW

2.0	Public Satisfaction and Service Quality of Public Hospitals	10-14
2.1	Service Quality (SERVQUAL)	15
2.1.1	Empathy	15-16
2.1.2	Tangible	16-17
2.1.3	Assurance	17-18
2.1.4	Timeliness	18
2.1.5	Responsiveness	18-19
2.2	Conceptual Framework	
2.2.1	Dependent Variable	20
2.2.2	Independent Variable	20
2.2.2.1	Empathy	20-21
2.2.2.2	Tangible	21
2.2.2.3	Assurance	21
2.2.2.4	Timeliness	21
2.2.2.5	Responsiveness	21