

**THE RELATIONSHIP BETWEEN SERVICE QUALITY
AND CUSTOMER SATISFACTION AT HOSPITAL
SULTANAH BANIYAH AT KEDAH**

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ABSTRACT

The relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. This research was aimed at examining the relationship between service quality and customer satisfaction with the data obtained from Hospital Sultanah Bahiyah at Kedah. The result of which would enable the hospital to improve the quality of service. This research was conducted by using correlation research. Correlation research is a method used to provide some indication as to how two or more things are related to one another or, in effect, what they share or have in common, or how well a specific outcome might be predicted by one or more pieces of information (Salkind, 2012). In research methodology, content the research design, sampling frame, population, sampling technique, sampling size, unit of analysis, data collection procedures, instrument, validity of instrument and plan for analysis. The outcome of the variable showed reflected a high correlation with customer satisfaction. With respect, the finding of this study can be used as a guideline by the Hospital Sultanah Bahiyah to improve the quality of service. For security reasons, certain information affecting customer satisfaction could not be examined in detail. The result indicates that good relationship exists between service quality dimensions (core service, human element of service and tangible of service) and customer satisfaction. This research presents key results on service quality and customer satisfaction research by looking at the niche segment which was not previously studied from the Malaysia perspective.

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CHAPTER 1

INTRODUCTION

Background of the Study

Recently, the relationship between service quality and customer satisfaction becomes a major concern to academic and business. There are many efforts had been conducted to study the relationship between these two variables. This is because customer satisfaction is given less attention by most of the companies especially for the government sector.

Service quality is equal to the difference between the perception and expectation. (Herington and Weaven, 2009; Parasuraman et al., 1988). These mean that the service quality is measured by the customer perception and expectation. Quality plays an important role to the company that should be understood properly. It is because quality is a degree to which the company should fulfill all of the requirement and customer needs. Services quality also becomes an important antecedent to customer satisfaction, which is inextricably linked to consumer pre-purchased behavior and consumption decision making. (Herington and Weaven, 2009; Cronin and Taylor, 1992).

Customer satisfaction is defined as the number of customer or percentage of total customer, whose reported experience with a firm, its products, or its service (ratings) exceeds specified satisfaction goals. (John and Joby, 2003). Customer