



**UNIVERSITI TEKNOLOGI MARA**

**MEASURING SERVICE QUALITY : A CASE STUDY ON  
MEDICAL RECORD UNIT, SIBU HOSPITAL.**

**DAISY HARRY**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) (MARKETING)  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN  
KUCHING**

**OCTOBER 2004**

## ACKNOWLEDGMENT

First and foremost, I would like to thank Mr. Abang Sulaiman Abang Naim, UiTM Lecturer, for the willingness to be my advisor and guidance to review this research paper despite the busy schedule and he who patiently urged me to proceed even when I am in a difficult moment. Your commitment, dedication and direction have made this research very much possible in achieving its objectives.

I also like to express my sincere thank to Program Coordinator Mr. Senian Malie and my second advisor Mr. Claudius Clement for the willingness, guidance and commitment to review this paper. Your collaborative efforts are invaluable in helping me embed my research within the context of practicality and usefulness from various perspectives.

Finally, I want to give a thought and thank to my husband Dennis, daughter Allysha, mum and “nenek” in-law who have urged and supported me into the sphere of this journey, and it still baffles me how essential this effort for the comfort of the future. You have shown your courage and understanding to cope up with my absence during weekend to attend classes.

## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
Title Page	i
Declaration of Work	ii
Letter of Transmittal	iii
Letter of Submission	iv
Acknowledgment	v
Table of content	vi
List of Figures	xi
List of Tables	xiii
Abstract	xvi
<b>CHAPTER</b>	
<b>1 BACKGROUND OF THE STUDY</b>	<b>1</b>
1.1 Sarawak	1
1.1.1 Sarawak Health Department	2
1.1.2 Medical Care Programme	3
1.1.3 Outpatient Services	4
1.1.4 General Outpatients	4
1.1.5 Emergency (A&E) Department	4
1.1.6 Specialist Outpatient Services	5
1.2 Inpatient Care	5
1.2.1 Hospital Admission	5
1.2.2 Bed Occupancy Rate (BOR)	6
1.2.4 Hospital Deaths (Gross Fatality Rate)	6
1.3 Brief History and Achievement of Medical Record and Health Information Department	6
1.4 Brief History and Achievement of Medical Record Unit Sibu Hospital	7
1.5 Scope of Study	14

# CHAPTER 1

## INTRODUCTION

### 1 Background of the Study

The growth of the service sector has called for greater attention to the importance of research to examine consumers' perceptions of service providers. A country like Malaysia, where service sector has contributed significantly to the economic performance and it has, in addition, the determinant that support the theme towards knowledge-based economy and leading roles in information, communication and technology (ICT) based industry that demands for more reliable and effective services. It is therefore, the research is important to determine the service level where the findings would help an effort to sustain and maintain its course toward a developed Malaysia.

#### 1.1 Sarawak

Sarawak is situated in the northwestern part of Borneo, which is the third largest island in the world, and the largest of the many thousands of island forming the East Indies Archipelago.

Sarawak is the largest State in Malaysia with its land area of 48,050 square miles or 124,450 square kilometers. Three main geographical zones may be distinguished: (1) a coastal plain covered mostly by swamp forest of *nipah* palm and mangrove; (2) a middle zone of undulating hilly country; and (3) a mountainous interior with the highest mountain, Gunong Murud, rising to nearly 8,000 feet.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2 Introduction**

This chapter reviews empirical studies on service quality in areas of the importance of service, expectation, perception, quality, and satisfaction.

Service are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in – or on behalf of – the recipient of the service (Lovelock, 2001).

Service also has been described as a form of attitude, related but not equivalent to satisfaction, which result from the comparison of expectation with performance (Parasuraman, Zeithaml and Berry 1988). Service quality involves a comparison of expectation and performance means it measures how well the service level delivered matched customer expectation on a consistent basis.

The unique characteristics inherent in services are different from that of goods. Service characteristics include intangibility, inseparability, perishability, heterogeneity and temporary ownership (Kurtz & Clow, 1998). For customer, the experiences of service are systematically different from those with products, partly because of its dimension in such that services are more heterogeneous, intangible and perishable. It is therefore, requires those managing the service operation to understand the service concept, service delivery