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**COMPARATIVE STUDY ON TOTAL QUALITY
MANAGEMENT PRACTICES AND CUSTOMER
SATISFACTION BETWEEN PUBLIC AND PRIVATE
HOSPITAL IN KUCHING**

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Abstract

This research report is about the research conducted to compare the total quality management practices among the employees and customer satisfaction between public and private hospital in Kuching. Total Quality Manageme practices is a very important subjects nowadays. This is because, it is crucial in ensuring that the organization can survive in a very competitive environment. Besides that, customer also deem as an important aspect in selecting any services they wanted to have. This is because they know that quality services comes from those who practices total quality management. Therefore, the purpose of this research conducted in to compare the level of total quality management practices affecting the customer satisfaction between public and private hospital in Kuching. A total of 200 questionnaires have been distributed among the public and private hospital in Kuching. Then, the outcome or data obtained were analysed based on the dimension stated in the conceptual framework.

TABLE OF CONTENTS

Acknowledgement	iii
Abstract	iv
List of Figures	v
List of Tables	vi
Chapter 1: Introduction	
1.1 Background of The Study	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Research Objectives	4
1.5 Scope of The Study	4
1.6 Significance of The Study	5
1.7 Definition of Terms/Concepts	6
Chapter 2: Literature Review & Conceptual Framework	
2.1 Quality Management System and Total Quality Management practices	7
2.2 Customer satisfaction	9
2.3 The relationship between Total Quality Management Practices and Customer satisfaction	9
2.4 Hypothesis	11
2.5 Conceptual Framework	12
Chapter 3: Research Method	
3.1 Research design	13
3.2 Unit of analysis	14
3.3 Sample size	14
3.4 Sampling technique	14
3.5 Measurement/Instrumentation	15

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter, it focuses on the background of the study which is on quality practices. Besides that, it also emphasize on customer satisfaction towards the service delivery. Section 1.1 discusses the background of the study, Section 1.2 explains about the problem statement and section 1.3 states the research questions. Whereas section 1.4 states the research objectives and section 1.5 is about the scope of the study. Section 1.6 is about the significant of study and last but not least, section 1.7 is about the definition of operational terms and concepts.

1.1 Background of the Study

Malaysia as developing country, undergo rapid increase in medical care aspect. Therefore, there are a lot of challenges that need to surpass in order to achieve a better quality medical care practices. To achieve this, quality concept need to be adapts in diverse medical practices. Development of quality practises is important because it related to customer satisfactions that indirectly contribute to the betterment of medical care practices.

Basic concept of quality is where the product or services must be excellent so that it can meet or exceed the level of customer satisfaction. Therefore, quality is not only focus on output but also focus on all the stages which include input, process and follow by output. Traditionally, services sector only focus on the output that can lower the standard of their products and services which include hospitality in health organization. Deming concept stated that by

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 Literature review

In this chapter, the researchers provide a review of the literature on total quality management practices and customer satisfaction. Section 2.1 explains about quality management system and total quality management practices. Whereas section 2.2 discussing about customer satisfaction and section 2.3 explains the relationship between total quality management practices and customer satisfaction. Section 2.4 is the conceptual framework and 2.5 provides the hypothesis of the study.

2.1 Quality Management System and Total Quality Management Practices

(Anderson, 2013) Quality management system is a collection of business processes focused on achieving the quality policy and quality objectives of an organisations. Total quality management is a concept originated from the manufacturing sector in Japan (Naoum, 2002) and has contributed so much in term of evolutions in production efficiency. Thus, Quality Management System is the roots to total quality management practices. The most commonly used method by scholars to research and study on the quality management principles of an organization is through the use of TQM constructs (Prajogo and McDermott, 2005).

There are many well-known scholars used TQM dimensions for the study of quality management theory and practice. This resulting in the differences in definitions of the dimensions that a TQM model should incorporate (Prajogo and McDermott, 2005). Thus, there