UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

1MALAYSIA CLINIC SERVICE QUALITY AND PATIENT SATISFACTION

CASE STUDY: 1MALAYSIA CLINIC TAMAN SAMARINNDAH, KOTA SAMARAHAN

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ABSTRACT

Patient satisfaction is a measurement for service quality. Patient judgement is important because the patient satisfaction will give the opportunity for improvement. We evaluated the relationship between the satisfactions of patient in 1Malaysia Clinic at Taman Samarindah, Kota Samarahan. A correlational study was carried out using the SERVQUAL questionnaire. The respondent in this study was 166 patients who seek medical treatment at 1Malaysia Clinic at Taman Samarindah. The findings indicate that there was a positive significant relationship between the two variables. This study also shows there is no significant difference between service quality and patients satisfactions among male and female. In addition, female patients are more satisfied with service quality delivery by 1Malaysia clinic at Taman Samarindah compare to male patients.

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1.0   INTRODUCTION

This chapter focuses on the background of the study, which is about the background and establishment of 1Malaysia Clinic located at Kota Samarahan, Sarawak. Section 1.1 is discussing about the background of the study, Section 1.2 is focusing on the problem statement, and Section 1.3 states the research questions. Section 1.4 explains about the research objectives, Section 1.5 is explaining about the scope of our study while Section 1.6 is focusing on the significant of the study. Lastly, Section 1.7 is explains about the definitions of terms and concept.

1.1   BACKGROUND OF STUDY

The ministry of Health (MOH) is the major healthcare provider in Malaysia. The increasing of public or private hospital and clinic due to standard of living changes and there also demand for better medical care as there can improve lifestyle. As the demand for better lifestyle, there is very important role of Ministry of Health Malaysia to provide more health care services. Establishment of 1Malaysia clinic one of health care services that provide by MOH for their citizen.

According to News Straits Time by Datuk Dr Kuljit Singh Malaysian has one of the best primary healthcare services including public and private in Asia and maybe in the world (Singh, 2014). Anyone feeling unwell can go to government polyclinic or outpatient clinic, including 1 Malaysia clinic for having medical care services.

Zulkiple Ibrahim through BERNAMA describes that 1Malaysia clinic is one of the initiatives under the 1 Malaysia concept by Datuk Seri Najib Tun Razak, Malaysia

CHAPTER 2:

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0 INTRODUCTION

This chapter provides a review of the literature patient's satisfaction and its relationship with the service quality. Section 2.1 is determining the service quality. Section 2.2 discuss about the patient satisfaction. Section 2.3 discussing on relationship between patient satisfaction and service quality and Section 2.4 discuss about the gender and patient satisfaction. Finally, Section 2.5 provides the conceptual framework.

2.1 SERVICE QUALITY

According to Parasuraman, service quality can be defined as the difference between predicted, or expected, which is service (customer expectation) and perceived service (customer perception) (Parasuraman A. Z., 1985). "Expectation" includes the wants of the consumers that they feel a service provider should offer while the "perceptions" refer to the consumer evaluation of the service provider (Lim, 2000).

Most researchers agreed that service quality (Clemes *et al.*, 2008; Cronin and Taylor, 1992; Gronroos, 1982; Parasuraman *et al.,* 1988, 1985) is a form of customer attitudes; depends on the function of the discrepancy between service performance and expectation; and related to the focused evaluation that reflects the customer appraisal concerning the element of services.

There are two distinct constituents of service quality, technical quality and functional quality (Gronroos, 1984). Technical quality focused to the technical accuracy of