

**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMERS
SATISFACTION LEVEL IN HOSPITAL JENKKA, PAHANG**

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ABSTRACT

The purpose of this study was to investigate the relationship of service quality and customers satisfaction level in *Hospital Jengka, Pahang*. This correlational study used a non probability sampling technique. The methodology used in this study was survey questionnaires which were distributed to 110 respondents who seek treatment in *Hospital Jengka, Pahang*. The questionnaires were analyzed using SPSS 16.0.1. The major finding in this study indicated that there was a strong significant relationship between service quality and customers satisfaction level. Based on the findings, the majority of the respondents perceived that Tangible (staff were well dressed) were the most SERVQUAL dimensions which were considered dependably and accurately. On the contrary, Responsiveness (staff doing their job rather than responds to customers) were the lowest SERVQUAL dimensions. Generally, the customers have a moderate satisfaction level ($Mean = 3.55$) towards the service delivered in *Hospital Jengka*. Empathy and Assurance were the highest dimensions for customers satisfaction level while the least SERVQUAL dimensions were Tangible. This study also highlighted several recommendations to further improve the quality of service delivered in this hospital. Among the suggestions are to improve the quality of training on staff behavior and courtesy as well as to provide more specialists and upgrade the facilities in the hospital. Another recommendation put forward is for the hospital to provide more information on the treatment and services delivered. Top management of *Hospital Jengka, Pahang* may use these findings in attracting more customers, and in hiring new employees which are more suitable to perform the required services.

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