



**Measuring Service Quality Towards Customer Expectation and Perception:
A Study Of Klinik Kesihatan Jalan Masjid (Polyclinic Mosque Road) Kuching**

**Prepared for
Abang Sulaiman Abang Naim**

**by
Jaredi @ Shamsuddin Hj Lungki
2004302717**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
Faculty of Business and Management
UiTM Cawangan Sarawak
Kampus Samarahan
Sarawak**

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CHAPTER 1

INTRODUCTION

1 Background of the Study

The fast growth in the service sector had highlighted everybody to pull greater attention to the importance of research to determine consumers' perceptions of service provider. In Malaysia service sector contributed significantly toward economic performance and became one of the determinants that support knowledge-based economy and leading roles in information, communication and technology based industry that request for more reliable and effective services. Therefore research was important to sort service quality where the findings would facilitate the effort to sustain and maintain its course toward one Malaysia.

A complexity of multidiscipline, technology, and human resources had provided quality care. So, to serve the public better, quality assurance activities must project positive collaboration between the management and the staff. Therefore, quality control must be constructed as an extra responsibilities incorporated in or added to a process. All employees were responsible to all responsibilities since the production of high quality services enhances the reputation for their organization. In Malaysia, the government still provided hospital care. The government philosophy emphasized prevention and encouraged it citizens to live in healthy lifestyles and be responsible for their own health.

CHAPTER 2

LITERATURE REVIEW

2 Introduction

Organizations today are striving towards quality service. Quality service has becoming a driving force to achieve and maintain the competitive edge. This is a global phenomenon that arises today.

The public sectors in Malaysia, even with limited resources, are required to provide the main impetus to the quality drive. Many administrative reform measures have been embarked ranging from Total Quality Management (TQM) at the broadest to such micro-level measures as the effective method of handling official telephone calls (Abdul Karim, 1999).

2.1 The Core Principles of TQM

The seven (7) core principles of TQM, which become the basis on serving the quality service and how the roles of these principles in the implementation of Klinik Kesihatan Jalan Masjid quality system support and enhance TQM. For many government agencies the seven principles are usually set by MAMPU (Malaysian Administrative Modernization and Management Planning Unit) in the

CHAPTER 3

RESEARCH METHODOLOGY AND FRAMEWORK

3 Introduction

Methodology determines the framework of a research project, thus it is important to choose a suitable methodology, as improper methodology will cause inaccurate, unreliable and invalid results. Such methodological considerations should include size and nature of the samples, response rate and quality, questionnaires design and administration, procedure for fieldwork, and analysis and reporting procedures. These checks provide on information on reliability and validity of the data and help to determine whether they can be generalized to problem at hand (Malhotra, 2004). Development of methods of measurement of quality in service delivery has also included considerable examination of the relationship of customer expectations and customer satisfaction. A service quality protocol (SERVQUAL) developed by Berry, Zeithaml and Parasuraman (1988) for evaluating service quality from the customer perspective will be used in the service quality assessment.

Using the dimensions identified in SERVQUAL 22-items Scale as a starting point, the concept of engineering service quality are integrated with Klinik Kesehatan Jalan Masjid Philosophy from the user perspective will be explored. In this research subsections decide the methodology as follows: