



**A STUDY OF CUSTOMER SATISFACTION
TOWARDS SERVICE QUALITY IN HOSPITAL
ISLAM AZ ZAHRAH**

**AHMAD OMAR BIN ABDULLAH ZAIK
2014230054**

**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their valued help and contributions to the preparation of this report:

Academic advisor, Sir Muhamad Khodri Kholib Jati , for his never ending support, guidance, patience, and irreplaceable time spent guiding me towards the completion of this report. Thank you for the time spent to advise me in writing my report.

My warmest appreciation and thanks go most to Puan Wan Asiah binti Abdul Rahman my supervisor, for co-operation and invaluable insights in relation to the relevant information gathered for this project paper. Not only that, a million thank you for Encik Kamarulnizal Bin Yusof, and Medi-Circle Sdn Bhd staff for sharing their knowledge and experiences with me during the practical training.

My beloved family, friends and course mates, for their helpful suggestions, advices and moral support throughout the time of completing my industrial training and report paper.

Generally speaking, thank you to those who have helped me either directly or indirectly, throughout the completion of my industrial training and this report. It would not have been possible without them.

Table of Contents

| | |
|--|----|
| 1.0 Introduction | 1 |
| 1.1 Background of Industry | 1 |
| 1.2 Background of Company | 2 |
| 1.3 Background of Study | 3 |
| 1.4 Problem Statement | 4 |
| 1.5 Research Objectives | 6 |
| 1.6 Research Questions | 6 |
| 1.7 Significance of the study | 6 |
| 1.7.1 Company | 6 |
| 1.7.2 Management | 6 |
| 1.7.3 Researcher | 7 |
| 1.8 Limitation of the study | 7 |
| 1.8.1 Obtaining the respondents | 7 |
| 1.8.2 Dishonesty of the respondents | 7 |
| 1.8.3 Differences in understanding and interpretation | 8 |
| 2.0 Introduction | 9 |
| 2.1 The Concept of Services | 9 |
| 2.2 Customer Satisfaction | 10 |
| 2.3 Service Quality | 10 |
| 2.4 SERVQUAL Dimensions | 12 |
| 2.4.1 Reliability | 12 |
| 2.4.2 Responsiveness | 12 |
| 2.4.3 Assurance | 13 |
| 2.4.4 Empathy | 13 |
| 2.4.5 Tangible | 14 |
| 2.5 Hypothesis Development | 14 |
| 2.5.1 Relationship between tangible features and customer satisfaction | 14 |
| 2.5.2 Relationship between assurance and customer satisfaction | 14 |
| 2.5.3 Relationship between responsiveness and customer satisfaction | 14 |
| 2.5.4 Relationship between empathy and customer satisfaction | 15 |
| 2.5.5 Relationship between reliability and customer satisfaction | 15 |
| 2.6 Proposed Theoretical Framework | 16 |

ABSTRACT

The growth of the economy, technology and knowledge are the things that push all the company come out with a best offering to the customer and try to be different from others. Set up the business is much simpler than maintaining its survival in the industry. In the healthcare industry people are compete to offer a better service that others, the company may offer a unique service or a best quality of services in satisfying the customer. Hospital Islam Az Zahrah are losing their focus on quality of services, they try to come out with many services without maintaining its quality. For this reason, other than to study the customer satisfaction towards service quality in Hospital Islam Az Zahrah, this thesis also help the company to see their customer level of satisfaction towards hospital services. In order to achieve this, both of primary and secondary sources are used. The questionnaire were distributed to sixty respondent in gaining data process. All the sixty respondents are patient who receive a treatment in warded during a distribution time. The result of this research point out that from the five service quality dimension only two of them are significant with customer satisfaction which are responsiveness and tangibles. Assurance variable were the highest score in mean which means majority people are agree with the statement. From the result of study, researcher are able to understand the level of service quality in Hospital Islam Az Zahrah and answer all the research question.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter 1 provides an overview of the whole research. It outlines the background of the study, problem statement. In outline the background of the study, problem statement, research objectives, research questions, and significance of the study and the overall conclusion of the chapter.

1.1 Background of Industry

Healthcare industry are one of the developing services industry in Malaysia. It is prove that Malaysia is a dynamic country which is constantly evolving. The Malaysian healthcare system have a common characteristics with British system, it is divided into two sectors: the public and the private healthcare sector. Both healthcare sectors are still expanding. 70% of healthcare services are provided by public sector which is heavily subsidized by the government and used by the majority of the Malaysian population. The private healthcare sector (30%) offers both curative and rehabilitative services and is financed strictly on a fee-for-service basis. The Malaysian healthcare sector is set to be transformed from a social service and consumer of wealth to a private sector-driven engine for economic growth under the ETP (The Healthcare Sector In Malaysia , 2013). In Malaysia, the estimated healthcare spending was equivalent to 4.4% of the GDP in 2013. That is expected to rise to 4.5% by 2018 as spending growth outpaces economic expansion. In dollar terms, Malaysia's healthcare spending is projected to rise by an average 10.5% a year, growing from an estimated USD13.7 billion to USD22.9 billion by 2018. The spending can be attributed by both public and private healthcare spending as