



**INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION OF UiTM
PANEL CLINICS AT UiTM MELAKA CITY CAMPUS**

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ABSTRACT

The main objective of the study is to identify patient satisfaction on service quality of UiTM (Bandaraya Melaka Campus) Panel Clinic. The relationship between four (4) independent variables which are tangibility, empathy, responsive, and reliability towards patient satisfaction is being determined. A survey of 73 respondents was conducted and collect from the lecture Faculty of Business Administration UiTM Melaka City Campus. Pearson correlation and multiple regressions were used to test the hypothesis and research questions and it is likely that past study as discovered that those independent variables have strong impact toward reliability. Based on past study, it has been proven that having a better understanding of those variable will leads to have better marketing strategies and performance for panel clinic. Theoretical contribution of this study is an extension of knowledge influence of service quality on patient satisfaction.

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