



**SERVICE QUALITY AND CUSTOMER SATISFACTION:  
A STUDY ON PRIVATE HOSPITAL IN KUCHING**

**LILYANTI BINTI HARON  
2005262710**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Scope of Study

Nowadays, the ownership of health care organizations is changing. Profit-oriented services, ranging from public limited companies to co-operatives or associations, are entering the industry, bringing increasing supply and more power of choices to customers. Simultaneously, people are concerned about health issues and customers (patients, their relatives and citizens) demand more sophisticated services. As a consequence of these changes in consumer attitudes towards health, the industry has become more attractive to the private sector. Such growth means that customers are increasingly able to choose among health providers, particularly based on the balance between expectations and experiences.

A different approach to health services can now be found in both private and public hospital such as the provision of single rooms with beds that have orthopedic and ergonomic features, private bedrooms, television and sometimes a space with a second bed for relatives. Additionally, these facilities are far more user-friendly, with special areas for children, air-conditioning, vending machines with food and drinks, security and information staff, information points and newspapers.

According to the definition of Zeithaml et al.(1990) service quality is customer's perception of how well a service meets or exceeds their expectations and it is judged by customers, not by organizations. Perceptions have been described as an individual's formed opinion of the experienced service (Teas,1993). By means of

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Private Hospital Industry in Malaysia

The medical and dental services offered by medical facilities in Malaysia are on par with those in fully developed nations. They cost considerably less than similar ones in neighboring countries, and are a mere fraction of the prices charged in the West. Malaysian doctors and specialists are highly qualified, having received their training at industry-leading overseas medical schools in countries such as the United Kingdom, United States and many others as well as in local universities. (<http://www.mhtc.org.my/en/private-healthcare-in-malaysia.aspx>)

All private medical facilities in Malaysia are required to be licensed under the Private Healthcare Facilities and Services Act 1998 and are compliant to a regulatory body working closely with the Ministry of Health who monitors, regulates and coordinates these hospitals (<http://www.mhtc.org.my/en/private-healthcare-in-malaysia.aspx>).

According to Malaysia Healthcare Travel Council in their official website, many of our private hospitals have international accreditation, including the internationally recognized Joint Commission International (JCI) accreditation, as well as our own Malaysian Society for Quality in Health (MSQH) accreditation. Both the JCI and MSQH accreditations are recognized members of the International Accreditation Federation Council (IAFC), a body under the umbrella of the International Society for Quality in Healthcare (ISQuA). Thus, patients are ensured of optimum efficiency and quality.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Design

There are several methods were taken to accomplish this research. The whole research is using descriptive analysis. Therefore, before distributing the questionnaire for the selected respondents, the first step is to design the questionnaire, then selecting the target respondents, after that perform the instrument and measurement. The next step is to administer the data collection and followed by editing and coding and accomplished by data preparation and data analysis. The final step is to determine the findings, in this research there will be five test were carry out to examine the variables in this research and all of the test will be based on the research objectives.

#### 3.2 Sampling

Refer to Statistic Department, based on latest source population distribution and basic demographic characteristics, population and housing census of Malaysia 2010 total Kuching area population is 617,887. Based on Table Krejcie & Morgan, (1970) for this research, 100,000 populations the sampling should be 384. Therefore 384 questionnaire distributed to respondent however only 170 questionnaire is returned.

#### 3.3 Data Collection

There is two type of method that will be use in this research. They are :

##### i.) Primary data

In primary data collection, the data collected by the researcher is unique and no one else has access to it (Burns and Bush, 2003). Primary research is any type of research that researcher go out and collect themselves. "Primary data is the data