

**EVALUATING PATIENT SATISFACTION WITH HOSPITAL
SERVICES QUALITY USING FUZZY ANALYTIC HIERARCHY
PROCESS (FAHP)**

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ABSTRACT

Best service quality is viewed as an important element that can be used to distinguish and enhance an organization's performance in the time of strong competition. As living standards have changed and there is a demand for better medical treatment to improve lifestyles, there has been an increase in interest in hospital services in recent years. One of the main goals of the global healthcare sector is to improve the quality of hospital services. This research aims to evaluate patient satisfaction for hospital services quality using the Fuzzy Analytic Hierarchy Process (FAHP) method. FAHP is a method that combines the fuzzy and Analytic Hierarchy (AHP) approaches. The objective is to weigh and rank the criteria and sub-criteria that influence patient satisfaction, identify the most affecting factor, and provide insights into enhancing hospital services quality. The results will assist hospital administration in formulating plans that will guarantee patients receive great healthcare services. The results of this study show that tangibles is the most significant factor influencing patient satisfaction for hospital services quality, with the highest weight value of 0.570, followed by responsiveness with weight value of 0.300 while reliability is the least important criteria with the lowest weight value of 0.130.

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TABLE OF CONTENTS

	Page
DECLARATION BY THE SUPERVISOR-----	i
DECLARATION BY THE CANDIDATE-----	ii
ABSTRACT -----	iii
ACKNOWLEDGEMENT -----	iv
TABLE OF CONTENTS -----	v
LIST OF TABLES -----	vii
LIST OF FIGURES -----	ix
INTRODUCTION OF RESEARCH -----	1
1.1 Introduction -----	1
1.2 Background of Study -----	1
1.3 Problem Statement -----	3
1.4 Objectives -----	4
1.5 Significance of the Project -----	5
1.6 Scope of the Project-----	5
1.7 Project Benefits-----	6
1.8 Definition of Terms and Concept-----	6
1.9 Organization of Report -----	7
LITERATURE REVIEW -----	8
2.1 Introduction -----	8
2.2 Literature review -----	8

METHODOLOGY-----	13
3.1 Introduction -----	13
3.2 Research Step-----	13
3.3 Conclusion -----	18
IMPLEMENTATION -----	19
4.1 Introduction -----	19
4.2 Implementation-----	19
4.3 Conclusion -----	27
RESULT AND DISCUSSION -----	28
5.1 Introduction -----	28
5.2 Result And Analysis-----	28
5.3 Conclusion -----	32
CONCLUSION AND RECOMMENDATIONS-----	33
6.1 Introduction -----	33
6.2 Conclusion -----	33
6.3 Recommendations-----	34
REFERENCES -----	35
APPENDICES -----	38