



**COMPARING SERVICE QUALITY BETWEEN PRIVATE
AND PUBLIC HOSPITAL**

MODE B

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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, expect where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

Date: 11 November 2009

LETTER OF SUBMISSION

11 November 2009

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**COMPARING SERVICE QUALITY BETWEEN PRIVATE AND PUBLIC HOSPITAL**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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ABSTRACT

This research is conducted to carry out “the comparing service quality between private and public hospital”. The main objective is to to determine service quality factors that effecting customer preference.

It consist of five factor of service quality that are tangibles, reliability, responsiveness, assurance and empathy.

This research were been used the non-probability sampling techniques and simple random techniques to get the data that are require. The research population is the outpatients for both hospital and the sampling frame for this research is the outpatient at KPJ Ampang Puteri Specialist Hospital (Private) and Pusat Perubatan Universiti Kebangsaan Malaysia (Public).

About 70 respondent (35 for private and 35 for public) were getting from the research to help for accomplish this research by answering questionnaires had been distributed to them. All the data collected through the question were analyzed systematically by Statistical Package for Social Science (SPSS 16.0.1).

The conclusion of this study was the outcome from the data analysis and findings. Through the research, it shows based on Frequency and Descriptive Statistic, a clear finding and results are observed. The finding showed the most factors of service quality that most patient likes at private hospital and public hospital.