

THE EFFECT OF SERVICE QUALITY AND MANAGEMENT STYLE TOWARDS FOLDER
MANAGEMENT AND REGISTRATION SERVICE ON PATIENTS LOYALTY

IN

MEDICAL RECORDS UNIT

HOSPITAL UNIVERSITI SAINS MALAYSIA (HUSM)

BY

NUR AMALEENA BINTI RADZALI

(2008771259)

REPORT

SUBMITTED TO

FACULTY OF COMPUTER AND MATHEMATICAL

SCIENCES

UNIVERSITI TEKNOLOGI MARA

AS PART OF REQUIREMENT

FOR

BACHELOR OF SCIENCE (HONS)(STATISTICS)

NOVEMBER 2011

SUPERVISORS'S APPROVAL:

.....

Associate Professor Dr. Zainudin Hj. Awang
Faculty of Computer and Mathematical Sciences
Universiti Teknologi MARA
18500 Machang
Kelantan

ABSTRACT

A cross sectional study was conducted on the effect of service quality and management style towards folder management and registration service on patients loyalty in Medical Records Unit, Hospital Universiti Sains Malaysia (HUSM) , with the aim to determining the relationship and the effect of service quality and management style towards folder management and registration services on patients' loyalty. Using a structured questionnaire, data were derived from 150 patients using simple random sampling. Descriptive statistics were used to describe satisfaction level and independent variable while the relationships between these factors were determined by estimates structural equation models (SEM). In this study, there are two independent construct namely service quality and management style. The study also has an intervening (mediating) construct namely patients' satisfaction, and their intended dependent construct namely patients' loyalty. The result supported that service quality of folder management and registration provided by Medical Records Unit has a significant and direct influence on patients' satisfaction. The patients' satisfaction also has a significant influence on patients' loyalty. Strategies emphasizing improving the image of the Medical Records Unit should be continuously implemented while the service quality for the patients should be improved. Patients' satisfaction surveys can be conducted in each unit to get the real picture for future strategies.

ACKNOWLEDGEMENTS

This report would not have been possible without the help and support of many people.

I express my deep sincere of gratitude to Associate Professor Dr. Zainudin Hj Awang, my advisor, who offers me his endless support and remarkable kindness from the beginning until the completion of my report. I also would like to express my sincere thanks to my supervisor, Pn. Noor Hanan Abdull Rahman for her constructive comments and suggestions.

I would like to acknowledge and thanks to all the staff in Medical Records Unit for giving me this great opportunity and gain precious experience from here. I would never forget endless support given by all staff in Medical Records Unit.

I eager to say "Thank you very much" to all my classmates who always inspire me. Without help and advice I might not be successful to achieve this.

I would like to express my thanks to three Senior Staff Nurses who participated in the process of data collection and give their valuable time to complete the process with limited time. I thank to my friends in Medical Records Unit for encouraging me during data collection.

Last of all, I would like to thanks to my devoted husband and beloved son for their encouragement and support to make this successful.

Nur Amaleena Radzali

TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGE</u>
ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	iv
LIST OF FIGURE	v

CHAPTER	CONTENT	PAGE
1	INTRODUCTION	
	1.1 INDUSTRIAL TRAINING AND ITS OBJECTIVE.....	1
	1.2 INDUSTRIAL TRAINING ATTACHEMENT.....	2
	1.2.1 Background of the organization.....	2
	1.2.2 Vision and Mission of the organization.....	3
	1.2.3 Background of Medical Records Unit.....	4
	1.2.3.1 Vision/ Mission.....	4
	1.2.3.2 Objectives.....	5
	1.2.3.3 Policies.....	5
	1.2.3.4 Administration of Medical Records Unit.....	6
	1.2.3.5 Folder Management and Registration.....	7
	1.3 INDUSTRIAL TRAINING TASK.....	9