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THE INFLUENCE OF INTERNAL SERVICE QUALITY FACTORS ON
EMPLOYEE'S PRODUCTIVITY

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focuses on the background of the study which is on employee's productivity. It emphasizes on internal service quality factors that influence employee's productivity at Hospital Sultan Abdul Halim, Sungai Petani, Kedah. Therefore, this chapter discusses on the background of the study, problem statement, research questions and research objectives of this study. Scopes of study, significance of study and definition of key terms are also stated on this chapter.

1.2 Background of the Study

Employee's productivity is the efficiency and effectiveness of the employees' job behaviors that directly and indirectly contribute to the organizational work goals (Taylor, Steel & Simon, 2013). At the individual level, productivity is the measurement tracks how well the worker applies talents and skills, using materials and equipment to produce products and services within a specified time period. According to Tahir, Yousafzai, Jan & Hashim (2014), productivity refers to the accomplishment of something or mere working effectiveness. In an organization, productivity is realized at the levels of organization, process and individuals and interrelationships among these will define the vantage points of the organization. Employee's productivity can make the organization achieve the organization goals. The main objective of organization is to improve the employee's productivity when doing their work as it will make the organizational performance better.

1.3 Problem statement

According to the productivity report by Malaysia Productivity Cooperation (2015/2016) the report stated that the employee's productivity in Malaysia in service is still moderate during 2014 and 2015 where contributing a growth of only 2.5% and 3.5% respectively. According to the Productivity Report 2014/2015, labour productivity in the manufacturing sector increased to a level of RM90, 556 from RM87, 248 while during the previous year, productivity in the services sector grew 2.5% in 2014 to RM63, 897 compared with RM62, 492 in 2013 (TheStar, 2015). It shows that the service sector growth is still not reached the target made by the government which is 3.7% by 2020 (TheStar, 2015). Even there is growth, but the progress is slow and difficult to reach the target.

Eclampsia is the categorized under Hypertensive Disorder in Pregnancy which is the fourth leading cause of maternal mortality. The staffs also have lower knowledge about Red Alert System that is very important for the eclampsia cases. As eclampsia is highly associated with maternal mortality and morbidity and it is not treated effectively, Ministry of Health Malaysia has put eclampsia as one of the performance indicators in the medical programme. The Key Performance Index stated that with prompt and effective management on admission, recurrent eclamptic fits should not occur among patients. However, a review of all eclampsia cases between 2008 and 2012 at Sultan Abdul Halim Hospital found that 8 out of 42 cases had more than one fits after hospital admission. According to the Mohd Suan, Ahmad Tajudin and Kannaiah (2015) staffs at Hospital Sultan Abdul Halim were lack of working knowledge because the junior staffs do not have regular training, drills and on-site simulation exercise on eclampsia management. It make the productivity of the staff become lower because their staff not have the proper training in handling the cases especially Eclampsia cases. Their staff not

have enough skills that can handle the Eclampsia cases where it will impacts toward their job performance and directly will make the productivity of staff become decrease.

According to the Chief Secretary to the government Tan Sri Dr Ali Hamsa stated that the retirement age for civil servants is 58 to 60 years old (Malaymail Online, 2016). However, it was finding that advancing age alone can contribute lower productivity towards their job. According to Blum and Naylor (2007) the second problem that been highlighted in the employee's productivity is the aging factor. Age also can be the reason that influences the employee's productivity. This element refers to the how many doctors in government hospitals that willing to continue their services after their retirement age, will them able to increase their productivity during their working time (Blum & Naylor, 2007). The reality is the doctors need to face lots of patients when they are on duty. The aging doctors who may get tired easily that may become the reason why the doctors in the government hospital are less productivity (Mohd Ramlan, Rugayah & Zarul Zafuan, 2014). It is because the aging doctor will easily tiredly when they get the more job. It will make their productivity decrease.

In the cases of young mother claims, the careless of the doctors in public hospital that left the bandage in her womb that caused the pain (Sinar Harian, 2015). She claimed that after giving birth at 2.10 am on September 29, she felt pain in the abdomen and thought it was a result of stitches that it was difficult to move even after being allowed to leave after two days of birth. Her condition worse on the 17th day of abstinence when the blood suddenly came out too much to make himself weak and nearly inflamed before being rushed to the hospital with an ambulance. When a screening test is performed, the doctor confirms there is still a clotted blood clot in the follow-up of the bandage left behind during childbirth. Based on the case above, inflexibility of working hours among the doctors that will leads to the less productivity towards their job that cause problem occur (Steven, Brager, Najib & et all,

2007). The inflexibility working hours may cause the doctors and staff fatigue because not enough rest and sleep. The normal working hours for the doctors and nurses is 8 a.m. until 5 p.m. but they need to work overtime not exceed 60 hours per week (Brigdestock, 2014). According to the Steven, Brager, Najib & et all (2007) they have demonstrated that nurses and doctors who working greater than 12.5 consecutive hours are at significantly increased risk of making a medical error. It will make the productivity level among doctors and nurses become decrease because they risk of making a medical error like the one the cases above that been stated.

In order to overcome the issue on employee's productivity, Government initiative is the Services Sector Blueprint to unlock the potential of the sector and transform it to become more knowledge-intensive and innovation. The blueprint had promised to unleash a host of changes across the sector by the internationalization of service providers, effective investment incentives, enhancing human capital development and promoting integrated sectoral governance reforms. All these will enhance the efficiency of the service sector to move to greater heights (MPC 23rd Productivity Report, 2015/2016). In budget 2018, Prime Minister had allocated RM500 Million to build cancer centre at Sungai Petani with capacity of 200 beds to the patient (Bajet, 2018). So, the hospital needs to be prepared by providing training to their staff to ensure that they have enough skill to operate the cancer centre.

Therefore, the study aims to know about the influence of internal service quality offered by hospital for productivity of its employees.

1.4 Research Questions

The research questions of this study are: