

DEVELOPING A MEASUREMENT TOOL FOR HOSPITAL SERVICE EXCELLENCE

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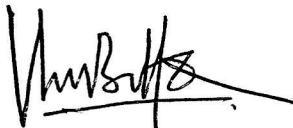
Dear YBhg Professor,

FINAL RESEARCH REPORT ON “DEVELOPING A MEASUREMENT TOOL FOR HOSPITAL SERVICE EXCELLENCE”

With reference to the above, enclosed are three copies of the Final Research Report entitled “**DEVELOPING A MEASUREMENT TOOL FOR HOSPITAL SERVICE EXCELLENCE**” by a group of researchers in Universiti Teknologi MARA Sarawak, Kota Samarahan Campus. This is a FRGS Project.

Thank you.

Yours sincerely,



Assoc. Prof. Dr. Voon Boo Ho

Leader
Research Project

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ABSTRACT

The employee-perceived service culture and customer-perceived service quality are commonly regarded as important for enhancing the quality perceptions, satisfaction and loyalty of the key stakeholders. This is also found to be true for the hospitals. This measurement-based survey research aims to development a multi-item measurement tool for hospital service excellence, from the employee's perspective. It can measure the culture of service excellence for hospitals.

The nation-wide survey data (n=1558 from employees, n=3621 from patients) obtained through the mail survey and personally-administered approach had enabled the researchers to achieve the measurement-driven research objectives. The findings indicated that the proposed hospital service excellence (Hospise) construct consists of three dimensions and 21 items. The dimensions are: Employee Orientation (12 items), Patient Orientation (5 items), and Competitor Orientation (4 items). The Hospise Index is developed accordingly. This new measurement tool has satisfactory psychometric properties including reliability and validity. The employee orientation was found to be relatively more important in influencing the employee-perceived overall quality, satisfaction and purchase intention. Besides, at the organizational level (hospitals as the units of analysis, n=74), the findings indicated that Hospise had a positive association with the patient-perceived service quality of the hospitals.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

There have been numerous challenges facing the healthcare sectors, especially the hospitals, in providing high quality services to the patients and/or visitors. One of the main challenges is the shortage of qualified and experienced doctors and specialists. According to the statistics by the Ministry of Health in 2005, in Sarawak, doctor to population ratio was 1 doctor to 2,115 population. Nevertheless, in tandem with the Malaysian government's effort to enhance healthcare services nation-wide, the number of population per doctor improved to 820 in June 2011 compared with 886 in December 2010 (Economic Report 2011-2012).

The Malaysian Medical Association (MMA) reported that from 1990 to 1998, a total of 339 specialists, and 2,584 medical officers resigned from the public service. Slow promotion and confirmation periods, and housing allowances were among the issues being brought up. Suggestion had been brought up by MMA that the Government offers more attractive incentives to local doctors who serve in the rural clinics, district and general hospitals. In order to ease the shortage, about 600 and 700 foreign doctors and medical experts were recruited to work in hospitals nationwide, especially in Sabah and Sarawak. However, about 20 per cent of these foreign doctors had to be sent back as their service quality was not up to the standard required.