



Universiti Teknologi Mara Cawangan Kedah
Faculty Of Administrative Science And Policy Studies

**Patients' perception towards service quality in
Hospital Sultan Abdul Halim, Sungai Petani, Kedah**

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December 2019

DECLARATION FORM

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duty identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UITM's rules and academic regulations.

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THE ABSTRACT

Abstract

Service quality is practice by both public and private sector in delivering their services as it is different from product quality as for the product quality, the customers can see the goods while for the service quality, the customers need to experience the service first in order to know whether the organization are giving good services or not to their customers. This study aims to identify the patients' perception towards service quality in hospital. Therefore, this study is based on two dimensions and sub dimensions of SERVQUAL model which are reliability (timeliness, trustworthy) and empathy (individual attention, comprehension). A total of 195 respondents have answered the questionnaires which are the respondents that are used to get the treatment from that hospital. The patients' perception towards service quality in the hospital have relate with the reliability (timeliness, trustworthy) and empathy (individual attention, comprehension) as this dimensions and sub dimensions have been used because it is closely related to our study. Furthermore, the result of this study show the trustworthy from the reliability is the most dominant factors to the level of patients' perception towards service quality in hospital.

Keywords: Patients' perception; service quality; reliability; timeliness; trustworthy; empathy; individual attention; comprehension