

UNIVERSITI TEKNOLOGI MARA

**HOME MEDICATION DELIVERY
SERVICE IN TIME OF COVID-19
AT KPJ JOHOR SPECIALIST
HOSPITAL**

**RAFIZAH BINTI ABDUL RAHIM
ASMA NORLIDA BINTI MUSTHAPAR
NURUL FADHIYAH BINTI MUSTHAPAR**

Dissertation submitted in partial fulfilment
of the requirement for the degree of
Master in Business Administration

Arshad Ayub Graduate Business School (AAGBS)

July 2021

ABSTRACT

A Pandemic has struck Malaysia and has affected the whole country by limiting the population's movement. The 'Movement Control Order' has changed the healthcare business where hospitals have to limit patients' coming which apparently affects the hospital business. Many surgery cases have to be postponed or delayed as patients are reluctant to come to the hospital. In order to ensure patients do not miss their medications, hospitals have implemented the 'Home Medication Delivery Service' to facilitate patients to top up their medication. However, the investment made by KPJ does not meet the expectation where the number of users is stagnant and inconsistent. From the large investment made, the hospital perceived that the service would be better and improved, the customer complaints decreased and the number of users of the system will also increase. Total population is 333 and total sampling is 175. A survey questionnaire has been distributed to the respondents and processed using SPSS to test the hypothesis that had been developed. Findings revealed that hypothesis of the factors Doorstep Delivery, Customer Service and Cost effectiveness against Home Medicine Delivery Service were found to be accepted, hypothesis for factors of Ease of convenience, Easy Payment Mode and web design, against the Home Medicine Delivery Services was rejected as perceived by the patients at KPJ Johor Specialist Hospital during the times of Covid-19 pandemic. In addition to it, the TOWS tool was used to describe the strategies recommended based on the tested hypothesis of the study.

ACKNOWLEDGEMENT



In the name of Allah s.w.t, the Most Gracious, the Most Merciful. Alhamdulillah, all thanks and praises are due to Allah Azza Wajalla for His wisdom, strength, and blessings that enabled us to complete this Applied Business Research paper as a part of the requirement for Master in Business Administration. This paper was made possible through the help and support of everyone, including our parents, family members, lecturers and friends.

First and foremost, we would like to express our deepest gratitude to our supervisor, Dr. Akmal Aini binti Othman, for her endless support and guidance and to all lecturers who had taught us well. A special note of thanks to the programme coordinator, Dr Zamri bin Hj Miskam who made our journey in the master's programme meaningful. A special appreciation to Assoc. Prof. Dr Saridan bin Abu Bakar for his guidance in assisting us to complete our research paper. To all our lecturers, Assoc. Prof. Dr. Abdul Rahman bin Abdul Rahim, Dr. Norashikin binti Ismail, Dr. Faridah Najuna binti Misman, Dr. Ahmad Razi bin Ramli, Dr. Azlina binti Hanif, Dr. Siti Nur Shahira binti Dahari, Dr. Hj. Ahmad Azman bin Mohd Anuar, Dr. Alisa binti Ibrahim, Prof. Dr. Faridah Hj. Hassan, Dr. Azianti binti Ismail, Dr. Raja Adzrin binti Raja Ahmad, we could not thank you all enough for the knowledge and wisdom we have acquired in the past two years.

We also would like to express our gratitude to the management of KPJ Johor Specialist Hospital for their contribution in completing this study, especially to our Operation Manager, Tuan Hj. Ahmad Rafiquddin bin Mohd Amran. A special note of thanks to our classmates for their unwavering support and encouragement to us during the completion of this paper. Finally, we sincerely thank our parents, family members, and friend who provided advice, financial help, and moral support. The product of this research paper would not be possible without all of them. May Allah grant you all with His greatest blessing. Allahuma Ameen.

Thank you.

LIST OF TABLES

Tables	Title	Page
Table 1	Total Number of Patients Using Home Medication Delivery Service from March 2020 to March 2021	6
Table 2	SWOT Analysis Matrix	8-9
Table 3	Krejcie & Morgan Sampling Method	18
Table 4	Cronbach Alpha (Rule of Thumb)	19
Table 5	Pearson's Correlation Coefficient (Rule of Thumb)	20
Table 6	Reliability Statistics (Pilot Study)	21
Table 7	Summary of Frequency Distribution	24
Table 8	Summary of the means of items according to variable (N =105).	28
Table 9	Reliability Analysis	32
Table 10	Pearson Correlation Table	33
Table 11	Regression Model Summary	35
Table 12	Multiple Regression Analysis	36
Table 13	TOWS Analysis Matrix	44

LIST OF FIGURES

Figures	Title	Page
Figure 1	Total Patients Served	4
Figure 2	Revenue (RM)	4
Figure 3	Academic Construct Structure	8
Figure 4	Flow of Home Delivery Medication Service	11
Figure 5	Research framework for Home Medication Delivery Service	21
Figure 6	Gender group	25
Figure 7	Age Group	26
Figure 8	Ethnicity	26
Figure 9	Income Level group	27
Figure 10	Frequency of visit to KPJ	28