

FACTORS THAT AFFECTS PATIENTS' BEHAVIOURAL  
INTENTION IN PRIVATE HOSPITAL

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY  
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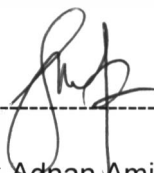
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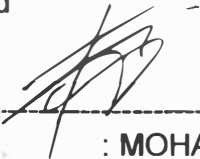
I have reviewed the final and complete research proposal and approve the  
submission of this report for evaluation.

  
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(Encik Adnan Aminuddin)

## THE DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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## ABSTRACT

This research was conducted to study the factors that affect patient behavioural intention in private hospitals. This study conducted in order to determine which factors need to be highlight by private hospitals to ensure that their patients' give a positive comment and recommendation about their hospitals to others and also to increase their tendency to visit again to those hospitals in future and avoiding this trend from continued. In this study the quantitative research method had been used in which relies on the primary data from a survey which involve the patients' in private hospital in Taiping, Perak. The total sample size for this study is 152 respondents. This study had conducted on this amount of sample sizes and the data had been collected in second week of May 2018. The analysis of findings that been shown in this chapter is the objective of this study that have been managed to be answered. From the findings, the researcher has found out there is relationship between the patients' behavioural intention with all the independent variables. The independent variables show that there is a significant relationship between the variables. Therefore, it could be concluded that there was relationship between patients' behavioural intention in the private hospital in Taiping, Perak with all of the variables.

**Keywords:** *Patients' Behavioural Intention, Tangibility, Reliability, Assurance, Responsiveness, Empathy*

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