



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
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BACHELOR OF ADMINISTRATIVE SCIENCE

**TITLE OF THE STUDY:
PATIENT SATISFACTION TOWARD SERVICE QUALITY AT
PHARMACY DEPARTMENT IN HOSPITAL SULTAN ABDUL HALIM**

**NORASHIKIN BINTI IBRAHIM
2015135433**

**SUPERVISED BY:
ENCIK NAZMI @ NAZNI BIN NOORDIN**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE
SUPERVISOR**

Name of Supervisor : En. Nazmi @ Nazni bin Noordin

Title of Research Report : Patient satisfaction towards service quality at Pharmacy
Department in Hospital Sultan Abdul Halim

Name of Student : Norashikin binti Ibrahim (2015135433)

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(En.Nazmi @ Nazni bin Noordin)

Declaration

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

Signed.



Name: Norashikin bt Ibrahim

Matric Number: 2015135433

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CLEARANCE OF SUBMISSION DECLARATION

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ABSTRACT

Patients' satisfaction is one of the most important indicators to identify the level of service quality rendered by the healthcare service providers in Malaysia. In some research, it is indicated that the level of satisfaction can significantly influence patients' quality of life and enable healthcare providers to determine specific problems of patients, on which corrective actions can then be taken. Due to this notion, this paper aims at investigating the relationship between service quality and patients' satisfaction in healthcare service in Malaysia. A conceptual framework is developed indicating that patients' satisfaction is influenced by five common SERVQUAL dimensions which is tangible, assurance, responsiveness, empathy, and reliability.

Keywords: *service quality, patients' satisfaction, healthcare service, SERVQUAL*