



THE SERVICE QUALITY OF THE NURSING SERVICES
AT SIBU HOSPITAL, SARAWAK

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Abstract

Nowadays, the number of complaints regarding the issues of the nursing services are increasing. Besides that, due to the slogan of 'People First, Performance Now' by the current Prime Minister, Datuk Seri Najib Tun Razak, it has result in the increase of the affluent society and thus, they are getting more demanding in receiving better service quality from the government organizations. The purpose of conducting this study is to investigate the service quality of the nursing services at the Sibul Hospital, Sarawak. Service quality refers to the differences between the expectation of the customers towards the service and the real performance of the service providers. In conducting this study, we are using the SERVQUAL standardized questionnaire. The SERVQUAL consists of five dimensions which are tangibles, reliability, responsiveness, assurance, and empathy. The population of this study was all the in-patients at the Sibul Hospital, excluding the out-patients, critical; in-patients, and those who were of unsound mind. At the time of the distribution of the questionnaires, there were about 127 of such patients. The questionnaires were being distributed to all of the 127 patients, but only 100 patients were willing to answer. Data was analyzed using the Statistical Package for Social Sciences (SPSS) Version 20.0. Basically, the service quality of the services provided by the Sibul Hospital nurses in the five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) are of high quality services. Besides that, the responsiveness dimension has the lowest level of quality among the five dimensions of the SERVQUAL. In addition, there is no significant difference between the gender of the patients and their perception towards the service quality of the services provided by the Sibul Hospital nurses. It could also be concluded that the tangibles and reliability dimensions do significantly differ across the four groups of income level. However, the responsiveness, assurance, and empathy dimensions do not significantly differ across the four groups of income level. In conclusion, the nurses play an important role in satisfying patients' expectations as they are the primary point of contact between patients and the world of healthcare. Thus, it is a hope that the Sibul Hospital nurses would be able to provide a quality service towards the patients in order to enable the patients to have a good service experience and thus, create a good image of the Sibul Hospital as a whole.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter focuses the background of the study which is on service quality. It also emphasizes on the service quality of the nursing services at the Sibul Hospital.

1.1 Background of the Study

Sibu Hospital is a specialist hospital and it is the second largest hospital in Sarawak (Sibu Hospital Official Website, 2008). It is a referral hospital for clinics and hospitals in the state central zone and also the referral hospital for the District Hospitals along the Rejang basin and also Mukah, Saratok and Bintulu Hospital (Sibu Hospital Official Website, 2008). Sibu Hospital has been in operation at present site since 1994. It provides basic specialty and a few sub specialty inpatient services. There are a wide range of outpatient specialist services. A number of sub specialty services are provided by visiting specialists (Sibu Hospital Official Website, 2008).

Sibu is surrounded by several rural and semi-rural areas such as Kapit, Song, Julau, Sarikei, and many more. Many emergency cases from these areas are being referred to Sibu Hospital due to insufficient medical facilities and expertise at the hospital of these places. Thus, Sibu Hospital need to be well-