

A STUDY ON SATISFACTION AMONG NON-ACADEMIC
EMPLOYEES OF UNIMAS TOWARDS THE SERVICE QUALITY IN
THE OUTPATIENTS' CLINIC AT SARAWAK GENERAL
HOSPITAL, KUCHING SARAWAK

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JULY 2016



**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (Hons.)
FACULTY OF BUSINESS MANAGEMENT**

“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
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ABSTRACT

The purpose of this study was to identify which elements of service quality that had an impact towards non-academic employees' satisfaction at Outpatient Clinic in Sarawak General Hospital and also to determine the relationship between service quality and non-academic employees' satisfaction.

In this chapter, the researcher had focused in detail about the service quality dimensions (independent variable) and non-academic employees' satisfaction (dependent variable). The SERVQUAL model was established by Parasuraman, Zeithaml, and Berry (1988) and non-academic employees' satisfaction by several previous researchers such as Rad, Som, and Zainuddin, (2010), Latiff and Yunus, (2013), Izogo and Ogba, (2015) and others.

This study had used a stratified sampling method to select the respondents from Development Office that had divided into several units. The sample size for this study was 123 respondents out of 180 populations which had been determined by using Krejcie and Morgan table. The instrument used to get the information from the respondents was a questionnaire and analyzed by using SPSS 20.0 statistical software.

Based on the findings, it shows that the element that has the highest level of agreement towards non-academic employees' satisfaction was assurance thus answering the first five research questions. Meanwhile, the results for the last five research question show that all the elements had a positive significant relationship with non-academic employees' satisfaction.

As a conclusion, most of the respondents agree that assurance dimension shows by the hospital has satisfy them. However, the respondents do not sure whether the rest of dimensions had given a satisfaction to them. Other than that, all the

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CHAPTER 1

INTRODUCTION

Background of the Study

According to Heng (2011), increasing in population and standard of living in the world made healthcare service sector increased their service quality because of the high demand from customers for better medical care and Heng (2011) also agreed that service providers also need to deal with a wide range of social, financial, political, cultural challenges and regulatory that affected the demand for higher efficiency and better quality. In addition, stated by Akter, D'Ambra, and Ray (2010), service quality was the judgment of the users about the overall services provided by the service providers. Moreover, the quality of services was defined as a set of what customers could get from service providers that were transformed into language and real form which could be understood by customers all of which had subjective or objective values.

According to Irfan, Ijaz, and Farooq (2012), in order to achieve national goals, healthcare sector act as an important role to develop and maintained a healthy human capital. Irfan et al. (2012) also added that customers in the healthcare sector where patients and their perception was the main indicator of the service quality. It was supported by Pa (2010), service quality was known as important for satisfying and retaining customers. According to Singh (2013), in a healthcare environment