

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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**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (Hons.)
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“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 main purpose of this study was to identify which element of service quality that contributes the most toward non-academic employees' satisfaction at Outpatients' Clinic in Sarawak General Hospital, Kuching. Besides, this study also wanted to determine the relationship between five elements in service quality which are Tangible, Empathy, Assurance, Responsiveness and Reliability with the non-academic employees' satisfaction.

In this chapter, it reviews the both independent and dependent variables. Elements in service quality were the independent variables of this study and non-academic employees' satisfaction as the dependent variable. This service quality theory was suggested by (Parasuraman, Zeithaml, & Berry, 1988) and for non-academic employees' satisfaction was established by (Rad, Som, & Zainuddin, 2010), (Latiff & Yunus, 2013), (Izogo & Ogba, 2015) and others.

Besides that, this study uses stratified random sampling in order to identify the sample size that consists of employees in the Development Department in UNIMAS. Questionnaire was used as the instrument to collect the data which contain three sections which are Demographic of respondents (section A), elements of service quality (section B) and Non-academic employees' satisfaction (section C). The data collected was analysed using SPSS 20.0 Statistical Software.

As can be seen in the result of the findings, the element that has the highest level of agreement towards non-academic employees' satisfaction was Assurance. It then

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,