

A STUDY ON LEVEL OF OUTPATIENT SATISFACTION
TOWARDS THE SERVICES RENDERED BY
RAFFLESIA MEDICAL CENTRE

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ABSTRACT

Outpatient services are medical procedures or tests that can be done in medical center without an overnight stay. Rafflesia Medical Centre is one of the private hospital that offer primary and specialized tertiary healthcare service at Kota Kinabalu. Currently, RMC has more than 10 bedded wards with ample room, fully air conditioned, spacious with a friendly and cozy environment.

There was no research study regarding the patient at RMC done before. Therefore, this survey of patients was conducted to measure the level of satisfaction and to identify the factors influencing the satisfaction towards the services rendered by Rafflesia Medical Centre (RMC).

Primary data were collected through design questionnaire. Using a structured questionnaire, data were derived from 100 outpatients who visit RMC. The analysis were done using SPSS version 17.0. Percentage analysis was done for each question separately and a chart was plotted for the purpose of comparing. The cross-tabs analysis also performed in order to identify the relationship between outpatient background data (question in section A) with the general overview (section B) and also with the satisfaction question (section C).

The measurement of the level of satisfaction is calculated based on the range scale from 5 likert-scales. As the result, most of the outpatient satisfied with the services provided by RMC hospital. The registration counter, waiting times, service quality, charges/billing, and also physical facilities, are the factors that influenced the level of satisfaction of outpatient of RMC hospital.

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