



**PATIENT EXPERIENCE AND SATISFACTION: A STUDY ON
SERVICE QUALITY OF EMERGENCY UNIT SIBU GENERAL
HOSPITAL, SARAWAK**

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ABSTRACT

Service quality and patient expectation and satisfaction play a very vital concept that hospital industry must understand in order to remain aggressive in business and hence grow. It is very vital for hospital industry to know on how to measure these constructs from the consumers' perspective in order to better understand their needs, fulfill them and hence satisfy them. Service quality is considered very substantial because it leads to higher patient satisfaction, profitability, diminished cost, patient loyalty and retention. This study concentrates on patient expectation and satisfaction which is a study on the service quality provided by the Emergency Unit of Sibul General Hospital. The objective of this study were to look at the relationship between customer satisfaction and service quality in General Hospital by utilizing Descriptive research and to develop five dimensions of service quality by utilizing service quality instrumentations.

TABLE OF CONTENT

Declaration of Original Work	
Abstract	III
Acknowledgement	IV
Table of Contents	V
List of Tables	VI
List of Figure	VII
CHAPTER 1: RESEARCH OVERVIEW	
1.0 Introduction	1
1.1 Research Background	1
1.1.1 Pharmacy Unit	2
1.1.2 Emergency (A&E) Department Unit	2
1.1.3 Administration Unit	3
1.1.4 Intensive Care Unit (ICU)	3
1.2 Research Problem	3
1.3 Research Questions	3- 4
1.4 Research Objective	4
1.5 Research Significance	4-5
1.6 Research Scope	5
1.7 Research Limitations and Constraints	5
1.7.1 Time Constraints	5-6
1.7.2 Cooperation from the Respondent	6
1.7.3 Data Accessibility Constraints	6
1.8 Definition of Research Terminologies	6
1.8.1 Quality Services	6
1.8.2 Patient Expectation & Perception	6
1.8.3 Patient Satisfaction	7
1.8.4 Emergency Department	7
1.9 Chapter Summary	7-8
CHAPTER 2: LITERATURE REVIEW	

CHAPTER 1

INTRODUCTION

1.0 Introduction

This section might want to portray more about the foundation and history of General Hospital which is in Sibul Sarawak. Service quality is viewed as a significant strategy to satisfy the patient and encourage repeated service which attracts loyal patients. Thus, in order to compete with others players in the hospital industry, the continual improvement of service is needed. In the hospital industry, most hospital provides the various types of services and the same services but they do not provide the same quality of services which is an indicator to gain a competitive advantage in the business.

Currently there are numerous hospitals in the market. This gives patient more options to choose for the best services. Therefore hospitals have to enhance their service quality and other functions in every small detail to succeed. However the medical service in developing countries is often managed by the government and faced with a limited budget, and also lack of human resources. Thus, this leads to patients' dissatisfaction with the level of service quality. The hospital service industry has a perceived level of excellent service quality, and this leads patient to expect these level of excellence. Patient satisfaction is found when the level of a patient's expectations is met by the actual quality of the service provided. Thus, service quality is the actual service quality the patients perceived when measured against their expectations before receiving a service. The topic of this study is to measure the patient experience and satisfaction towards service quality provided by Emergency Unit of General Hospital which is in Sibul Sarawak.

CHAPTER 2

LITERATURE REVIEW

2.0 Preamble

Published articles, journals and books were collected to investigate the theories and past empirical studies which are related to this study. This chapter consists of literature review, review of relevant information from other researchers and also theoretical framework.

2.1 Service Quality

Service quality has received a significant amount of attention by both researchers and practitioners. It has been defined in a variety of ways. Therefore there is no universal and parsimonious definition of quality. Reeves and Bednar (1994) summarized different definitions of quality as follows: quality as excellence, quality as value, quality as conformance to specifications, and quality as meeting or exceeding customer's expectations.

2.2 Patient Satisfaction

Patient satisfaction is an essential part of the quality of results of medical treatment in hospital such satisfaction can be compared with the standardized multi-dimensional questionnaire which takes into account all applicable segments of a hospital. Reliable patient satisfaction measures are influential since they complement "objective" outcomes measures and may focus on areas in need of analysis and improvement. Patient satisfaction magnifies hospital images, which in turn renders into increased service use and market share. Measuring the degree of patient satisfaction can help accelerate hospital service provision and management, as well as strengthen and maintain the quality of the service provision. (Friesner, 2009)