



**Measuring Service Quality Towards Customer Expectation and Perception
in Sarawak General Hospital (SGH), Kuching**

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TABLE OF CONTENT

CONTENT	PAGES
Title Page	i
Declaration of Work	ii
Acknowledgement	iii
Table of content	iv

CHAPTER

1.	1.0	Background of the study	1
	1.1	Medical Care Service in Sarawak	2
	1.2	Briefly on Sarawak General Hospital	4
	1.3	Corporate Philosophy : Vision and Mission	5
	1.3.1	Vision	5
	1.3.2	The Health Ministry's Vision and Mission	7
	1.3.3	SGH Mission	9
	1.3.4	Objectives of SGH	9
	1.3.5	Motto	9
	1.3.6	Services available at SGH	10
	1.4	Scope of the Study	11
	1.5	Problem Statement	12
	1.6	Objectives of the Study	13
	1.7	Research Question	13
	1.8	Significance of the Study	14
	1.9	Limitation of the Study	14
	1.10	Defining Quality in Health Care	16
2.		LITERATURE REVIEW	
	2.0	Definition of Customer Service	19
	2.1	The Core Principle of TQM	20
	2.1.1	The importance of Customer Focus	21
	2.1.2	Facts about Customers	21
	2.2	Components of Customer	22
	2.2.1	External Customer	22

CHAPTER 1

INTRODUCTION

1.0 Background of the Study

The health care industry has begun to adopt many concepts from the manufacturing industry, especially in meeting customers' needs. Our society is very concerned about quality health care and thus health care providers have no choice but to deliver quality services. The public has become a better informed consumer of services and expects assurance that services are good. They do not necessarily wish to know of, nor are they able to judge, all the technical details, but they do have the right to know that those who carry the technical responsibility do apply effective control.

Quality care is provided by a complex blend of multidisciplinary, technological and human resources. In order to serve the public better, quality assurance activities must promote active collaboration between the staff and the management. Thus, quality control should not be construed as an extra burden incorporated in, or added to, a process. It should be the concern of all personnel, since the production of high quality services enhances the reputation of the organization. In Malaysia, the government still provides the bulk of hospital care. The government philosophy emphasizes prevention and encourages Malaysians to lead healthy lifestyles and be responsible for their own health. Basic health care is available and accessible through a comprehensive range of primary, secondary and tertiary medical services in the public sector. The challenge lies in providing good quality medical care to increasingly high expectations of the population, while ensuring health costs are affordable to the nation.

The provision of service quality to customer or clients, and type of organizational culture that facilitates quality service, has been recognized as an issue in need of urgent attention since late 1980s (see, e.g., Deshpande & Webster, 1989; Lewis 1992, Parasuraman, 1987). Despite this recognition, however the impact of the organizational culture on service quality within public sector organizations still is not well understood

CHAPTER 2

LITERATURE REVIEW

INTRODUCTION

Today, organizations all over the world are striving for quality. The driving force in business organizations for quality is to achieve and maintain the competitive edge. This phenomenon is a global trend.

In Malaysia, the public sector, even with limited resources, has been required to provide the main impetus to the quality drive. Numerous administrative reform measures have been embarked ranging from Total Quality Management (TQM) at the broadest level to such micro-level measures as the effective method of handling official telephone calls (Abdul Karim, 1999).

2.0 Definition of Customer Service

“Customer service is often seen as an activity, performance measurement and a philosophy. That is why, generally speaking, one single definition of customer service does not exist. Here are some definitions of customer service in use today;

"Customer service is the ability to provide a service or product in the way that it has been promised"

"Customer Service is any contact between a customer and a company, that causes a negative or positive perception by a customer"

"Customer Service is the commitment to providing value added services to external and internal customers, including attitude knowledge, technical support and quality of service in a timely manner"

CHAPTER 3

RESEARCH METHODOLOGY AND FRAMEWORK

INTRODUCTION

There are various research methods and techniques available to researchers. A research method is a systematic and orderly approach taken towards the collection of data. In contrast, research techniques are set-by-step procedures in data collection.

Chapter 3 begins on the various methods used in research, which will include the process, methodology, and analytical methods of conducting research evaluation, especially in the context of this study. The objective of this chapter is to provide a rational argument for choosing a specific method and/or technique for the research. The research objectives and an outline of method and procedure will be described following the review of relevant literature. The scope of the study, sample size and design, interview survey, analysis of the questionnaires, as well as limitations of the study will be also outlined in this chapter.

3.0 REVIEW ON VARIOUS METHODS USED IN RESEARCH

There are four basic methods in research: case study, historical review, experiment, and survey (Jankowicz, 1991). There is no definite rule for one to follow in selecting one method over another. The choice varies according to the nature and any other constraints affecting the collection of data.

The purpose of this section is to give a brief discussion on each of the methods, their advantages, and why the survey method is chosen for the research. For this study, survey method has been used for collecting data.