



THE EFFECT OF SERVQUAL DIMENSIONS
TOWARDS OUTPATIENTS' SATISFACTION IN
THE PRIVATE HOSPITALS IN KOTA
KINABALU

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ABSTRACT

There are intense competition in the private hospital industry has caused increasing pressure on them to provide services with higher quality. The aim of this study was to determine the different dimensions of the service quality in the private hospitals in Kota Kinabalu and evaluating the service quality from the outpatients' perspective. A cross-sectional study was conducted between March and April 2018 in Kota Kinabalu, Sabah. The study sample was composed of 150 outpatients randomly selected from 5 private private hospitals. The study questionnaire was the SERVQUAL questionnaire and Social Desirability Scale, consisting of 5 items in service quality dimensions. The result of factor analysis revealed 2 significant factors, which are assurance and tangibility dimensions. The highest expectation and perception related to the tangibility dimension and the lowest expectation and perception related to the responsibility dimension. The differences between perception and expectation were significant ($p < 0.001$). There was a significant difference between the expectations scores based on gender, education level, and previous hospitalization in that same hospital.. The results showed that SERVQUAL is a valid, reliable, and flexible instrument to monitor and measure the quality of the services in private hospitals in KotaKinabalu, Sabah. This finding clarified the importance of creating a strong relationship between outpatients and the hospital practitioners/personnel and the need for hospital staff to be responsive, credible, and empathetic when dealing with patients.

Table 4.8 Cronbach's Coefficient Alpha

Table 4.9 Pearson-Moment Correlation Coefficients

(HTMT)

Table 4.10 Fornell-Lacker Criteria

Table 4.11 Hypothesis Testing