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HOSPITAL**

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**UNIVERSITI UTARA MALAYSIA
2003**

KEPUASAN PESAKIT TERHADAP PERKHIDMATAN HOSPITAL

Kertas projek ini dikemukakan kepada Fakulti Pengurusan Perniagaan
sebagai memenuhi sebahagian daripada keperluan ijazah
Sarjana Sains (Pengurusan)
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KEBENARAN MERUJUK KERTAS PROJEK

Kertas projek ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan program Sarjana Sains Pengurusan. Saya bersetuju membenarkan pihak perpustakaan UUM mempamerkannya sebagai bahan rujukan. Saya juga bersetuju bahawa sebarang bentuk salinan samada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik adalah dibolehkan dengan kebenaran penyelia kertas projek atau Dekan Fakulti Pengurusan. Sebarang bentuk salinan dan cetakan bagi tujuan komersil dan membuat keuntungan adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Pernyataan rujukan kepada penyelidik dan UUM perlulah dinyatakan jika sebarang bentuk rujukan dibuat ke atas kertas projek ini. Kebenaran untuk menyalin atau menggunakan kertas projek ini hendaklah dipohon melalui:

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SENARAI DAFTAR ISTILAH

Analisis multivariat	-	Multivariate analysis
Bersandar	-	Dependent
Beta terpiawai	-	Standardized beta
Kehomosedastisitian	-	Homoscedasticity
Kelinearan	-	Linearity
Kemudahan	-	Facility
Kenormalan	-	Normality
Ketekalan	-	Consistency
Koefisien beta	-	Beta coefficient
Konteks dimensi	-	Dimension context
Mesra pelanggan	-	Customer friendly
Pengukuhan sokongan	-	Consolidate support
Persampelan	-	Sampling
Prasarana	-	Infrastructure
Pra ujian	-	Pilot test
Reliabiliti	-	Reliability
Skala	-	Scale
Tidak bersandar	-	Independent

ABSTRAK

Kaji selidik ini secara umumnya dijalankan bagi mengenalpasti faktor-faktor yang mempengaruhi kepuasan pesakit terhadap perkhidmatan di hospital: Tumpuan kajian di Hospital Jitra, Kedah Darul Aman. Masalah yang wujud di dalam perkhidmatan hospital awam seperti masalah masa menunggu, masa komunikasi doktor di bilik rawatan dan ciri-ciri pesakit adalah faktor utama yang menjadi asas kajian ini. Secara khusus kajian ini bertujuan untuk melihat perbezaan tahap kepuasan pesakit berdasarkan faktor jantina. Kajian ini juga akan melihat hubungan faktor umur pesakit, masa menunggu dan masa rawatan dengan tahap kepuasan pesakit. Akhir sekali, pengaruh keseluruhan faktor kajian akan dikenalpasti samada ia signifikan dengan tahap kepuasan pesakit terhadap perkhidmatan hospital. Kajian yang melibatkan 361 responden ini mengambil data di Unit Kecemasan Hospital Jitra dengan menggunakan kaedah persampelan rawak sistematik dan pengedaran borang soal selidik secara pos. Seterusnya lima hipotesis yang dibentuk dianalisis menerusi SPSS menggunakan statistik deskriptif, ujian-t, ujian korelasi dan ujian regresi linear untuk mencari signifikansi faktor pemboleh ubah yang diselidiki. Dapatan kajian menunjukkan kesemua faktor mempunyai perkaitan dan pengaruh yang signifikan dengan kepuasan pesakit serta tidak wujud perbezaan tahap kepuasan pesakit berdasarkan jantina. Kesimpulan analisis menunjukkan bahawa faktor masa rawatan adalah paling penting dan kritikal dalam menentukan tahap kepuasan pesakit berbanding faktor-faktor lain di mana semakin meningkat masa rawatan maka semakin tinggi tahap kepuasan pesakit. Justeru itu, antara lain kajian ini menyarankan pengurusan hospital khususnya para doktor agar lebih peka dan teliti serta mempertingkatkan kualiti komunikasi dengan pesakit di bilik rawatan agar tahap kepuasan pesakit dapat diperbaiki.

ABSTRACT

This research is generally used to recognize the patient's satisfaction of the hospital services: Focus study in Jitra Hospital, Kedah Darul Aman. The main problems in the patient's satisfaction such as waiting time, communication time of doctor in treatment room and patient's characteristic are the main factors which based in this research. In fact, the objectives of this study is used to determine the difference of patient's satisfaction based on gender. This study also to identify the correlation of age, waiting time and treatment time factors toward the level of patient's satisfaction. Finally, the influence of the factors will be determine whether it is significant with the level of patient's satisfaction toward the hospital services. The research data which involved of 361 respondents was collected in the Emergency Unit of Jitra Hospital. Systematic random sampling technique and a set of questionnaire by post was used. Then, five hypothesis was analysed through SPSS by using descriptive statistics, T-test, correlation test and linear regression test to find out the significant of the variable factors. The findings showed that the variable factors are correlated and significantly influenced with the level of patient's satisfaction but not determined the difference of satisfaction between gender. This analysis concluded, the treatment time factor was the most critical and important than others. If more time used in treatment, the patients more satisfied. Furthermore, this research proposed that the hospital management especially the doctors will be careful and sensitive in term to improve and increase communication quality and satisfaction with the patients in the hospital's treatment room.

BAB SATU

LATAR BELAKANG KAJIAN

1.0 Pendahuluan

Perkhidmatan hospital, pusat kesihatan dan klinik adalah penting di dalam sesebuah negara bagi memastikan kesihatan masyarakat berada di tahap yang terkawai. Seiring pembangunan pesat negara, perkhidmatan hospital awam dan swasta mampu dinikmati oleh semua rakyat sejak dua dekad lalu. Kajian *National Health Morbidity* pada tahun 1996 mendapati bahawa kira-kira 93% penduduk negara ini berada di dalam lingkungan lima kilometer dari kemudahan kesihatan (Mohd Zuki Pileh, Rohaiza Ismail, Hamidah Zabidi, 2003).

Kejayaan negara dalam meningkatkan status kesihatan masyarakat telah memberikan persepsi baru dikalangan pesakit terhadap kepentingan kualiti pengurusan kesihatan khususnya di hospital awam. Di kaca mata pesakit sebagai pelanggan hospital, mereka sentiasa mengharapkan perkhidmatan berkualiti serta komunikasi

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