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**CUSTOMER SATISFACTION:
A COMPARATIVE STUDY BETWEEN
GOVERNMENT AND PRIVATE HOSPITAL**

MOHD FAHAMI ABAS

**MASTER OF SCIENCE (MANAGEMENT)
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MOHD FAHAMI ABAS

**THIS PAPER IS SUBMITTED TO COLLEGE OF BUSINESS AS A PART OF
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KOLEJ PERNIAGAAN
(College of Business)
Universiti Utara Malaysia

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Nama Penyelia : **DR. HAIM HILMAN ABDULLAH**
(Name of Supervisor)

Tandatangan :
(Signature)

DR. HAIM HILMAN ABDULLAH
Ketua Program
Program Penyelidikan Dan Kajian Kes
Institut Tadbiran Awam Negara
Universiti Utara Malaysia

Nama Penyelia : **ENCIK OOI SEONG KANG**
(Name of Supervisor)

Tandatangan :
(Signature)

OOI SEONG KANG
Ketua Program
Program Penyelidikan Dan Kajian Kes
Institut Tadbiran Awam Negara (INTAN)

Tarikh : **07 NOVEMBER 2011**
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ABSTRAK

Kajian ini dijalankan untuk mengkaji tahap kepuasan pesakit luar bagi dua buah hospital yang berbeza terhadap kualiti perkhidmatan yang disediakan. Tahap kepuasan diukur melalui perbezaan di antara jangkaan dan persepsi pesakit luar bagi kualiti perkhidmatan yang terdapat di hospital berkenaan. Kajian perbandingan ini dijalankan terhadap sebuah hospital kerajaan dan sebuah hospital swasta di Ipoh, Perak. Instrumen SERVQUAL yang diadaptasi digunakan dalam kajian ini. Analisis kajian dilakukan dengan menggunakan Pakej Statistik Sains Sosial (SPSS). Bilangan responden yang terlibat dalam kajian ini adalah seramai 162 orang iaitu mewakili sebanyak 42.6% daripada populasi persampelan. Secara keseluruhannya, 48% responden berpuashati dengan kualiti perkhidmatan di hospital swasta. Manakala 44% responden berpuashati dengan kualiti perkhidmatan di hospital kerajaan. Secara khususnya Perkhidmatan penyampaian dan Perkhidmatan persekitaran mempunyai hubungan yang positif terhadap kualiti perkhidmatan yang kaitan dengan tahap kepuasan bagi pesakit luar. Bagaimanapun peningkatan secara berterusan adalah diperlukan bagi perkara-perkara seperti tempoh masa yang lama semasa pendaftaran dan tempoh masa yang lama semasa mendapatkan rawatan dan konsultasi. Peningkatan yang berterusan ini adalah penting bagi meningkatkan kualiti perkhidmatan bagi kedua-dua jenis hospital.

Kata kunci:SERVQUAL, pesakit luar, kepuasan, jangkaan, persepsi

ABSTRACT

This study was conducted to investigate the level satisfaction of the outpatients in two different types of hospitals. The level of satisfaction is measured by the gap between expectation and perception of outpatients towards service quality of health care service provider. This comparative study was between government hospital and private hospitals in Ipoh, Perak. The adapted of SERVQUAL instrument was used in this study. The analysis was carried out by using the Statistical Package for Social Science (SPSS). The numbers of respondents that involves in the research was 164 respondents that represented about 42.6 % of the sample population. Overall, 48 % of the respondents were satisfied with quality of services provided by the private hospital. Meanwhile 44 %, of respondents were satisfied with the services provided by the government hospital. Specifically; Service Delivery and Service Environment have positive relationship with Service Quality of the outpatients` satisfaction. However continuous improvement is needed especially in the area such as waiting time at the registration counter and long waiting time to received treatment and consultation. This improvement is for betterment of the service quality provided by both types of hospitals.

Keywords: SERVQUAL, outpatients, satisfaction, expectation, perception

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ABBREVIATION

FOMCA : Federation of Malaysian Consumer Association

LE : Life Expectancy

MOF : Ministry of Finance

MOH : Ministry of Health

NCCC : National Consumer Complaint Center

NKRA : National Key Results Area

PCB : Public Complaint Bureau

WHO : World Health Organization

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CHAPTER ONE

INTRODUCTION

1.1 Overview

Malaysia is composed of Peninsular Malaysia and the states of Sabah and Sarawak on the island of Borneo. The land total area of Malaysia is about 33,252 square kilometres. It comprise of 13 states and 3 federal territories. The average annual growth rate for Malaysia dropped to 2.17% for the 2000–2010 periods as compared with 2.60% for 1991-2000 and 2.64% for 1980-1991. In the year 2010, the population of Malaysia is about 27,565,821 people.

In the year 2010, the percentage of the categories of age that below 20 years is about 18.0% while 5.9% is above 60 years old. Life expectancy (LE) for at birth for both genders has increased over the year. In the year 2005, the life expectancy for males are 70.6 years and females are 76.4 years. The LE for males and females had improved further to 71.7 years and 76.5 years in the year 2007 (Vital Statistics of Malaysia, 2009). The improvement in quality of life were contributed by the service quality of health care that been provided by government and private sector.

The health care delivery system that is strategically designed to improve the health status of the population is one that focuses on wellness and

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