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**SERVICE QUALITY ON PATIENT EXPECTATION AND ACTUAL SERVICE**

**RECEIVED AT GLEANEGAL KUALA LUMPUR**

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Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia  
In Fulfillment of the Requirement for the Master of Science (Management)

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## ABSTRACT

An improving patient satisfaction and service quality are very important in Gleneagles Hospital Kuala Lumpur. Although this hospital has increasingly number of patient but it is very important to understand patient needs and want and thus create long term and loyal customer. The aim of this study is to determine the relationship between patient expectations and actual service received towards the service offered. This is quantitative research method used to measure the five dimension of SERVQUAL model in service quality. Sample of three hundred and fifty set of questions paper used in this research distributed to inpatient and outpatient department in Gleneagles Kuala Lumpur. Results of the survey analysis revealed that there is a difference between pre and post service rendered to the patients. There is significant result in five dimension which is Assurance, Reliability, Responsiveness, Empathy. Nevertheless, there is no significant different result in Tangibility.

Keywords: service quality, patient expectation, actual service received



## ABSTRAK

Memperbaiki dan meningkatkan mutu perkhidmatan kepuasan pelanggan pesakit yang berkualiti adalah amat penting di Hospital Gleneagles Kuala Lumpur. Walaupun hospital ini mempunyai peningkatan bilangan pesakit tetapi ia adalah sangat penting untuk memahami keperluan pesakit dan mewujudkan hubungan jangka panjang yang setia. Tujuan kajian ini adalah untuk menentukan tahap kepuasan pesakit sebelum dan selepas mendapatkan perkhidmatan dan rawatan. Dengan menggunakan kaedah penyelidikan kuantitatif yang mengukur lima dimensi model SERVQUAL dalam kualiti perkhidmatan. Sebanyak tiga ratus lima puluh set soalan kertas yang diedarkan digunakan dalam kajian ini kepada pesakit dalam dan pesakit luar jabatan di Hospital Gleneagles Kuala Lumpur. Keputusan analisis kajian menunjukkan bahawa terdapat perbezaan di antara perkhidmatan sebelum dan selepas yang diberikan kepada pesakit. Terdapat hasil yang ketara dalam lima dimensi yang Keselamatan, Kebolehpercayaan, Tindakbalas dan Simpati. Walau bagaimanapun, tidak ada perbezaan yang ketara dalam sifat dpt Ketara kepada perkhidmatan seperti fasiliti dan lain-lain

Kata kunci: Servis kualiti, persepsi pesakit, tanggapan sebenar pesakit setelah mendapatkan rawatan



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# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Service quality has become a competitive advantage especially in private hospital health care services industry. The emphasizing on quality as it's become competitive advantage especially in private health care industry lead in patient satisfaction. An increasing knowledge and understanding of patient on their right seeking medical services especially from the private hospitals has led to improvement of service quality in the healthcare sector. Mpinganjira (2011) highlighted that due to high competitive environment in health care services the private hospital must focus on excellent business strategy, among which would concern the trait on demand.

In this study of service quality and patient satisfaction in Gleneagles Kuala Lumpur, the SERVQUAL model by Parasuraman (1985) is used to measure the difference between expectation and actual service received as an indicator of customer satisfaction. In this research, a cross sectional and quantitative survey approach was employed to explore the quality received as perceived by customer. It is hoped that this research would lead to a better understanding of how Gleneagles Kuala Lumpur can focus on their service quality as a competitive advantage to their competitor.

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