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A STUDY ON THE MANAGEMENT SYSTEM IN THE HEALTHCARE SECTOR USING SERVICE QUALITY CONCEPT

(KAJIAN SISTEM PENGURUSAN DALAM SEKTOR PENJAGAAN KESIHATAN MENGGUNAKAN KONSEP KUALTI PERKHIDMATAN)

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ABSTRACT

This study was carried out to investigate the factors that effect to service quality in the healthcare sector and to analyze the relationship between the factors of quality service that influences the customer's satisfaction in healthcare sector. This study carried out on hospitals that are selected in Malaysia including government hospitals and private hospitals. A total of 1000 sets of questionnaires were distributed at 20 hospitals that was selected including government hospitals and private hospitals in the following state Terengganu, Pahang, Negeri Sembilan, Perak, Kedah, Federal Territory, Selangor, Johor and Kelantan. For this research, it uses normality test method, descriptive statistics, and reliability test. Besides that this research analysis use analysis factor and also correlation Pearson test to get the relationship. The data was analyzed using **SPSS** (Statistical Package For Social Science Version 16.0). For the overall, infrastructure, personnel quality, process of clinical care, administrative procedure, safety measures, corporate image, social responsibility and trustworthiness of the hospitals really gives effect on customer satisfaction and also there have strong relationship between factors in influencing customer's satisfaction.

ABSTRAK

Kajian ini dijalankan untuk mengetahui sama ada servis kualiti memberi kesan kepada kepuasan pelanggan di dalam sektor kesihatan dan mengkaji hubungan antara faktor yang mempengaruhi kepuasan pelanggan. Kajian ini dijalankan di hospital-hospital yang terpilih di Malaysia termasuk hospital kerajaan dan hospital swasta. Sebanyak 1000 set borang soal selidik telah diedarkan di 20 hospital-hospital yang terpilih termasuk hospital kerajaan dan hospital swasta. Negeri-negeri tersebut termasuklah Negeri Terengganu, Pahang, Negeri Sembilan, Perak, Kedah, Kuala Lumpur, Selangor, Johor dan Kelantan. Kajian ini menggunakan kaedah ujian kenormalan, statistik deskriptif, dan ujian kebolehpercayaan. Analisis kajian ini menggunakan analisis faktor dan juga ujian kerelasi Pearson bagi mendapatkan hubungan. Data yang diperolehi diproses dengan menggunakan SPSS (Statistical Package For Social Science Version 16.0). Secara keseluruhannya, infrastuktur, kualiti kakitangan, proses penjagaan secara klinikal, prosedur pentadbiran, langkah-langkah keselamatan, imeg koporat, tanggungjawab sosial dan kebolehpercayaan hospital amat memberi kesan kepada kepuasan pelanggan dan antara faktor juga ada mempunyai hubungan yang kuat dalam mempengaruhi kepuasan pelanggan.