

EXPLORING THE INFLUENCE OF SERVICE
QUALITY (SQ) ON PATIENT SATISFACTION
(PS): A CASE STUDY OF UNIVERSITI
MALAYSIA PAHANG HEALTH CENTRE
(UMPHC)

KHAIRUL SALLEH BIN ABDUL BASIT

Master of Business Administration

UNIVERSITI MALAYSIA PAHANG



SUPERVISOR'S DECLARATION

I/We* hereby declare that I/We* have checked this thesis/project* and in my/our* opinion, this thesis/project* is adequate in terms of scope and quality for the award of the degree of Master of Business Administration.

(Supervisor's Signature)

Full Name : Dr. Suhaidah Hussain
Position : Head of Program & Senior Lecturer
Date : 7th July 2022

(Co-supervisor's Signature)

Full Name :
Position :
Date :



STUDENT'S DECLARATION

I hereby declare that the work in this thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

(Student's Signature)

Full Name : KHAIRUL SALLEH BIN ABDUL BASIT

ID Number : KBB20011

Date : 7th July 2022

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ABSTRAK

Kepuasan pesakit dan kualiti perkhidmatan penjagaan kesihatan telah dikaji selama bertahun-tahun. Pusat penjagaan primer seperti Pusat Kesihatan Universiti Malaysia Pahang (UMP) adalah perantara di antara pesakit dan rujukan hospital. Oleh itu, mereka mempunyai hubungan dan pengaruh yang paling banyak kepada pelanggan kerana mudah untuk mendapatkan perkhidmatan di dalam kampus universiti, lokasi yang strategik dan menjadi hubungan langsung utama dengan pesakit setiap hari, terutama komuniti universiti. Oleh kerana organisasi penjagaan kesihatan berusaha meningkatkan pulangan pelaburan mereka, Pusat Kesihatan UMP telah mula melaksanakan langkah-langkah dalam membendung masalah ketidakpuasan pesakit dengan kajian kualiti perkhidmatan dan kepuasan pesakit. Di dalam kajian ini, penulis melihat dimensi kualiti perkhidmatan yang mempengaruhi kepuasan pesakit semasa mendapatkan rawatan dan janji temu mereka di Pusat Kesihatan UMP. Kesan pelbagai dimensi kualiti perkhidmatan terhadap kepuasan pesakit dikaji untuk memahami bagaimana faktor-faktor tersebut berkaitan dengan jangkaan dan persepsi pesakit. Dalam kajian kes kualitatif ini, wawancara separa berstruktur telah dijalankan di kalangan 14 pelajar dan 4 kakitangan yang mendapatkan rawatan di Pusat Kesihatan UMP dan hasilnya dianalisis melalui analisis tematik. Dalam penyelidikan ini, tujuh tema (Responsif, Kebolehpercayaan, Jaminan, Empati, Ketara, Kualiti Teknikal dan Elemen yang boleh meningkatkan kepuasan pesakit) dicipta yang menghasilkan sejumlah 21 sub tema. Lokasi Pusat Kesihatan UMP atau akses kepada perkhidmatan, perkhidmatan lanjutan (pergigian), sikap dan kemahiran komunikasi kakitangan, konsistensi dalam mengikut prosedur operasi, masa menunggu, kualiti teknikal serta pendidikan kesihatan adalah antara faktor terpenting yang mempengaruhi kepuasan pesakit. Pengurus kesihatan di Pusat Kesihatan UMP harus memberi tumpuan kepada aspek di atas dan melaksanakan keputusan pengurusan yang sesuai untuk meningkatkan kepuasan pesakit.

Kata kunci: Penjagaan Kesihatan Primer; Kualiti Perkhidmatan; Kepuasan Pesakit.

ABSTRACT

The patient satisfaction and healthcare service quality has been studied for ages. The primary care centre's such as UMP Health Centre (UMPHC) are the intermediaries between patients and hospital referral. Hence, they have the most contact and influence on customers because they are convenient, strategic and become the primary direct contact with patients on a daily basis, especially the university community. As the health care organizations are trying to improve their return on investment, UMPHC has started to implement steps in curbing the patient dissatisfaction issues with the study of service quality and patient satisfaction. In this paper, the author looks into the dimensions of service quality that influence patient satisfaction in their visits and appointments at UMPHC. The impact of various service quality's dimensions on patient satisfaction is studied to understand how those factors relate to the patients' expectation and perception. In this qualitative case study, semi-structured interviews were conducted in 14 students and 4 staff whom visited UMPHC and the results were analysed through thematic analysis. In this research, seven themes (Responsiveness, Reliability, Assurance, Empathy, Tangible, Technical Quality and Elements that could improve PS) are created which further branches to a total of 21 sub themes. Location of UMPHC or accessibility to the services, extended services (dental), staff's attitude and communication skill, consistency in following the SOPs, waiting time, technical quality as well as health education were amongst the most important factors affecting patient satisfaction. The UMPHC health managers should focus on the above aspects and implement appropriate management decisions to improve patient satisfaction.

Keywords: Primary Healthcare; Service Quality (SQ); Patient Satisfaction (PS)

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LIST OF ABBREVIATIONS

KK	Klinik Kesihatan
KUKTEM	Kolej Universiti Kejuruteraan Teknologi Malaysia
MOH	Ministry Of Health
MOHE	Ministry Of Higher Education
PKU	Pusat Kesihatan Universiti
PS	Patient Satisfaction
RO	Research Objective
RQ	Research Question
SOP	Standard Operating Procedure
SQ	Service Quality
UIA	Universiti Islam Antarbangsa
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
UMS	Universiti Malaysia Sabah
UMP	Universiti Malaysia Pahang
UMPHC	Universiti Malaysia Pahang Health Centre
UMT	Universiti Malaysia Terengganu
UNIMAS	Universiti Malaysia Sarawak
UPM	Universiti Putra Malaysia
USIM	Universiti Sains Islam Malaysia
USM	Universiti Sains Malaysia

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