

# Measuring Service Quality: Expectation and Perception Using SERVQUAL in Kelantan Hospitals



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## INTRODUCTION

This study investigates the perception and expectation of patients regarding hospital services by using a service quality gaps model. Customer perceptions of the services and facilities provided in hospitals are very important to measure the quality of services and customer expectations of government hospital services. Unsatisfactory service will lead to an increase in complaints and tarnish the image of government services.

Customer's assessment of service quality is a critical information for service providers whose aim is to improve business performance, strengthen core competencies and position themselves more strategically in the marketplace (Cronin & Taylor 1992, Jain & Gupta 2004).

### Study Objective

This study is aim to identify the service quality gap among in-patient in Kelantan hospitals.

## METHODOLOGY

### Research Design:

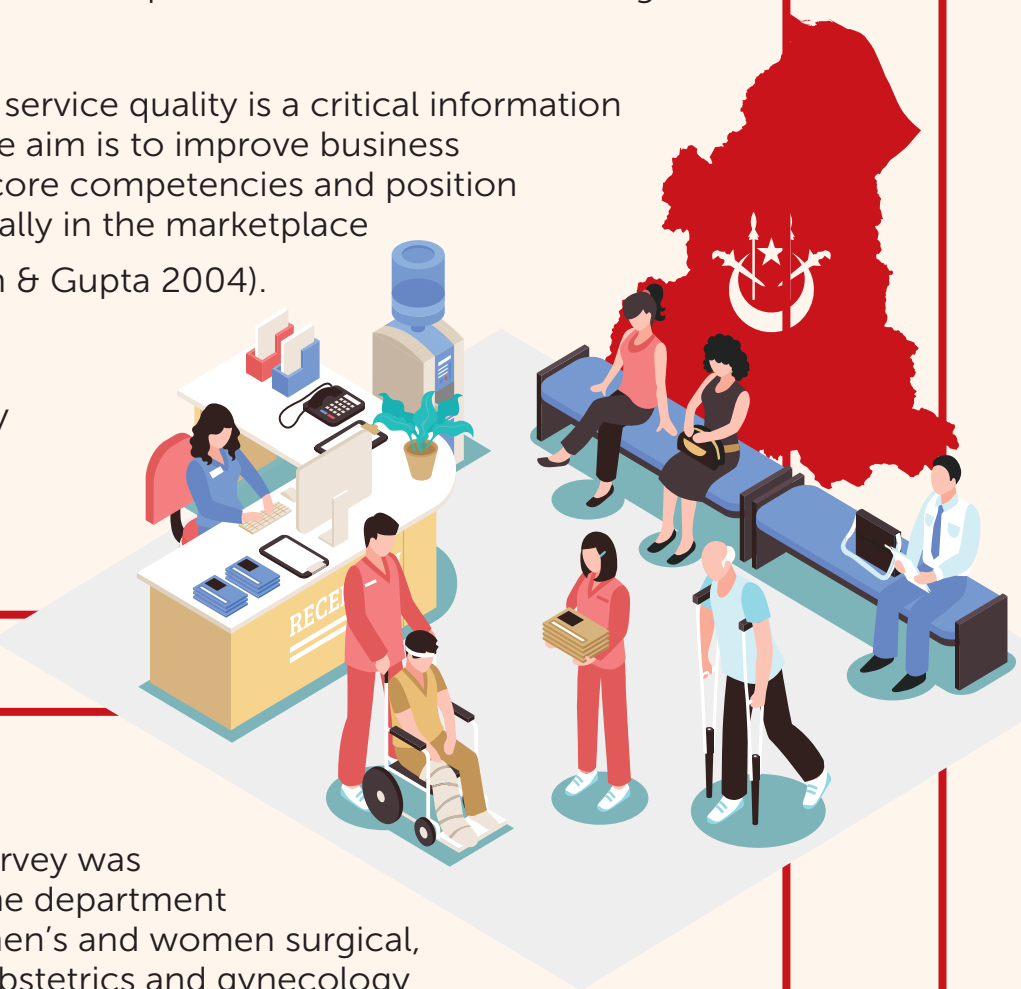
- ✓ This cross-sectional survey was done in inpatients of the department of general medicine, men's and women surgical, dental, EYE, ENT and obstetrics and gynecology wards of 9 hospitals in Kelantan.

### Study Population and Sampling Method:

- ✓ The study population consisted of all patients who are currently being treated in the wards
- ✓ The study sample consists of in-patients from 9 hospitals in Kelantan. A multistage stratified random sampling of 581 respondents has been selected from 9 hospitals.

### Study Instruments:

- ✓ Structured and validated questionnaires are used consist from five sections according to five service quality dimensions (tangibles, reliability, responsiveness, assurance and empathy) adapted from Parasuraman et al. (1955).
  - ✓ Respondents was asked base on their assessments of the services provided by the hospital.
  - ✓ A five-point rating scale was used to measure expectation and perceptions using range from very strongly disagree to very strongly agree.
- (Cronbach alfa 0.75)



## RESULT

Table 1: Socio demographic

Variable	n=581	%
<b>Taraf Perkahwinan</b>		
a) Berkahwin	442	76.1
b) Bujang	111	19.1
c) Duda/Janda	27	4.6
<b>Age</b>		
a) 18- 25	116	20.4
b) 26-45	274	48.2
c) 46-65	152	26.7
<b>Ethnicity</b>		
a) Malay	568	97.8
b) Chinese	8	1.4
c) India	3	0.5
d) Lain-lain	2	0.3
<b>Income</b>		
a) RM 1000 and below	228	39.2
b) RM 1001 - RM 2000	116	19.9
c) RM 2001 - RM 3000	36	6.2
d) RM 3001 - RM 4000	20	3.4
e) RM 4001 - RM 5000	17	2.9
f) RM 5001 - RM 6000	9	1.5
g) ≥ RM 6001	15	2.6
<b>Education Level</b>		
a) No formal education	14	26.2
b) Primary school	48	44.1
c) Secondary school	352	25.5
d) Diploma/Degree	37	4.1
e) Others	6	
<b>Occupation</b>		
a) Government service	100	17.2
b) Private	74	12.7
c) Self-employed	134	23.1
d) Retired	22	3.8
e) Unemployed	86	14.8
f) Students	38	6.5
g) Housewife	121	20.8
h) Other	5	0.2

## Relationship between service quality attributes and customer satisfaction

The average mean score for 5 dimensions and 13 statements of the patient's expectation and perception was analyzed.

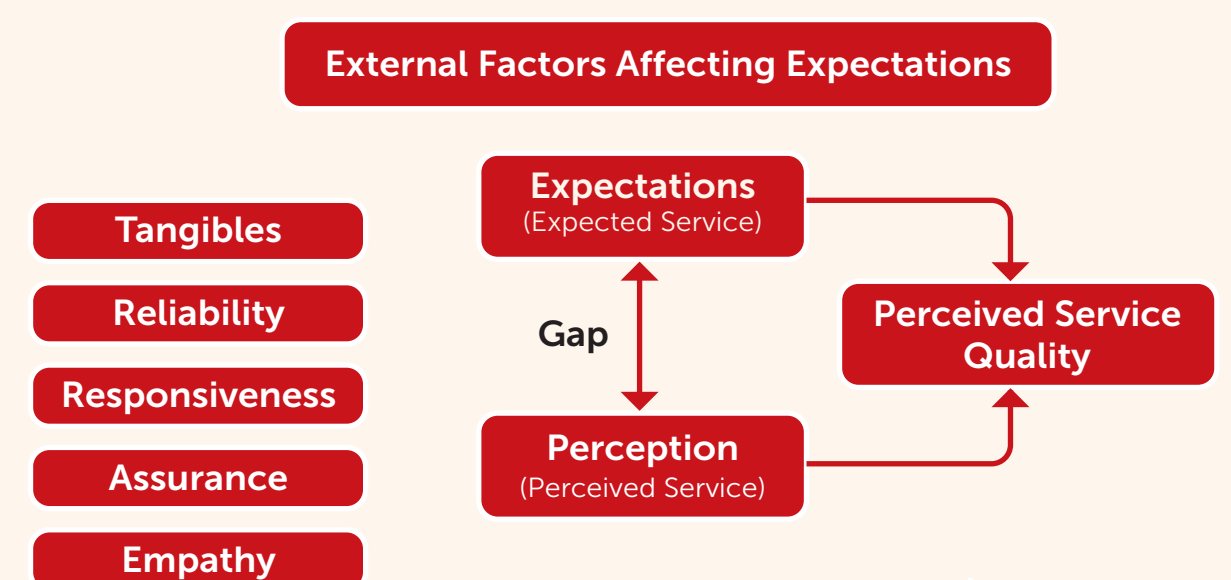
The average mean score of expectation and perception for tangible are found to be 7.85 and 7.55. Further, the service quality gap is found for each dimension and also for 13 statements.

The service quality gap for service dimension tangible is 0.3 (7.85-7.55); similarly, the gap is identified for each dimension and 13 statements. The service quality for the five dimensions, namely, reliability (0.12), responsiveness (0.18), tangibles (0.30), empathy (0.30) and assurance (0.77).

Here are the gap of tangible and assurance was the higher. Further, rank is provided to all the 13 statements of the service quality.

The gap is the lowest for "staff to perform the services right every time" (0.11); hence it is rated as the first. The second place is occupied for "hospitals provide their services at the time they promise to do so" (0.13) and "hospitals staff to be willing to help with sincere interest" (0.13).

Figure 1: Conceptual Framework)



## Discussion and Conclusion

This study aims to identify the service quality based on the difference between the patients' expectation of quality services and their perception of the services received.

It is found that there is a gap on responsiveness, empathy and tangibility services. With the increasing number of new and unknown diseases attacking mankind especially COVID-19 variant, the hospital industry faces a huge and tough task of ensuring a rapid treatment.

The timely and correct information provided by the hospitals determines the effectiveness of prevention and the diseases treatment. Management also needs to inculcate professionalism and implement modern techniques of customer relationship management.



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