

## **SATISFACTION OF OUTPATIENTS ON SERVICE QUALITY: A CASE STUDY AT TWO SPECIALIST CLINICS**

(Kepuasan Pesakit Luar terhadap Kualiti Perkhidmatan:  
Suatu Kajian Kes di Dua Buah Klinik Pakar)

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### *ABSTRACT*

Since the last few decades, there has been a growing concern on the issues of health care, particularly on the service quality provided by hospitals. Generally all hospitals aim at providing the best quality of services to their patients but the service quality may vary between hospitals. A case study was carried out for measuring outpatients' satisfaction on the service quality at two specialist clinics using the quality dimensions as proposed by the Joint Commission on Accreditation of Healthcare Organizations. By using gap analysis and quality value, i.e. *Q* method, eight dimensions of quality service that were studied include appropriateness, efficiency, respect and caring, safety, continuity, effectiveness, timeliness, and availability. The study showed that the service quality provided by these two specialist clinics were unable to meet the expectations of the outpatients.

*Keywords:* patient's satisfaction; service quality; gap analysis; quality value method

### *ABSTRAK*

Sejak beberapa dekad yang lalu masyarakat mula memberikan perhatian kepada isu-isu penjagaan kesihatan, terutamanya kualiti perkhidmatan yang ditawarkan oleh hospital. Pada umumnya hospital meletakkan penyediaan perkhidmatan yang terbaik kepada pesakit sebagai satu daripada tunjang utama. Namun begitu tidak semua hospital menawarkan kualiti perkhidmatan yang serupa. Satu kajian kes telah dijalankan untuk mengukur tahap kepuasan pesakit luar di dua buah klinik pakar terhadap kualiti perkhidmatan berdasarkan dimensi kualiti yang dicadangkan oleh *Joint Commission on Accreditation of Healthcare Organizations*. Menggunakan pendekatan analisis jurang dan nilai kualiti, lapan dimensi kualiti perkhidmatan yang dikaji adalah kesesuaian, kecekapan, hormat dan prihatin, keselamatan, kesinambungan, keberkesanan, ketepatan masa dan ketersediaan. Hasil kajian menunjukkan bahawa kedua-dua klinik pakar tersebut gagal mencapai jangkauan kualiti perkhidmatan pesakit luar terbabit.

*Kata kunci:* kepuasan pesakit; kualiti perkhidmatan; analisis jurang; kaedah nilai kualiti

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