

Customer Satisfaction in Malaysian Healthcare Sector

Josemoney J James

Bachelor of Biotechnology,
Faculty of Science,
University of Malaya
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Abstract

This study aims to gauge and analyze the level of patient satisfaction in Malaysian hospitals. It also determines the contribution of patient satisfaction to positive word of mouth.

Survey questionnaire was the main method of data collection. Dwi-language questionnaires were used. The questionnaire was distributed at public hospitals and private hospitals throughout East Malaysia & West Malaysia. A total of 450 questionnaires were distributed and 369 responses were finally analyzed.

Healthcare customers' satisfaction was measured through a 5-point Likert-type scale. Service quality level in Malaysian hospitals (public and private) in terms of tangibility, reliability, assurance, empathy and responsiveness were measured using independent group t-test. Service quality in the Malaysian hospital's healthcare services was analyzed together with its effects on customer satisfaction and positive word of mouth through a regression analysis.

The t-test result shows that, Malaysian private hospitals are providing better service compared to public hospitals. The regression analysis finding indicates that service quality positively influences patient satisfaction. It also shows that patient satisfaction constructively influences positive word of mouth. The correlation between service quality and positive word of mouth seems to be partially present through patient satisfaction as a mediating factor.

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