

INTERACTION QUALITY DIMENSION TOWARDS SERVICE QUALITY HOSPITAL PUTRAJAYA

Rohaya Roais¹
Azizi Abu Bakar²

¹ Universiti Utara Malaysia (E-mail: rohaya.roais@gmail.com.my)

² Universiti Utara Malaysia (Email: abazizi@uum.edu.my)

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Abstract: Measuring service quality is a better way to know whether they get the good or bad services. That service can measure based on patient or customer respond it is satisfied or not satisfied with service provider. Consequently, the good quality interaction between service provider and patient or customer have needed to get the result as a good service at any facility. Therefore, the study to identify the level of service quality in Hospital Putrajaya based on interaction quality dimension with three sub-dimension attitude and behavior, expertise and work process and the second objective for this study is to examine is it have significant relationship between service quality and interaction quality. So that the management team of Hospital Putrajaya can know what is the level of customer satisfaction of their service provide and how to improve their service quality.

Keywords: Service Quality, Interaction Quality, Attitude and Behaviour, Expertise, Work Process, Customer Satisfaction

Introduction

In Malaysia, Ministry of Health (MOH) is main provider of health care services. MOH also have important function to formulate health policy, set standards for the delivery of health care in this country and provide strategic planning for health delivery services. All 3,368 facilities under MOH which is MOH hospital, Health Clinic, District Clinic, 1 Malaysia Clinic, Mother and Child Clinic and Special Medical Institute have the main responsibility to all people to give quality healthcare services and also to achieve quality of life.

From the point of view of health services to the people, the performance of a hospital is an important aspect in ensuring that the people are satisfied with the services offered to them. In this case, the performance of the hospital can be evaluated in terms of the quality of services received by the people which involves two main factors, namely the people's expectations of the services provided by the hospital and the people's perception after using the services. The quality of services is also one of the forms of evaluation that is difficult to assess because the results can't be seen clearly and can't be felt but the quality of services can be evaluated by looking at the facilities provided by the government, medical equipment and treatment provided by hospital staff (Normah et al., 2014).

Based on Mohammed Nor et al (2010), service to the people is one of the factors that contribute to the establishment of reputation and credibility among the public. They argue that public complaints in poor service delivery can affect the image and level of service in the public sector. Therefore, there are various actions and initiatives that have been implemented by the government to ensure the best service can be delivered to the people.

Problem Statement

Healthcare providers around the world are under the pressure to produce healthcare service quality especially when they facing with coronavirus disease 2019 (Covid-19) crisis (Qian Liu et. Al., 2020). Malaysia also not miss to facing that issue and more burden and workload all healthcare staff need to handle. So that, more complaint and not satisfied by patient will increase to Ministry of Health. Table 1, show that complaint about government services and Ministry of Health on 2nd ranking from all public service provider from 1st January to 30th September 2019.

Table 1: Complaint about government services

No	Ministry	Total of Complaint
1	Ministry of Home Affairs	625
2	Ministry of Health	374
3	Ministry of Education	269
4	Department of Prime Minister	226
5	Ministry of Finance	237

Source: Statistic of Complaint, Public Complaint Bureau, 2019

Research Objective

The primary objective for this study is to identify the level of service quality in Hospital Putrajaya based on interaction quality construct with three sub-dimension attitude and behavior, expertise and work process. This study also aims to examine is it have significant relationship between service quality and interaction quality with three sub-dimension a) attitude and behavior; b) expertise; and c) work process.

Research Question

Research question will state of the specific component of the problem and researcher come out with two research question for this study. The research questions are following :

1. What are the level of service quality in Hospital Putrajaya based on interaction quality dimension with three sub-dimension a) attitude and behavior; b) expertise; and c) work process?
2. Is have significant relationship between service quality and interaction quality?

Literature Review

Service Quality

Quality of service is one of the important factors in every service whether public or private. The quality of each service is highly emphasized by the management because the quality of service is a competitive strategy that increases the company's income for profit-based services but different from non-profit services, especially services in the public sector that only provide services for convenience and also concept work for to the public (W.A.D.S. Wijetunge, 2016). According to Gronroos (1984), the dimension of service quality is divided into three parts:

1. Technical quality - service received by customers;
2. Functional quality - the way in which services are provided by the organization;
3. Organizational image quality - performance for an organization as a result of customer feedback.

Based on Gholami, Kavosi Z, Khojastefar M (2016), the success of a healthcare organization depends on the patients' perceptions of health care quality because this factor particularly affects the patient satisfaction and hospital profitability. Patient perception about service they received are important requirement for monitoring program, accreditation and improve quality for hospital services and for that planning from hospital management will more effectively and guarantee high patient satisfaction.

Interaction Quality

Interaction quality is refer to customers perception based on service delivery during service encounter (Lemke et al., 2011). Interaction will occur when have someone will give their services and someone will receive that services. Brady and Cronin (2001) mention that the important dimension in interaction quality based on literature studies is attitude and behavior, expertise, work process quality and it is a superordinate concept of satisfaction (Bitner, 1992). In hospital, all staff (clinical staff, non-clinical staff and management staff) will directly involve to affect with interaction quality based on their helpfulness, honesty, support and care (Chahal et al. 2005).

a) Attitude and Behavior

Attitude refers to a set of emotions, beliefs and behaviors toward a particular object, person, thing or event. Attitudes are often caused by experiences or parenting and they can have a strong influence on behavior (Chaiklin H., 2011)

b) Expertise

The expertise of medical practitioner to provide quality services is the important thing and will be query by the patient if the staff have not expertise in their fields (Chahal H, Kumari N, 2012). In the other words, expertise is advanced knowledge of skill that is acquired by training, study or practical.

c) Work Process

The third important factor that affects interaction quality is work process. A hospital is a complex system, which is have more expertise in one management such as medical staff (physician, medical officer, pharmacy officer), paramedical staff (medical assistant, radiologist, therapist, nurses), and administration staff (clerk, customer service officer, frontline officer) that are required to work as a team. Also have support service infrastructure in areas of dietary service, supplies, linen services, and housekeeping. In addition, customer focus, convenient procedures, and performance orientation also contribute in building work process quality (Sardana, 2003).

Methodology

This study is an empirical study of patients who deal with the Outpatient Department and Specialist Clinic at Hospital Putrajaya and these studies see relationship between the dependent variable and the independent variables. The dependent variable is the service quality of Hospital Putrajaya based on patient feedback while the independent variable is interaction quality with three sub-dimension a) attitude and behavior; b) expertise; and c) work process.

It should be noted that feedback from respondents is towards the implementation of good government services is assessed based on the level of quality service and three sub-dimension of interaction quality a) attitude and behavior; b) expertise; and c) work process. This survey involved 101 samples on 1st Disember to 31st Disember 2020 based on the frequency of dealing with the Outpatient Department and Specialist Clinic at Hospital Putrajaya and represent the true population's perception and level of satisfaction about quality services in Hospital Putrajaya. Table 2 shows the analysis of the reliability of the questionnaire based on Cronbach Alpha for each independent variable and dependent variable. Overall score is 0.8 above which is the best result.

This questionnaire is appropriate, voluntary and sufficient to detect the quality of services at Hospital Putrajaya based on the level of patient satisfaction three sub-dimension of interaction quality a) attitude and behavior; b) expertise; and c) work process without being influenced by any third party. In addition, the information provided by respondents is confidential and the feedback given is truthful.

Table 2: Analysis of the reliability of the questionnaire

Variable	Alpha Cronbach	No of item
Attitude & behaviour	0.935	12
Expertise	0.868	6
Work process	0.834	5
Service quality	0.972	21

Source : Researcher output SPSS

Result and Finding

a. Demographic Profile of Respondent

From this study, 101 respondents involve as a research sample and use the service of outpatient department and specialist clinic, Hospital Putrajaya. Based on table 3 until table 9 show that the demographic profile or respondent based on gender, age, race, occupation, monthly income, education background of respondent and frequency of visit hospital for this study.

Table 3 in this study show that based on percentage, the majority respondent group based on gender is female (80.2%) while gender for male respondent only the small size is 19.8%. Table 4 in this study show that based on age, respondent from 31 y/o - 40 y/o is the high respond (49%) and followed by respondent 21 y/o - 30 y/o (31.7%), 41 y/o- 50 y/o and above (18.8%) and only 1 (1%) respondent from 18 y/o - 20 y/o. Table 5 in this study show that based on race, majority respondent from Malay is the high respond (95%) and followed by respondent others (3%), and chinese (2%). Based on table 6, the highest occupation of respondent from government servant (34.7%), followed by private sector (28.7%), not working (21.8%), self-employed (8.9%) and student (5.9%). Table 7 shows frequency of monthly income, 27 (26.7%) from 101 respondent is RM5000 and above and based on frequency of background education in table 8 shows that the majority respondent have bachelor degree (64.4%). Lastly, table 9 shows the frequency of visiting to get the treatment at Hospital Putrajaya, majority respondent (80.2%) is more than one time visit compare to small group of respondent just (19.2%) only is first timer visit to this hospital.

Demographic Profile of Respondent

Table 3: Frequency based on gender

	<i>N</i>	Percent (%)
Male	20	19.8
Female	81	80.2
TOTAL	101	100

Table 4: Frequency based on age

	<i>N</i>	Percent (%)
18 – 20	1	1.0
21 – 30	32	31.7
31 – 40	49	48.5
41 - 50	19	18.8
TOTAL	101	100

Table 5: Frequency based on race

	<i>N</i>	Percent (%)
Malay	96	95.0
Chinese	2	2.0
Others	3	3.0
Total	101	100.0

Table 6: Frequency based on occupation

	<i>N</i>	Percent (%)
Government sector	35	34.7
Private sector	29	28.7
Student	6	5.9
Self-employed	9	8.9
Not working	22	21.8
Total	101	100.0

Table 7: Frequency based on monthly income

(RM)	<i>N</i>	Percent (%)
Below 1000	22	21.8
1001 - 2000	13	12.9
2001 - 3000	4	4.0
3001 - 4000	15	14.9
4001 - 5000	20	19.8
5001 and above	27	26.7
Total	101	100.0

Table 8: Frequency based on education background

	<i>N</i>	Percent (%)
SPM/MCE	4	4.0
STPM or diploma	24	23.8
Bachelor Degree	65	64.4
Others	8	7.9
Total	101	100.0

Table 9: Frequency based on visit hospital

	<i>N</i>	Percent (%)
First time	20	19.8
More than 2 times	81	80.2
Total	101	100.0

Source : output from researcher (SPSS)

b. Analysis

In this research, mean score analysis by Mohd Majid Konting (1990) used to test the level of service quality based on interaction quality dimension. The interpretation value of mean score is 1.00-2.33 (low), 2.34-3.67 (medium) and 3.68-5.00 (high). For main objective to identify the level of service quality in Hospital Putrajaya based on interaction quality dimension with three sub-dimension attitude and behavior, expertise and work process, table 10 shows that expertise is the highest dimension of interaction quality that contribute to service quality at Hospital Putrajaya and followed by attitude & behavior and work process.

Table 10: Mean score for each sub dimension

	N	Mean	Std. Deviation
Attitude & Behavior	101	3.99	.453
Expertise	101	4.05	.457
Work Process	101	3.90	.486

Overall, researcher can conclude based on table 10, mean score to test the level of service quality based on interaction quality dimension is the high score interpretation. That means, all respondent satisfied with service provide by Hospital Putrajaya staff.

Table 11: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Service Quality	Equal variances assumed	1.605	.208	2.989	99
	Equal variances not assumed			3.257	32.662

The second objective in this research is to examine is it have significant relationship between service quality and interaction quality dimension. Table 11 shows p value (0.04) < 0.05 that have positive and significant relationship between service quality and interaction quality dimension in Hospital Putrajaya. All sub dimension for interaction quality which is attitude and behavior, expertise and work process are the attributes that contributes to service quality Hospital Putrajaya. From this analysis found that by provide the good manner and good service quality to the patient is the important aspect in an organization. This refers to how their staff delivered services during the service encounter.

Conclusion

This study can help the management team Hospital Putrajaya to improve their service quality based on patient feedback and it will be reduced complaint from patient about the service encounter. Hence, the two objectives to test the level of service quality hospital and examine relationship between service quality and interaction quality dimension have been measured and have produced significant results. For future research, it is recommended to evaluate the quality service level based on interaction quality among patient in other public hospital in Malaysia for more rigorous findings.

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