



## A Study on the Service Quality Performance at the Health Unit Universiti Teknologi MARA (UiTM), Kedah

Ahmad Fahmi Abdul Rashid, Khairil Azwan Omar, Mohamad Norhazman Mohamad Salim, Mohamad Yuzaimi Mohamad Yusof

Faculty of Administrative Science and Policy Studies, Universiti Teknologi  
MARA (UiTM) Merbok, Kedah

### ABSTRACT

*The service quality of an organization or a company is very important as it will affect performance of the organization. If the quality of services provided is adequate and good, the organization may perform well. This is due to the efficiency and effectiveness of the organization to operate in doing its business. Reflect to that, the good quality of service may increase the satisfaction of the customers who come to deal with the organization. So, it may encourage the loyalty of customers for the organization and increase the number of the customers that may come to deal with them. The purpose of this research is to study on the factors that may lead to the service quality performance at the Health Unit in UiTM Kedah. It will covers tangibles, reliability, responsiveness, assurance and empathy value within organization. The researcher will use stratified sampling technique in order to collect necessary data for this research. The researcher will choose randomly the student to become as the respondent from the various courses in UiTM Kedah.*

**Keywords:** Assurance, Empathy, Service quality, Reliability, Responsiveness, Tangibles

### INTRODUCTION

The conceptual framework already clarifies that there are two variables that are related to each other. Both of them are independent

variable and dependent variable. These independent variable and dependent variable will show the relationship or connection between these two variables. The dependent variable for this research is service quality. Parasuraman, Zeithmal and Berry (1985) stated that the service quality is the differences between expectation and performance of quality dimension. The expectation will come from both side of management and customers. It will measure the level of service quality within the Health Unit in UiTM Kedah. There are several factors that will lead to the good quality in delivering the service within an organization as well as tangibles, reliability, responsiveness, assurance and empathy. All these variables will lead to a good service quality in organization. The tangibles will indicate the physical environment that will lead to organization in delivering a good service quality. Bitner (1992) has noted that physical environment is often used as cues of a firm's competences and quality by consumers before a purchase. Parasuraman, Zeithaml and Berry (1988) described reliability as a capability of the staff to deliver the promises services to their customer with accurately. Janda (2002) stated the responsiveness is the customer expects that the staff respond to their inquiries promptly, which is help customer to resolve their problems and make decision in a timely fashion. Assurance is the knowledge and courtesy of employees and their ability to inspire trust and confidence as stated by Parasuraman, Zeithaml and Berry (1988). Besides, Parasuraman, Zeithaml and Berry (1988) also defined empathy as the caring, individualized attention the firm provides to its customers that lead to the customer's satisfaction towards company's services.

## **METHODOLOGY**

The population on the totals number of current UiTM Kedah students is 3871 which compromised of part one to part six students. Based on the number of population, the suitable sample size is 351 students. It means the researchers will pick 59 people from each part to be the respondents.

### **Data Collection**

There are three main methods in collecting the data which are interviewing, questionnaires and observation. This study applies the data collection methods as the specific ways to collect data easily and accurately. The researchers have chosen questionnaire as the best and the most suitable

way in this study. The questionnaire was personally administered. The reason that the researchers choose this type of data collection is because this kind of information will be more reliable and valid. This is because the gathered information comes directly from the respondents.

### **Data Analysis**

This research cannot be done without data analysis. There are three objectives of data analysis which are to get a feel for the data, to test the goodness of the data, and to test the hypotheses developed for the research. For the data analysis, the researcher presented the data through table, chart, and graph. The researchers related the findings with objectives.

## **RESULT AND DISCUSSION**

### **Cronbach Coefficient Alphas (Pre-test of Questionnaire)**

Sekaran (2003) stated that, the closer the reliability coefficient gets to 1.0, the better the goodness of a measure. In general, reliabilities less than 0.6 are considered to be poor, those in the 0.7 range are acceptable and those over 0.8 are good. So for this research, Cronbach Alpha has been used to test the reliability and the result is 0.832 that shows the reliability of the questions in the questionnaire is good.

### **Descriptive Analysis**

Table 1 shows the gender of respondent. From this research, the researchers gathered the data from male 36% of the respondents and female 64% of the respondents of the students in UiTM Kedah.

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| MALE   | 54        | 36.0           |
| FEMALE | 96        | 64.0           |

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| MALE   | 54        | 36.0           |
| FEMALE | 96        | 64.0           |
| Total  | 150       | 100.0          |

Table 1: Gender of the Respondents

| Course | Frequency | Percent |
|--------|-----------|---------|
| PL005  | 24        | 16.0    |
| AM110  | 34        | 22.7    |
| AM228  | 18        | 12.0    |
| BM111  | 20        | 13.3    |
| BM229  | 7         | 4.7     |
| IS110  | 17        | 11.3    |
| IS220  | 11        | 7.3     |
| AD114  | 5         | 3.3     |
| AD111  | 7         | 4.7     |
| CS113  | 3         | 2.0     |
| OTHER  | 4         | 2.7     |
| Total  | 150       | 100.0   |

Table 2: Courses of the Respondents

Table 2 shows the courses of respondents for this research. Majority of the respondents come from AM110 (22.7%). Secondly, PL005 with 16.0%. Thirdly, BM111 with 13.3% of respondents. Next, AM228 and IS110 with 12% and 11.3% respectively. The rest of the respondents come from IS220 (7.3%), BM229 (4.7%), AD111 (4.7%), AD114 (3.3%) and others with 2.7% while the percentage of respondents comes from CS113 (2.0%).

Table 3 shows the semester of the respondents. It consists of the respondents from part 1 until part 6. The researchers used the same

percentage of the respondents from each part which is 16.7%. This is because the researchers used the stratified sampling technique so, the number of respondents that the researchers selected from each part is the same.

| Semester of Students | Frequency | Percent |
|----------------------|-----------|---------|
| PART 1               | 25        | 16.7    |
| PART 2               | 25        | 16.7    |
| PART 3               | 25        | 16.7    |
| PART 4               | 25        | 16.7    |
| PART 5               | 25        | 16.7    |
| PART 6               | 25        | 16.7    |
| Total                | 150       | 100.0   |

Table 3: Semester of the Respondents

Table 4 indicates the place of living of the respondents. It shows that 70% of the respondents live at the hostel (resident) while 30% of respondents live outside of the campus (non-resident).

| Place of Living | Frequency | Percent |
|-----------------|-----------|---------|
| NON RESIDENT    | 45        | 30.0    |
| RESIDENT        | 105       | 70.0    |
| Total           | 150       | 100.0   |

Table 4: Place of Living of the Respondents

Table 5 shows that the majority age level of the respondents is 20-21 years old which is 56% while the lowest percentage of age level of the respondents comes from 24-above which is 2.7%. The rest are 18-19 years old (31.3%) and 22-23 years old (2.7%).

| Age      | Frequency | Percent |
|----------|-----------|---------|
| 18-19    | 47        | 31.3    |
| 20-21    | 84        | 56.0    |
| 22-23    | 15        | 10.0    |
| 24-ABOVE | 4         | 2.7     |
| Total    | 150       | 100.0   |

Table 5: Age of the Respondents

Table 6 shows the level of study among the respondents. It shows that the respondents from diploma level who took part in this research are 74.7% while the undergraduate respondents came out with 25.3%.

| Level Of Study        | Frequency | Percent |
|-----------------------|-----------|---------|
| DIPLOMA STUDENT       | 112       | 74.7    |
| UNDERGRADUATE STUDENT | 38        | 25.3    |
| Total                 | 150       | 100.0   |

Table 6: Level of Study among the Respondents

### Correlation analysis

Table 7 shows the relationship between the tangibles and service quality or SERVQUAL. It indicates that  $p < 0.05$  ( $p = 0.000$ ) and  $r = 0.484$ . From the result, it shows that there is a significant relationship between tangibles and service quality performance at Health Unit in UiTM Kedah.

|           |                     | Tangibles | Servqual |
|-----------|---------------------|-----------|----------|
| Tangibles | Pearson Correlation | 1         | .484     |
|           | Sig. (2-tailed)     |           | .000     |
|           | N                   | 149       | 146      |

Table 7: The Relationship between Tangibles and SERVQUAL

Table 8 which presents reliability as the criteria for the service quality performance resulted that  $p < 0.05$  ( $p = 0.000$ ) and  $r = 0.531$ . So, it shows that there is a significant relationship between reliability and service quality performance at Health Unit in UiTM Kedah.

|             |                     | Reliability | Servqual |
|-------------|---------------------|-------------|----------|
| Reliability | Pearson Correlation | 1           | .531     |
|             | Sig. (2-tailed)     |             | .000     |
|             | N                   | 150         | 147      |

Table 8: The Relationship between Reliability and SERVQUAL

Table 9 shows the relationship between responsiveness and service quality performance that resulted on  $p < 0.05$  ( $p = 0.000$ ) and  $r = 0.496$ . So, the result shows that there is a significant relationship between responsiveness and service quality performance at Health Unit in UiTM Kedah.

|                |                     | Responsiveness | Servqual |
|----------------|---------------------|----------------|----------|
| Responsiveness | Pearson Correlation | .496           | 1        |
|                | Sig. (2-tailed)     | .000           |          |
|                | N                   | 147            | 150      |

Table 9: The Relationship between Responsiveness and SERVQUAL

Table 10 illustrates the relationship between assurance and performance of service quality. The result shows that  $p < 0.05$  ( $p = 0.000$ ) and  $r = 0.521$ . So, there is a significant relationship between assurance and service quality performance at Health Unit in UiTM Kedah.

|           |                     | Assurance | Servqual |
|-----------|---------------------|-----------|----------|
| Assurance | Pearson Correlation | .521      | 1        |
|           | Sig. (2-tailed)     | .000      |          |
|           | N                   | 145       | 148      |

Table 10: The Relationship between Responsiveness and SERVQUAL

In table 11, it illustrates the relationship between empathy and service quality performance. The result shows that  $p < 0.05$  ( $p = 0.000$ ) and  $r = 0.489$ . So, it can be said that there is a significant relationship between empathy and service quality performance at Health Unit in UiTM Kedah.

|         |                     | Empathy | Servqual |
|---------|---------------------|---------|----------|
| Empathy | Pearson Correlation | .489    | 1        |
|         | Sig. (2-tailed)     | .000    |          |
|         | N                   | 146     | 149      |

Table 11: The Relationship between Empathy and SERVQUAL

## CONCLUSION

As a conclusion, the hypotheses that already discussed has a relationship which are the tangibles, reliability, responsiveness, assurance and empathy will affect the service quality performance at Health Unit in



UiTM Kedah. So, based on the finding of this research it was clearly shows that the objectives of the research are parallel and achieved when every independent variable has a significant relationship with the dependent variable.

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