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A comparative study of customers’ satisfaction between dental and medical services in University Putra Malaysia Health Centre

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ABSTRACT: This study was a cross-sectional study involving customers who received Medical and Dental treatment at a university Health Centre 1 PM. A total of 149 respondents involved in this study which was selected using a simple random sampling method using a modified SWOTM framework which consist of S, W, O, T, M and Domains. Overall results show that customers of university Health Centre 1 PM are satisfied with the Medical and Dental services given. Most of customers’ satisfaction were higher for Medical services compared to Dental customers. The result reflect on customers’ satisfaction according to SWOTM Domains shows that customers were satisfied with products/services, facilities, empathy and tangible domains but customers were not satisfied with reliability domain.

Keywords: Customers’ satisfaction, SWOTM, Medical and Dental services

1. INTRODUCTION

Every organization nowadays is concerned with satisfying its customers by producing services. The subject of satisfaction has been studied extensively in the fields of sociology, psychology, marketing, and healthcare management. The customer satisfaction in modern society plays an important role in determining the overall success of the organization. The public sector is changing constantly and rapidly, in order to cope with a lot of challenges and to respond to new needs and demands in society. The place and role of the customer have become of high importance to these changes and reforms. Managing customer satisfaction is therefore indispensable for public organizations in order to see if they are doing the right things and if they are doing things right (Higa and Nason, 2008).

Feedback from customers can influence the whole quality improvement agenda and provide an opportunity for organizational learning and development. It provides crucial information on how the customers’ expectations are and how they perceive the quality of care, which may be different than that of all staff providing that care (Glasgow Society for Quality and Safety in Healthcare, 2009). Successful organizations use customers’ feedback to understand the needs and expectations as a starting point for developing proposals and fulfill customers’ needs and expectations as well as meeting other corporate objectives. Managing satisfaction therefore is not only to do with managing services and products, but also managing expectations and perceptions of customers (Higa and Nason, 2008). In general settings, customers’ satisfaction with health care becomes a priority since it is getting increasing attention from administrators, practitioners, consumers, and evaluators of health care especially in the competitive healthcare arena today. The reason for this situation is the patient satisfaction is believed to be a core of quality care delivery, as a consequence the customer satisfaction is a key indicator of any transaction irrespective of the efficacy of that transaction. Patient satisfaction is also believed to relate directly to various health and illness beliefs (Poli, 1982).

In University Putra Malaysia (UPM) there are more than 30,000 populations with the majority are students under graduate and post graduate, staff and dependents, visitors, and outside UPM campus (UPM Student Union, 2011). There was more than 110,000 attendance of customers come to seek medical and dental services at University Health Centre since 2009 and 2010 (University Health Centre UPM Yearly Report 2010). About numbers of customers is expected to increase every year due to the increase...
The relationship between academic self-concept, parenting styles and academic achievement of remote class students

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ABSTRACT: Remote class students and poor academic achievement has been always an issue in the education system of Malaysia. Remote class students are the students from national type schools, SKK (Sekolah Jenis Kebangsaan) Tamil or SKT (Sekolah Jenis Kebangsaan) Tamil schools who failed to obtain at least Grade C in the subject Bahasa Malaysia Comprehension at UPSR examination. Many researchers going on other the remote class should be reformed or abolished in the secondary level of education system in Malaysia. Despite all that, the factors contributing to the low achievement in academic among remote class students should be identified. This paper is aimed at identifying the relationships between three variables, which are academic self-concept, parenting style and academic achievement of remote class students. A sample of 100 remote class students from Klang Valley will be completing the questionnaire on academic self-concept and parenting style. Results will be displayed on the level of academic self-concept and academic achievement. Significant association between different parenting style and academic self-concept also will be found in this study.

Keywords: SELK, Parenting Styles, Academic Achievement & Remote Class Students

1 INTRODUCTION

Academic achievement plays an essential role in national education because it indicates the success of the development of a country. In Malaysia, public examinations such as UPSR, PMR, SPM, and A’level are held in determining the academic achievement of the students. However, Begum & Azizun (in press) in Delia & Whyte (2012) states that students who have negative consequences such as low academic achievement in academic level in schools. Problems such as stress, depression, anxiety, and drug-taking, and subjectivity have been related to academic achievement. Hence, it is important to identify the different factors that lead to low academic achievement. In Malaysia, Remote Class students are categorized as less achievers in academic level in secondary school.

There are many factors that could influence the academic achievement of a student. Subramaniam et al. (2011) and Cecchetto (2011) states that most researchers have ignored the effective factors that influence academic achievement while they concentrate more on cognitive factors that influence academic achievement. Hence, this research concentrates on effective factors, which are academic self-concept and parenting style of remote class students’ academic level.

2 RESEARCH BACKGROUND

The Malaysian Education System has undergone several changes after the British colonial era. One of the important aspects to note is the state of English language which has become the medium of instruction in all schools with the exception of national type schools, which have been given exemption from the Education Act 1996, Section 171. Bahasa Malaysia is the National Language and had become a compulsory subject in all schools.

After six years of primary education, primary school students in Malaysia will proceed to another level, which is the secondary level. The minimum requirement for students to proceed into secondary school is a UPSR certificate, an examination taken by the students during their last year in primary school at the age of 12. Based on the most common examination, secondary students are normally enrolled in the school at the age of 13. Their assessment will be based on UPSR results. Students who fail the UPSR examination will be placed in lower class while students from national type schools, SKK (Sekolah Jenis Kebangsaan) Tamil or SKT (Sekolah Jenis Kebangsaan) Tamil schools who failed their Bahasa Malaysia subjects, Bahasa Malaysia Comprehension or Bahasa Malaysia Writing at both in the UPSR will be placed in a probation class.