



UNIVERSITI PUTRA MALAYSIA

***CUSTOMER SATISFACTION ON SERVICE QUALITY OF UNIVERSITY
VETERINARY HOSPITAL (UVH) FELINE SECTION, UNIVERSITI PUTRA
MALAYSIA (UPM): APPLICATION OF SERVQUAL MODEL***

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FPV 2016 44

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SERDANG, SELANGOR

MARCH 2016

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UNIVERSITI PUTRA MALAYSIA (UPM):
APPLICATION OF SERVQUAL MODEL**

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A project paper submitted to the
Faculty of Veterinary Medicine, Universiti Putra Malaysia
In partial fulfillment of requirement for the
DEGREE OF DOCTOR OF VETERINARY MEDICINE

Universiti Putra Malaysia,
Serdang, Selangor Darul Ehsan.

MARCH 2016

CERTIFICATION

It is hereby certified that we have read this project paper entitled “Customer Satisfaction on Service Quality of University Veterinary Hospital (UVH) Feline Section, Universiti Putra Malaysia (UPM): Application of SERVQUAL Model”, by Marlia Binti Marji and in our opinion it is satisfactory in terms of scope, quality, and presentation as partial fulfillment of the requirement for the course VPD 4999 - Project

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DEDICATIONS

In the name of Allah, The Most Benevolent, The Most Merciful

To my family,

Marji Bin Giran

Zubaidah Binti Kamsin

Marlina Binti Marji

Marhalim Bin Marji

Maryadi Bin Marji

Marhanina Binti Marji

Marhaniza Binti Marji

Maridayani Binti Marji

Mohd Salehuddin Bin Marji

And to all my teachers who have committed themselves towards the noble cause of
education.

ACKNOWLEDGEMENTS

I would like to express my sincere appreciation and deepest gratitude to my supervisor, Dr. Lim Sue Yee for the time, wisdom, expertise, and guidance that she had granted me throughout the completion of this project.

To my co- supervisors, Dr. Norhariani Binti Mohd Nor and Dr. Puteri Azaziah Binti Megat Abdul Rani for their unwavering support and encouragement to improve the project.

To Professor Dr. Mohamed Ariff Omar, thank you for assistance me in the statistical analysis. I would also like to thank the UVH's staff especially at feline section for granting me access to the records.

A special thank you to all my classmates of DVM 2016 who assisted me directly or indirectly in this project with special mention to Zati Hidayah Zaini, Najihah Shobat Settic and Nurhayati Ramli.

Last but not least, my most heartfelt gratitude to my parents, my family and my beloved friends; Salmina Sulaiman, Sharifah Amirah, Wan Mohd Sukri, Muhammad Shafiq, Ahmad Shafiq, Hishaam, Anna Arina, Rabiatul Adawiah, Nurul Reffa Azyan and Norhafizah Daud, for their love and support throughoutmystudies.

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ABSTRACT

An abstract of the project paper presented to the Faculty of Veterinary Medicine in partial fulfilment of the course VPD 4999 – Project.

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MALAYSIA (UPM): APPLICATION OF SERVQUAL MODEL**

By

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2016

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Service quality is an assessment of how well a delivered service fit to the customers' expectations. It is important to measure service quality to ensure delivered service meets customer satisfaction. Service quality can be measured using the SERVQUAL model. There have not been any studies thus far investigating service quality in veterinary hospitals. Therefore, this study was conducted to measure service quality in the Feline section of University Veterinary Hospital (UVH), Universiti Putra Malaysia (UPM) to identify areas to improve performances. This study was conducted at the Feline section for four weeks. Two sets of questionnaires based on the

SERVQUAL model were given to the customers. The first set of questionnaire is on customers' expectations of veterinary hospitals in general, while the second set of questionnaire is on customers' perceptions of UVH. The SERVQUAL model measures service quality based on gap score (GS) of five dimensions which are tangibles, reliability, responsiveness, assurance and empathy. A gap score on each dimensions was computed based on the following formula; $GS = \text{Perception (P)} - \text{Expectation (E)}$. 89 respondents participated in this study. Customers' perceptions do not meet customers' expectations in all five dimensions. There was a significant difference in mean of expectations and mean of perceptions ($P < 0.05$) in all dimensions except for empathy. The lowest gap scores were exhibited by tangible (-0.176) and empathy (-0.140) dimensions. The highest gap scores were exhibited by reliability (-0.494) and responsiveness (-0.431) dimensions. Although assurance dimension had a gap score of -0.281, UVH have closely met the customers' high expectations in this dimension. UVH should invest to improve its reliability and responsiveness dimensions for better performances in service quality.

Keywords: *service quality, customer satisfaction, SERVQUAL, cat*

ABSTRAK

Abstrak daripada kertas projek yang dikemukakan kepada Fakulti Perubatan Veterinar untuk memenuhi sebahagian daripada keperluan kursus VPD 4999 – Projek.

**KEPUASAN PELANGGAN TERHADAP KUALITI PERKHIDMATAN
HOSPITAL VETERINAR UNIVERSITI (UVH) SEKSYEN KUCING,
UNIVERSITI PUTRA MALAYSIA (UPM): APLIKASI MODEL SERVQUAL**

Oleh

Marlia Binti Marji

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Kualiti perkhidmatan adalah penilaian terhadap tahap perkhidmatan yang diberikan memenuhi jangkaan pelanggan. Ianya adalah penting untuk mengukur kualiti perkhidmatan bagi memastikan perkhidmatan yang diberikan mencapai kepuasan pelanggan. Kualiti perkhidmatan boleh diukur dengan menggunakan model SERVQUAL. Masih tiada kajian mengenai kualiti perkhidmatan yang dijalankan di hospital veterinar. Oleh itu, kajian ini dijalankan untuk mengukur kualiti perkhidmatan di seksyen Kucing, Hospital Veterinar Universiti (UVH), Universiti Putra Malaysia (UPM) untuk mengenalpasti bahagian yang perlu diperbaiki bagi meningkatkan prestasi UVH. Kajian ini telah dijalankan di seksyen Kucing selama empat minggu. Dua set soalan berdasarkan model SERVQUAL diberikan kepada pelanggan. Set pertama

adalah mengenai jangkaan pelanggan terhadap hospital veterinar secara umum, manakala, set kedua adalah mengenai persepsi pelanggan terhadap UVH. Model SERVQUAL mengukur kualiti perkhidmatan berdasarkan jarak skor lima dimensi iaitu “*tangibles*”, kebolehpercayaan, koresponsifan, jaminan dan empati. Jarak skor setiap dimensi dikira berdasarkan formula ini; Jarak skor (GS) = Persepsi (P) – Jangkaan (E). Kajian ini telah disertai oleh 89 responden. Persepsi pelanggan tidak mencapai jangkaan pelanggan dalam setiap dimensi. Terdapat perbezaan bererti dalam purata jangkaan dan purata persepsi ($P < 0.05$) dalam setiap dimensi kecuali empati. Jarak skor terendah dilihat pada dimensi “*tangible*” (-0.176) dan empati (-0.140). Jarak skor tertinggi dilihat pada dimensi kebolehpercayaan (-0.494) dan koresponsifan (-0.431). Walaupun dimensi jaminan mempunyai jarak skor -0.281, UVH hampir mencapai jangkaan tinggi pelanggan dalam dimensi ini. UVH perlu melabur untuk memperbaiki dimensi koresponsifan dan kebolehpercayaan untuk meningkatkan prestasi dalam servis perkhidmatan.

Kata Kunci: kualiti perkhidmatan, kepuasan pelanggan, SERVQUAL, kucing

1.0 INTRODUCTION

Currently, there are increases in the number of veterinary clinics opened in Malaysia. In Selangor and Federal Territory of Kuala Lumpur, there are around 70 veterinary clinics (Pet Finder). To continue the pursuit of a competitive strategy, veterinary clinics, like other customer based services such as banking, retailing, hospitality, education and healthcare must satisfy the customers in services provided. Veterinary industry is similar to the healthcare industry, where one of the important issues is service quality. Service quality is defined as an assessment of how well a delivered service fits to the clients' expectations. Measuring service quality is important to the business to improve service in meeting customers' satisfaction. Furthermore, service quality has been increasingly identified as the main factor in distinguishing between services and building competitive advantages (Wan Rashid W.R., & Jusoff, HJ.K., 2009). This could increase demand of the service provided and enable the business to grow.

To measure service quality, there are many types of models that were introduced. Those models include Higher Education Performance (HedPERF) (Abdullah F. 2006), Electronic Service Quality (ES QUAL) (Parasuraman A., Zeithaml, V.A., & Malhotra, A., 2005), Service Performance (SERVPERF) (Landrum H., Prybutok, V.R., & Zhang, X., 2007) and Service Quality (SERVQUAL) (Parasuraman A., Zeithaml, V.A., & Berry, L., 1985). However, SERVQUAL have been commonly used in measuring service quality in hospitals service.

SERVQUAL model was developed in the eighties by Zeithaml, Parasuraman and Berry, and aimed at measuring the scale of quality in the marketing service. SERVQUAL was adapted into healthcare environment by Babakus and Mangold, 1992. Since then, SERVQUAL have been used in many hospitals including University health clinic (Anderson E., 1995), government hospital (Lim P.C., & Tang, N.K.H., 2000) and private hospital (Muhammad Butt, M., & Cyril de Run, E., 2010). SERVQUAL measure service quality based on gap scores according to this formula: Perception - Expectation. Expectations are the wants of consumers, that is, what they feel a service provider should offer while perceptions refer to the consumers' evaluation of the service provider.

There have not been any studies thus far investigating service quality in veterinary hospitals. This type of study is needed because veterinary hospitals such as UVH need to get insight in the service quality they need to prioritize and to improve its business. Therefore, this study was conducted to measure service quality by using SERVQUAL model in the Feline section of University Veterinary Hospital (UVH), Universiti Putra Malaysia (UPM).

The objectives of this study are:-

- 1) To identify customers' expectations on different dimensions.
- 2) To identify customers' perceptions of quality services on different dimensions.
- 3) To learn differences (service gap) between expectations and perceptions.

- 4) To identify areas in which UVH, UPM must prioritize to improve its service performances.



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