

**CLIENT SATISFACTION IN OUTPATIENT UNIT OF HOSPITAL SABAK BERNAM
SELANGOR DARUL EHSAN, 1997**

***KEPUASAN PELANGGAN DI UNIT PESAKIT LUAR HOSPITAL SABAK BERNAM SELANGOR
DARUL EHSAN, 1997***

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ABSTRACT

A cross-sectional survey of client satisfaction was done among patient above 15 years of age in the Outpatient Unit of Hospital Sabak Bernam. Information was collected using guided interview questionnaire and focus group discussion. Client satisfaction in relation to socio-demographic characteristics, physical amenities of the hospital, waiting time and treatment time, relationship of staff with patients and the competency of doctors were studied in this research. A total of 266 respondents were involved in the interview and 108 respondents in the 13 focus group discussion. The overall satisfaction was 36.9 % (n=96) among the respondents towards the service provided in Outpatient Department Hospital Sabak Bernam. There is a significant relationship between satisfaction older patient as well as Malay ethnic group. Client satisfaction is not related to the sex of patient, income of respondent, type of illness affecting the individual, frequency of attendance, distance of hospital Sabak Bernam from residence, waiting time, consultation time and time spent in the outpatient Unit Hospital Sabak Bemam. The focus group discussion shows that clients are unsatisfied with long waiting time, drug ineffectiveness, short treatment time with doctors, inadequate doctors explanation and inadequacy of specialist services.

ABSTRAK

Suatu kajian irisan lintang untuk mengkaji kepuasan pelanggan telah dilakukan di kalangan pesakit yang berumur 15 tahun ke atas di Unit Pesakit Luar Hospital Sabak Bemam. Maklumat diperolehi melalui temuduga berpandukan borang soal selidik dan perbincangan kumpulan berfokus. Kepuasan pelanggan terhadap faktor sosiodemografik pesakit, kemudahan fizikal hospital, masa menunggu, masa rawatan, hubungan kakitangan dengan pesakit dan kebolehan doktor merawat pesakit telah dikaji. Sebanyak 266 responden telah ditemubual dan 108 responden terlibat dalam 13 kumpulan perbincangan berfokus. Secara keseluruhan cuma 36.9 % (n=96) dari responden berpuashati dengan perkhidmatan di Unit Pesakit Luar tersebut. Terdapat hubungan yang bererti diantara tahap kepuasan pelanggan dengan pelanggan yang lebih tua dan berbangsa Melayu. Kepuasan pelanggan tidak dipengaruhi oleh jantina pesakit, pendapatan, jenis penyakit yang dihidapi, kekerapan hadir ke Unit Pesakit Luar, jarak tempat tinggal dari Hospital Sabak Bemam, masa menunggu, masa rawatan dalam bilik doktor dan masa pesakit habis di Unit Pesakit Luar. Dalam perbincangan kumpulan berfokus didapati yang kebanyakkan pelanggan tidak berpuashati dengan masa menunggu yang lama, ubatan yang kurang berkesan, masa rawatan yang pendek oleh pegawai perubatan, penjelasan doktor kepada pesakit yang tidak cukup dan kekurangan pakar di hospital tersebut.