

## A Review of Service Quality in Muslim Friendly Private Hospitals.

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**ABSTRACT:** Service quality is a tool to measure customer requirements and analyses customer experience and satisfaction, especially in the service industry. In service quality, especially in the healthcare industry patient can be considered as the customer who needs to be taking care and to define their needs and demands. The objective of this paper is to determine variables, which influence patient satisfaction and patient loyalty in the healthcare industry through a systematic literature review. The selections of forty-five that have reviewed were retrieved from the Scopus database with a high citation index from 2009 to 2019 under the first term of service quality. Based on the selected document, it shows five determinants considered as the core factors for service quality. Those consisted of tangible, empathy, assurance, reliability and responsiveness. They will effect on patient satisfaction and patient loyalty. The outcome of research is to prove that the five determinants were vital to represent the service quality dimensions, especially for Muslim friendly private hospital.

**Keywords:** *Muslim friendly private hospital, service quality, Malaysia*

### 1. INTRODUCTION

Service quality is a notion that has generated significant interest and discussion in published literature due to the problems of both defining and evaluating it without any general agreement to it. Currently, improving the service quality to satisfy the expectations and satisfaction of service recipients has now become a significant challenge for service providers. In terms of healthcare services quality improvement and assurance are of excellent significance to the health system and individuals in the health industry, especially in hospitals, considering the significance of the nature of health services that is a matter of human life. In recent decades, Malaysia has sought to mark itself as an Islamic and halal center. It is a diverse country made up of three dominant cultures, respectively Malaysian, Chinese, and Indian, with a population of 32,600,000 [1]. The country's official religion is Islam, while other religions are also accepted due to the presence of the country's Buddhists, Hindus, and Christians.

In the views of [2] many researchers are studying SERVQUAL Model, a service quality tool created by [3] in certain sectors or regions to evaluate the customers' satisfaction. It is widely used by different sector such as

Islamic financial services, travel and tourism, retail management, mobile phone, and eco-tourism. A total of 45 papers linked to service quality, patient satisfaction, patient loyalty and hospital published between 2009 and 2019, which is 34.4% of the medicine-dominated scholars compared to another sector. Based on the review of past literature [1], this model has been used to measure and evaluate the service quality in developing countries to investigate the gap between expectations and perceptions of patients. However, there are not many academic types of research, especially in Muslim friendly private hospitals was using SERVQUAL Model.

Hence, this paper offers reference platforms for a more prominent understanding and awareness of Muslim-friendly medical from the Malaysian perspective. This research aims to identify the dominance factors describing the service quality from past literature.

### 2. METHODOLOGY

A systematic review is a method for evaluating the literature utilizing a thorough pre-planned approach for locating current literature, evaluating the contribution, analysing and synthesizing the results and reporting the proof so that conclusions can be achieved on what is known and what is not known. This paper presents a systematic review of patient satisfaction to give a clear comprehensive and complete overview of present research-related literature. It is primarily a literature review and examines the service quality literature. First, the keywords "service quality", "patient satisfaction" and "loyalty" as well as "healthcare industry" used for searching for titles and paper abstracts. Secondly, the dissemination of new results excluded from conference documents, master theses, doctoral dissertations, and textbooks and unpublished working documents. Thirdly, distinct kinds of journal papers (peer-reviewed, released, in print) with full-text versions accessible in English were all regarded.

### 3. RESULTS AND DISCUSSION

The articles published in service quality and healthcare industry journals are demonstrated in Table 1. Among the service quality and healthcare industry journals, the International Journal of Health Care Quality Assurance published nine articles on the topic service quality in healthcare, while two articles on the topic were presented Journal of Healthcare Management and Journal

of Service Management as well as Total Quality Management and Business Excellence. It is worth noting that the choice to add non-peer reviewed articles was crucial because it acknowledged the importance of publication and encouraged comments in developing studies throughout a field.

Table 1: Number of articles published the article in each service quality and healthcare industry

Journal	Number of Papers
International Journal of Health Care Quality Assurance	9
Journal of Healthcare Management	2
Journal of Service Management	2
TQM Journal	2
International Journal of Quality and Reliability Management	1
Journal of medicine and life	1
International Journal of Engineering and Advanced Technology	1
Health Marketing Quarterly	1
Patient Education and Counseling	1
Management of Science Letter	1
Service Business	1
Journal of Indian Public Health Research and Development	1
Journal of Retailing and Consumer Services	1
Journal of Asia Business Studies	1
Journal of Chemical and Pharmaceuticals Science	1
Leadership in Health Services	1
International Journal of Electronic Marketing and Retailing	1
Tourism and Hospitality Management	1
International Journal for Quality in Health Care	1
Journal of Advanced Nursing	1

In the Muslim friendly hospital, [4] explored tangibles relevant to Muslim patients are assigned to five times prayer per day, and one of the crucial requirements is the accessibility to the prayer space in the hospital premises which the room should clean and calm. As reported by [3], empathy applies to customer care, awareness of customer requirements and individualized customer support and important for Muslim friendly hospital. Assurance is the most relevance factors for Muslim friendly hospital. The training of clinics in offering halal medicine in Islamic medical ethics can instil trust and faith in the health care suppliers of Muslim patients. In the Islamic practice area, most of the Muslim friendly hospitals recognize the halal label for medicine and food. The initiatives could enable healthcare workers to fulfill their responsibilities respectably, contributing to enhanced service quality. Responsiveness includes the ability and readiness of the service provider to deliver an excellent service [3]. As supported by [5] Muslims

attempt to grow their Muslim-friendly understanding around the country.

#### 4. CONCLUSION

This paper contributes significantly to understanding Muslim-friendly hospital studies. It provides insight into the relationship between the research and the development of the Malaysian medical care industry and the determinants that affect patient loyalty. About the medical care industry's development over the past two decades, some developing countries have gained significant profits, while others are trying to reach a competitive share of this sector. This systematic literature review attempted to identify the antecedents of patient loyalty that closely related to medical care service provider sustainability and patient health outcomes. The medical care provider must be aware of Islamic medical ethics and, where possible, must strive for cultural integrity by accepting those ethics. Despite that, this study provides the determinants of service quality dimensions, the current evidence concerning patient loyalty in Muslim friendly private hospital rather limited. Although the scholar results in research and development of the SERVQUAL Model, several shortcomings stay in evaluating the satisfaction and loyalty of patients in the medical care industry especially in Muslim friendly private hospitals and developing countries.

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