

Service Quality

and

Gap Analysis

for

Service Quality Improvement

in

Hospital Petaling Jaya

Date: 2007 04 17

## Select Likert Scale

Dialogue Box  
Select the 5-Point or 7-Point Likert Scale.  
This selection cannot be changed later.

| Scale | Description       |
|-------|-------------------|
| 1     | Strongly Disagree |
| 2     | Disagree          |
| 3     | Indifferent       |
| 4     | Agree             |
| 5     | Strongly Agree    |

| Scale | Description       |
|-------|-------------------|
| 1     | Strongly Disagree |
| 2     | Disagree          |
| 3     | Weakly Disagree   |
| 4     | Indifferent       |
| 5     | Weakly Agree      |
| 6     | Agree             |
| 7     | Strongly Agree    |

## Decision Rating

| Percentage | Value  | Decision         |
|------------|--------|------------------|
| 90.0       | 1.282  | Good             |
| 75.0       | 0.674  | Maintain         |
| 50.0       | 0.000  | Improve          |
| 25.0       | -0.674 | Immediate        |
| 10.0       | -1.282 | Urgent<br>Crisis |

|                                       |              |
|---------------------------------------|--------------|
| Name of excellent organisations group | ICT Provider |
| Name of Company to be evaluated       | MDeC         |
| Target Value of Items Gap             | 1.0          |
| Target Value of Groups Gap            | 0.5          |

## Questionnaire Design

| Tangibles | Catch line               | The appearance of physical facilities, equipment, personnel and communication materials.   |  |
|-----------|--------------------------|--|--|
| Q 1       | Modern looking equipment | Excellent ICT Providers will have modern looking equipment.  | MDeC has modern looking equipment.   |
| Q 2       | Visually appealing       | Physical facilities at excellent ICT Providers will be visually appealing.   | MDeC's physical facilities are visually appealing.   |
| Q 3       | Neat appearing           | Employees at excellent ICT Providers will be neat appearing.   | MDeC's host desk employees are neat appearing.   |
| Q 4       | Good Materials           | Materials associated with the service (such as menu cards, pamphlets or marketing literature) will be visually appealing at an excellent ICT Provider. | Materials associated with the service (such as menu cards, pamphlets or brochures) are visually appealing at MDeC. |

| Reliability |                                       | Ability to perform the promised service dependably and accurately.                                 |   |
|-------------|---------------------------------------|--|---|
| Q5          | Keep promises                         | When excellent ICT Providers promise to do something by a certain time, they do.                   | When MDeC promises to do something by a certain time, it does so.     |
| Q6          | Interest in solving customer problems | When a customer has a problem, excellent ICT Providers will show a sincere interest in solving it. | When you have a problem, MDeC shows a sincere interest in solving it. |
| Q7          | Right first time service              | Excellent ICT Providers will perform the service right the first time.                             | MDeC performs the service right the first time.                       |
| Q8          | Prompt service to customers           | Excellent ICT Providers will provide the service at the time they promise to do so.                | MDeC provides its service at the time it promises to do so.           |
| Q9          | Error free records                    | Excellent ICT Providers will insist on error free records.   | MDeC insists on error free records.                                   |

| Responsiveness |                   | Willingness to help customers and provide prompt service.   |   |
|----------------|-------------------|---|---|
| Q10            | Informed services | Employees of excellent ICT Providers will tell customers exactly when services will be performed. | Employees in MDeC tell you exactly when services will be performed. |
| Q11            | Prompt service    | Employees of excellent ICT Providers will give prompt service to customers.                       | Employees in MDeC give you prompt service.                          |
| Q12            | Willing to help   | Employees of excellent ICT Providers will always be willing to help customers.                    | Employees in MDeC are always willing to help you.                   |
| Q13            | Available to help | Employees of excellent ICT Providers will never be too busy to respond to customers' requests.    | Employees in MDeC are never too busy to respond to your request.    |

Note

Left side questions show Excellent service providers

Right side questions show Evaluated service provider

| Assurance |                          | Knowledge and courtesy of employees and their ability to convey trust and confidence.        |  |
|-----------|--------------------------|--|--|
| Q14       | Confidence in customers  | The behavior of employees in excellent ICT Providers will instill confidence in customers.   | The behavior of employees in MDeC instills confidence in you.  |
| Q15       | Safe in transactions     | Customers of excellent ICT Providers will feel safe in transactions.                         | You feel safe in your transactions with MDeC.                  |
| Q16       | Courteous with customers | Employees of excellent ICT Providers will be consistently courteous with customers.          | Employees in MDeC are consistently courteous with you.         |
| Q17       | Knowledgeable            | Employees of excellent ICT Providers will have the knowledge to answer customers' questions. | Employees in MDeC have the knowledge to answer your questions. |

| Empathy |                             | Caring, individualised attention the firm provides its customers.                               |   |
|---------|-----------------------------|---|---|
| Q18     | Individual attention        | Excellent ICT Providers will give customers individual attention.                               | MDeC gives you individual attention.                      |
| Q19     | Convenient operating hours  | Excellent ICT Providers will have operating hours convenient to all their customers.            | MDeC has operating hours convenient to all its customers. |
| Q20     | Personal attention          | Excellent ICT Providers will have employees who give customers personal attention.              | MDeC has employees who give you personal attention.       |
| Q21     | Customer's best interest    | Excellent ICT Providers will have their customer's best interests at heart.                     | MDeC has your best interest at heart.                     |
| Q22     | Specific needs of customers | The employees of excellent ICT Providers will understand the specific needs of their customers. | The employees of MDeC understand your specific needs.     |

Note

Left side questions show Excellent service providers

Right side questions show Evaluated service provider

## Respondent Names

| No. | Name     | Designation | Print | Edit |
|-----|----------|-------------|-------|------|
| 1   | Allan    |             |       |      |
| 2   | Brian    |             |       |      |
| 3   | Collete  |             |       |      |
| 4   | Denise   |             |       |      |
| 5   | Emily    |             |       |      |
| 6   | Frankly  |             |       |      |
| 7   | Gina     |             |       |      |
| 8   | Helena   |             |       |      |
| 9   | Isis     |             |       |      |
| 10  | Jennifer |             |       |      |

## Data Collection Expectation

This survey deals with your opinions of ICT Providers.

Please indicate the extent you think ICT Providers should possess the following features.

The Survey needs a number that best represents your Expectations about ICT Provider services.

| Allan |  | Expectation |    |   |   |   |
|-------|--|-------------|----|---|---|---|
| No.   | Description  | 1           | 2  | 3 | 4 | 5 |
| No.   | Description  | -2          | -1 | 0 | 1 | 2 |
| 1     | Excellent ICT Providers will have modern looking equipment.  |             |    | 1 |   |   |
| 2     | Physical facilities at excellent ICT Providers will be visually appealing.   |             |    |   | 1 |   |
| 3     | Employees at excellent ICT Providers will be neat appearing.   |             | 1  |   |   |   |
| 4     | Materials associated with the service (such as menu cards, pamphlets or marketing literature) will be visually appealing at an excellent ICT Provider. | 1           |    |   |   |   |
| 5     | When excellent ICT Providers promise to do something by a certain time, they do.   |             |    | 1 |   |   |
| 6     | When a customer has a problem, excellent ICT Providers will show a sincere interest in solving it.   |             |    |   |   | 1 |
| 7     | Excellent ICT Providers will perform the service right the first time.   |             |    |   | 1 |   |
| 8     | Excellent ICT Providers will provide the service at the time they promise to do so.  |             |    |   | 1 |   |
| 9     | Excellent ICT Providers will insist on error free records.   |             |    |   |   | 1 |
| 10    | Employees of excellent ICT Providers will tell customers exactly when services will be performed.  |             |    |   | 1 |   |
| 11    | Employees of excellent ICT Providers will give prompt service to customers.  |             |    |   |   |   |
| 12    | Employees of excellent ICT Providers will always be willing to help customers.   |             | 1  |   |   |   |
| 13    | Employees of excellent ICT Providers will never be too busy to respond to customers' requests.   |             |    |   | 1 |   |
| 14    | The behavior of employees in excellent ICT Providers will instill confidence in customers.   |             |    |   | 1 |   |
| 15    | Customers of excellent ICT Providers will feel safe in transactions.   |             |    |   |   | 1 |
| 16    | Employees of excellent ICT Providers will be consistently courteous with customers.  |             | 1  |   |   |   |
| 17    | Employees of excellent ICT Providers will have the knowledge to answer customers' questions.   |             |    | 1 |   |   |
| 18    | Excellent ICT Providers will give customers individual attention.  |             |    |   | 1 |   |
| 19    | Excellent ICT Providers will have operating hours convenient to all their customers.   |             |    | 1 |   |   |
| 20    | Excellent ICT Providers will have employees who give customers personal attention.   |             |    |   | 1 |   |
| 21    | Excellent ICT Providers will have their customer's best interests at heart.  |             |    | 1 |   |   |
| 22    | The employees of excellent ICT Providers will understand the specific needs of their customers.  |             |    |   | 1 |   |
| W1    | Tangibles  | 20          |    |   |   |   |
| W2    | Reliability  | 10          |    |   |   |   |
| W3    | Responsiveness   | 20          |    |   |   |   |
| W4    | Assurance  | 30          |    |   |   |   |
| W5    | Empathy  | 20          |    |   |   |   |
|       | Total  | 100         |    |   |   |   |

| Allan |             | Expectation |    |   |   |   |
|-------|-------------|-------------|----|---|---|---|
| No.   | Description | -2          | -1 | 0 | 1 | 2 |

## Data Collection Performance

This Survey relates to your feelings about MDeC as a ICT Provider.

Please indicate the extent to which you believe MDeC has the features you expected.

The Survey needs a number that best represents your Perceptions about MDeC.

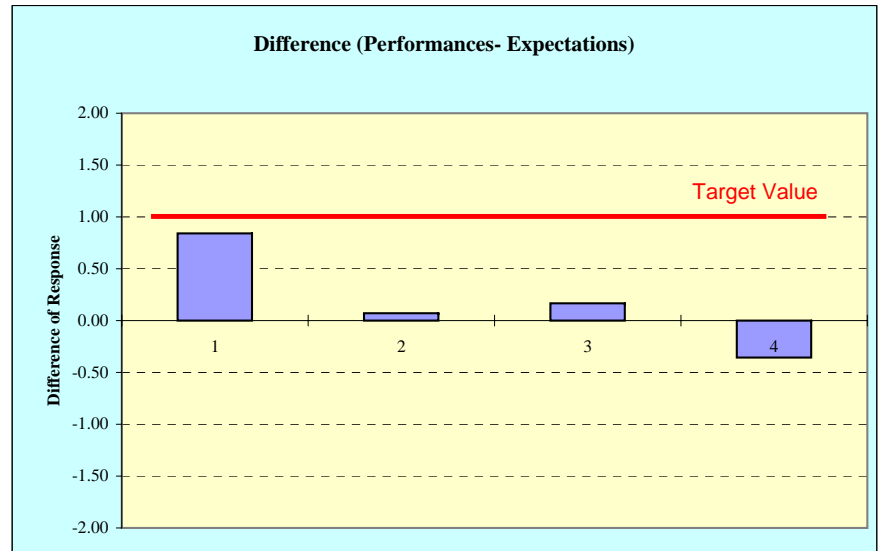
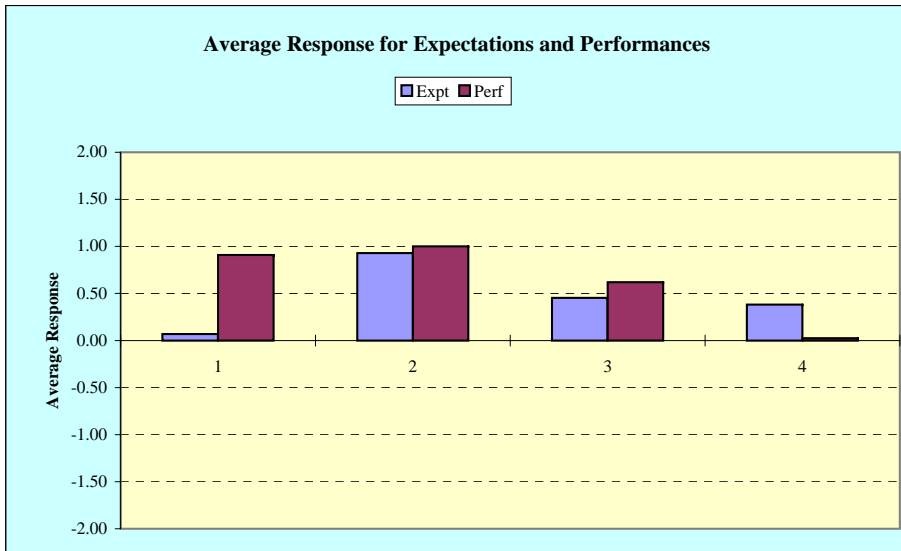
| Allan |  | Performance |    |   |   |   |
|-------|--|-------------|----|---|---|---|
| No.   | Description  | 1           | 2  | 3 | 4 | 5 |
| No.   | Description  | -2          | -1 | 0 | 1 | 2 |
| 1     | MDeC has modern looking equipment.   |             |    | 1 |   |   |
| 2     | MDeC's physical facilities are visually appealing.   |             |    |   | 1 |   |
| 3     | MDeC's host desk employees are neat appearing.   |             | 1  |   |   |   |
| 4     | Materials associated with the service (such as menu cards, pamphlets or brochures) are visually appealing at MDeC. |             |    |   |   | 1 |
| 5     | When MDeC promises to do something by a certain time, it does so.  |             |    | 1 |   |   |
| 6     | When you have a problem, MDeC shows a sincere interest in solving it.  |             |    |   |   | 1 |
| 7     | MDeC performs the service right the first time.  |             |    |   | 1 |   |
| 8     | MDeC provides its service at the time it promises to do so.  |             |    |   | 1 |   |
| 9     | MDeC insists on error free records.  |             |    |   |   | 1 |
| 10    | Employees in MDeC tell you exactly when services will be performed.  |             |    | 1 |   |   |
| 11    | Employees in MDeC give you prompt service.   |             |    |   |   |   |
| 12    | Employees in MDeC are always willing to help you.  |             | 1  |   |   |   |
| 13    | Employees in MDeC are never too busy to respond to your request.   |             |    |   |   | 1 |
| 14    | The behavior of employees in MDeC instills confidence in you.  |             |    |   | 1 |   |
| 15    | You feel safe in your transactions with MDeC.  |             |    |   |   | 1 |
| 16    | Employees in MDeC are consistently courteous with you.   |             |    | 1 |   |   |
| 17    | Employees in MDeC have the knowledge to answer your questions.   |             |    |   | 1 |   |
| 18    | MDeC gives you individual attention.   |             |    |   | 1 |   |
| 19    | MDeC has operating hours convenient to all its customers.  |             |    |   | 1 |   |
| 20    | MDeC has employees who give you personal attention.  |             |    |   |   | 1 |
| 21    | MDeC has your best interest at heart.  |             |    |   | 1 |   |
| 22    | The employees of MDeC understand your specific needs.  |             |    |   |   | 1 |

|     |             | Performance |    |   |   |   |
|-----|-------------|-------------|----|---|---|---|
| No. | Description | -2          | -1 | 0 | 1 | 2 |



## Results of Tangibles

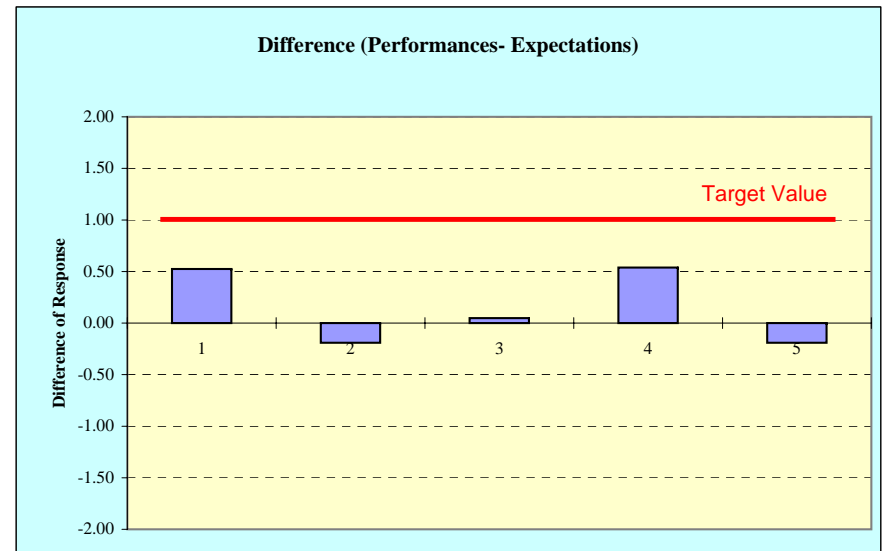
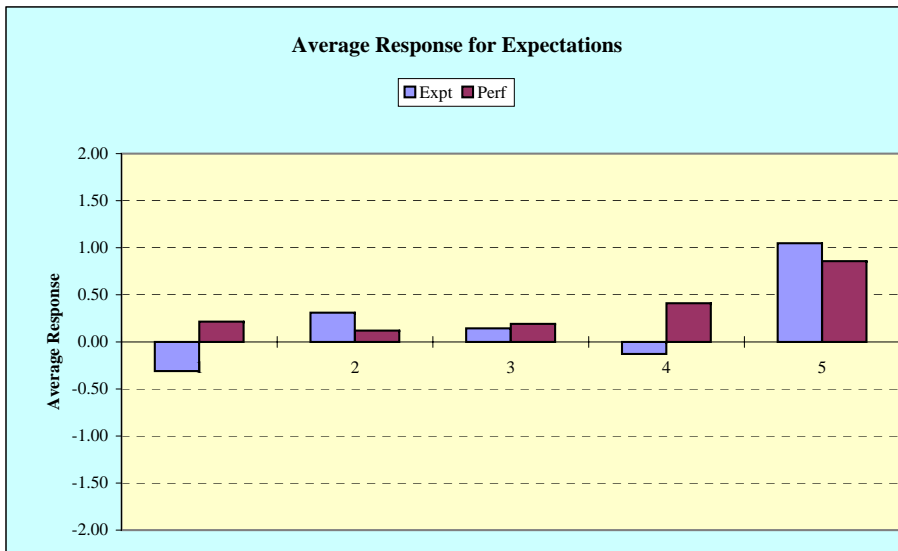
| Grp       | Expectation |    |    |    |    |    |     |      |      |      |       | Performance |    |    |    |    |     |      |      |      |       | T-Test |      |       |          |
|-----------|-------------|----|----|----|----|----|-----|------|------|------|-------|-------------|----|----|----|----|-----|------|------|------|-------|--------|------|-------|----------|
|           | Q No.       | -2 | -1 | 0  | 1  | 2  | No. | Expt | Var  | +CI  | -CI   | -2          | -1 | 0  | 1  | 2  | No. | Perf | Var  | +CI  | -CI   | Diff   | PVar | T-Val | Decision |
| Tangibles | 1           | 5  | 10 | 14 | 7  | 8  | 44  | 0.07 | 1.60 | 0.44 | -0.31 | 0           | 2  | 14 | 14 | 14 | 44  | 0.91 | 0.83 | 1.18 | 0.64  | 0.84   | 0.23 | 3.58  | Good     |
|           | 2           | 0  | 2  | 16 | 7  | 17 | 42  | 0.93 | 0.99 | 1.23 | 0.63  | 0           | 2  | 16 | 4  | 20 | 42  | 1.00 | 1.07 | 1.31 | 0.69  | 0.07   | 0.22 | 0.32  | Improve  |
|           | 3           | 0  | 3  | 27 | 2  | 10 | 42  | 0.45 | 0.89 | 0.74 | 0.17  | 0           | 3  | 20 | 9  | 10 | 42  | 0.62 | 0.88 | 0.90 | 0.34  | 0.17   | 0.20 | 0.81  | Maintain |
|           | 4           | 5  | 6  | 9  | 12 | 10 | 42  | 0.38 | 1.75 | 0.78 | -0.02 | 5           | 9  | 12 | 12 | 4  | 42  | 0.02 | 1.39 | 0.38 | -0.33 | -0.36  | 0.27 | -1.31 | Crisis   |
| Total     | 10          | 21 | 66 | 28 | 45 |    |     |      |      |      |       | 5           | 16 | 62 | 39 | 48 |     |      |      |      |       |        |      |       |          |



| Tangibles  | Questi   | Average                            | Action   |
|--|--|------------------------------------|----------|
|  | Q 1  | MDeC has modern looking equipment. | 0.841    |
| Q 2  | MDeC's physical facilities are visually appealing.   | 0.071                              | Improve  |
| Q 3  | MDeC's host desk employees are neat appearing.   | 0.167                              | Maintain |
| Q 4  | Materials associated with the service (such as menu cards, pamphlets or brochures) are visually appealing at MDeC. | -0.357                             | Crisis   |
| The Average (Performance - Expectation) gap for Tangibles is |  | 0.180                              | Improve  |

## Results of Reliability

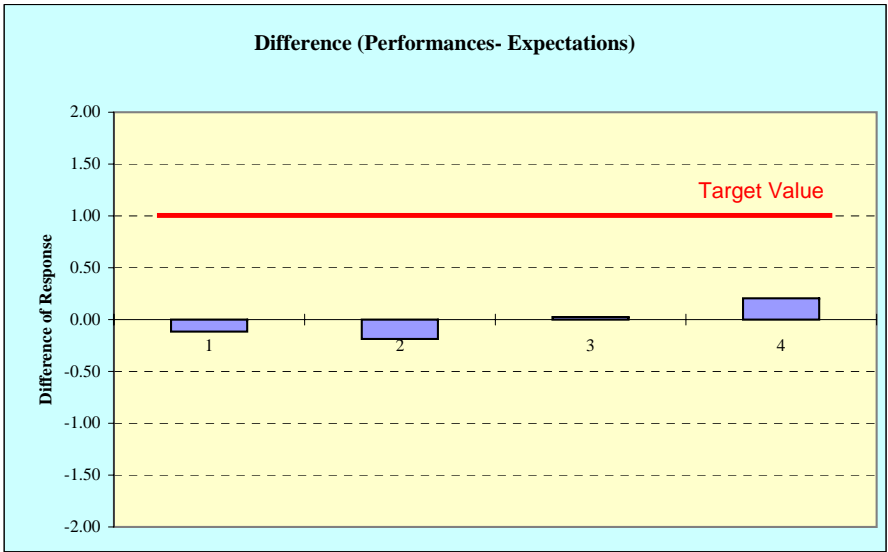
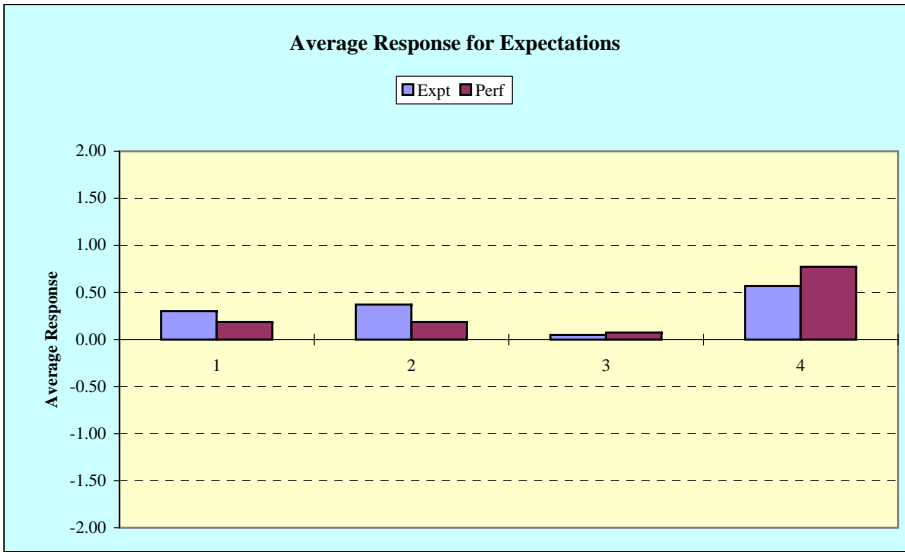
| Grp         | Expectation |    |    |    |    |    |     |       |      |      |       | Performance |    |    |    |    |     |      |      |      |       | T-Test |      |       |          |
|-------------|-------------|----|----|----|----|----|-----|-------|------|------|-------|-------------|----|----|----|----|-----|------|------|------|-------|--------|------|-------|----------|
|             | Q No.       | -2 | -1 | 0  | 1  | 2  | No. | Expt  | Var  | +CI  | -CI   | -2          | -1 | 0  | 1  | 2  | No. | Perf | Var  | +CI  | -CI   | Diff   | PVar | T-Val | Decision |
| Reliability | 5           | 13 | 8  | 8  | 5  | 8  | 42  | -0.31 | 2.27 | 0.15 | -0.76 | 7           | 6  | 10 | 9  | 10 | 42  | 0.21 | 1.98 | 0.64 | -0.21 | 0.52   | 0.32 | 1.65  | Good     |
|             | 6           | 5  | 7  | 10 | 10 | 10 | 42  | 0.31  | 1.78 | 0.71 | -0.09 | 6           | 5  | 15 | 10 | 6  | 42  | 0.12 | 1.52 | 0.49 | -0.25 | -0.19  | 0.28 | -0.68 | Crisis   |
|             | 7           | 6  | 8  | 8  | 14 | 6  | 42  | 0.14  | 1.69 | 0.54 | -0.25 | 5           | 6  | 15 | 8  | 8  | 42  | 0.19 | 1.57 | 0.57 | -0.19 | 0.05   | 0.28 | 0.17  | Improve  |
|             | 8           | 10 | 8  | 6  | 7  | 8  | 39  | -0.13 | 2.27 | 0.34 | -0.60 | 1           | 4  | 19 | 8  | 7  | 39  | 0.41 | 0.99 | 0.72 | 0.10  | 0.54   | 0.29 | 1.86  | Good     |
|             | 9           | 0  | 2  | 16 | 2  | 22 | 42  | 1.05  | 1.12 | 1.37 | 0.73  | 1           | 2  | 18 | 2  | 19 | 42  | 0.86 | 1.30 | 1.20 | 0.51  | -0.19  | 0.24 | -0.79 | Crisis   |
| Total       | 34          | 33 | 48 | 38 | 54 |    |     |       |      |      |       | 20          | 23 | 77 | 37 | 50 |     |      |      |      |       |        |      |       |          |



| Reliability  | Questionnaire Group   |   | Average | Action  |
|--|---|---|---------|---------|
|  | Q5  | When MDeC promises to do something by a certain time, it does so. |         | 0.524   |
| Q6   | When you have a problem, MDeC shows a sincere interest in solving it. |   | -0.190  | Crisis  |
| Q7   | MDeC performs the service right the first time.                       |   | 0.048   | Improve |
| Q8   | MDeC provides its service at the time it promises to do so.           |   | 0.538   | Good    |
| Q9   | MDeC insists on error free records.                                   |   | -0.190  | Crisis  |
| The Average (Performance - Expectation) gap for Reliability is |   |   | 0.146   | Improve |

## Results of Responsiveness

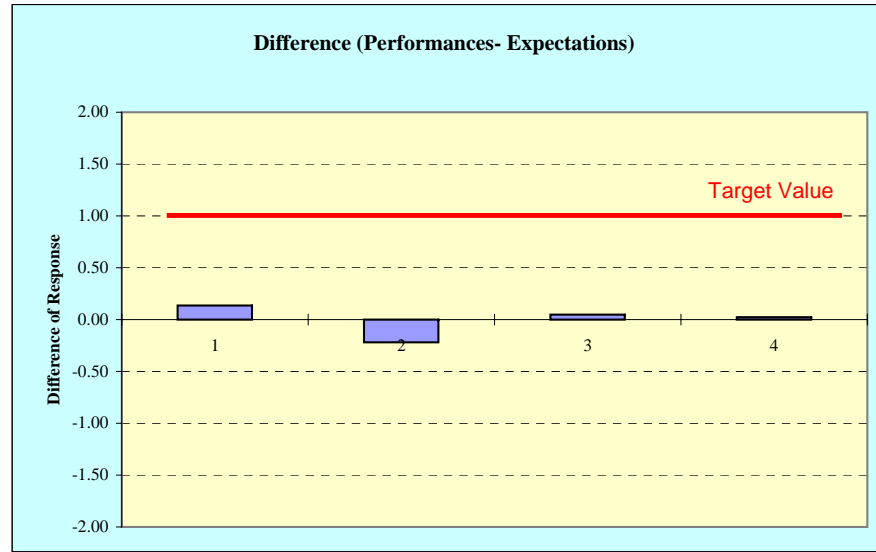
|              |       | Expectation |           |           |           |           |     |      |      |      |       | Performance |           |           |           |           |     |      |      |      |       | T-Test |      |       |           |
|--------------|-------|-------------|-----------|-----------|-----------|-----------|-----|------|------|------|-------|-------------|-----------|-----------|-----------|-----------|-----|------|------|------|-------|--------|------|-------|-----------|
| Grp          | Q No. | -2          | -1        | 0         | 1         | 2         | No. | Expt | Var  | +CI  | -CI   | -2          | -1        | 0         | 1         | 2         | No. | Perf | Var  | +CI  | -CI   | Diff   | PVar | T-Val | Decision  |
| Responsiv    | 10    | 5           | 3         | 21        | 2         | 12        | 43  | 0.30 | 1.64 | 0.69 | -0.08 | 7           | 7         | 10        | 9         | 10        | 43  | 0.19 | 1.96 | 0.60 | -0.23 | -0.12  | 0.29 | -0.40 | Immediate |
|              | 11    | 2           | 2         | 27        | 2         | 10        | 43  | 0.37 | 1.10 | 0.69 | 0.06  | 5           | 6         | 16        | 8         | 8         | 43  | 0.19 | 1.54 | 0.56 | -0.18 | -0.19  | 0.25 | -0.75 | Crisis    |
|              | 12    | 6           | 11        | 7         | 9         | 8         | 41  | 0.05 | 1.90 | 0.47 | -0.37 | 7           | 7         | 10        | 10        | 7         | 41  | 0.07 | 1.82 | 0.49 | -0.34 | 0.02   | 0.30 | 0.08  | Improve   |
|              | 13    | 3           | 7         | 13        | 4         | 17        | 44  | 0.57 | 1.79 | 0.96 | 0.17  | 2           | 1         | 19        | 5         | 17        | 44  | 0.77 | 1.30 | 1.11 | 0.44  | 0.20   | 0.26 | 0.77  | Maintain  |
| <b>Total</b> |       | <b>16</b>   | <b>23</b> | <b>68</b> | <b>17</b> | <b>47</b> |     |      |      |      |       | <b>21</b>   | <b>21</b> | <b>55</b> | <b>32</b> | <b>42</b> |     |      |      |      |       |        |      |       |           |



| Responsiveness | Questionnaire Group   | Average | Action    |
|----------------|---|---------|-----------|
|                | Q10 Employees in MDeC tell you exactly when services will be performed. | -0.116  | Immediate |
|                | Q11 Employees in MDeC give you prompt service.                          | -0.186  | Crisis    |
|                | Q12 Employees in MDeC are always willing to help you.                   | 0.024   | Improve   |
|                | Q13 Employees in MDeC are never too busy to respond to your request.    | 0.205   | Maintain  |
|                | The Average (Performance - Expectation) gap for Response is             | -0.018  | Immediate |

## Results of Assurance

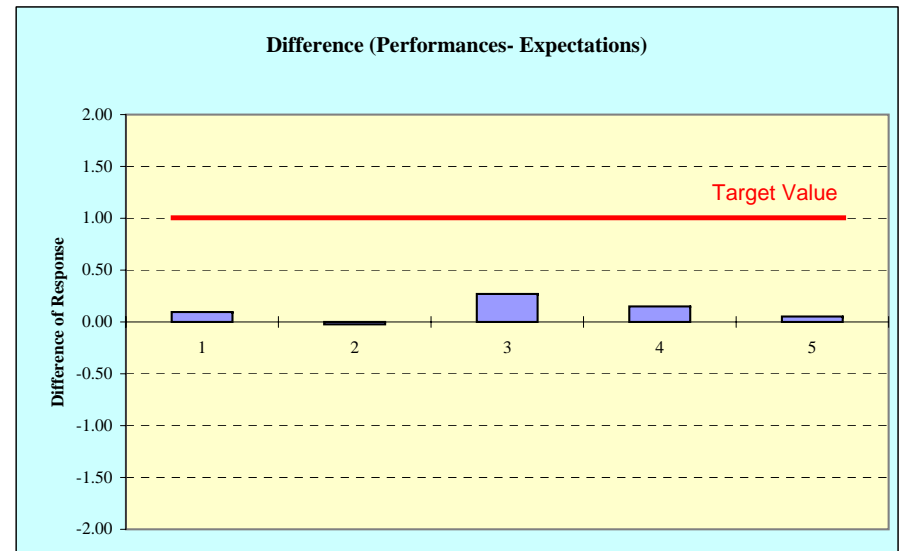
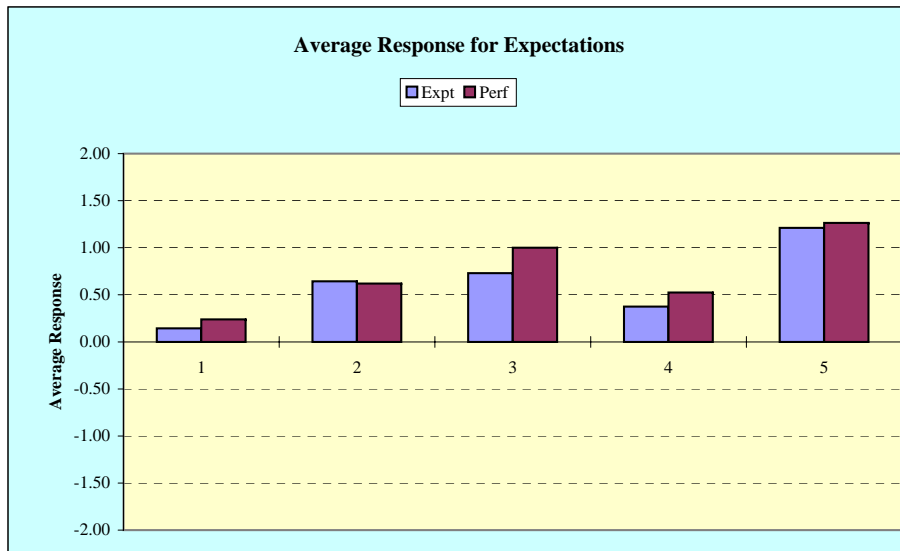
| Grp          | Expectation |          |           |           |           |          |          |           |           |           |      | Performance |    |    |   |    |     |      |      |      |      | T-Test |      |       |          |
|--------------|-------------|----------|-----------|-----------|-----------|----------|----------|-----------|-----------|-----------|------|-------------|----|----|---|----|-----|------|------|------|------|--------|------|-------|----------|
|              | Q No.       | -2       | -1        | 0         | 1         | 2        | No.      | Expt      | Var       | +CI       | -CI  | -2          | -1 | 0  | 1 | 2  | No. | Perf | Var  | +CI  | -CI  | Diff   | PVar | T-Val | Decision |
| Assurance    | 14          | 1        | 2         | 18        | 9         | 7        | 37       | 0.51      | 0.92      | 0.82      | 0.20 | 0           | 1  | 19 | 9 | 8  | 37  | 0.65 | 0.73 | 0.92 | 0.37 | 0.14   | 0.21 | 0.64  | Improve  |
|              | 15          | 0        | 2         | 16        | 8         | 15       | 41       | 0.88      | 0.96      | 1.18      | 0.58 | 0           | 2  | 20 | 9 | 10 | 41  | 0.66 | 0.83 | 0.94 | 0.38 | -0.22  | 0.21 | -1.05 | Crisis   |
|              | 16          | 2        | 2         | 23        | 4         | 11       | 42       | 0.48      | 1.18      | 0.81      | 0.15 | 2           | 1  | 23 | 5 | 11 | 42  | 0.52 | 1.13 | 0.85 | 0.20 | 0.05   | 0.23 | 0.20  | Improve  |
|              | 17          | 1        | 2         | 18        | 4         | 17       | 42       | 0.81      | 1.23      | 1.15      | 0.47 | 1           | 2  | 17 | 5 | 17 | 42  | 0.83 | 1.22 | 1.17 | 0.50 | 0.02   | 0.24 | 0.10  | Improve  |
| <b>Total</b> | <b>4</b>    | <b>8</b> | <b>75</b> | <b>25</b> | <b>50</b> | <b>3</b> | <b>6</b> | <b>79</b> | <b>28</b> | <b>46</b> |      |             |    |    |   |    |     |      |      |      |      |        |      |       |          |



| Assurance | Questionnaire Group  |  | Average   | Action    |
|-----------|--|--|---|-----------|
|           |  | Q14  | The behavior of employees in MDeC instills confidence in you. | 0.135     |
|           | Q15  | You feel safe in your transactions with MDeC.                  | -0.220  | Crisis    |
|           | Q16  | Employees in MDeC are consistently courteous with you.         | 0.048   | Improve   |
|           | Q17  | Employees in MDeC have the knowledge to answer your questions. | 0.024   | Improve   |
|           | The Average (Performance - Expectation) gap for Assurance is |  | -0.003  | Immediate |

## Results of Empathy

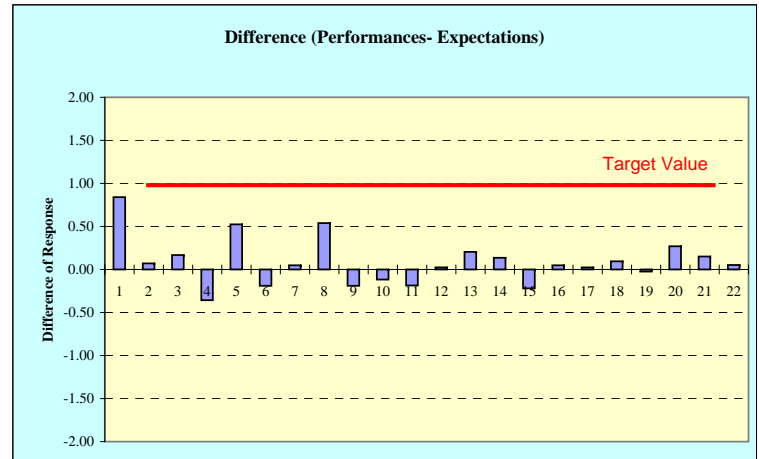
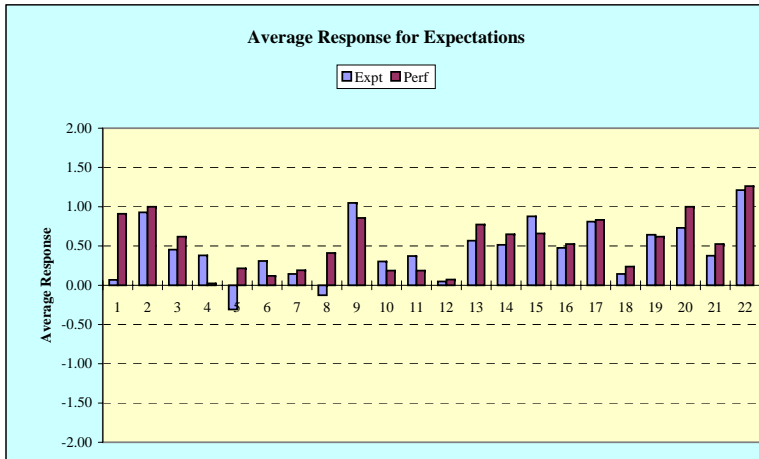
| Grp     | Expectation |    |    |    |    |    |     |      |      |      |       | Performance |    |    |    |    |     |      |      |      |       | T-Test |      |       |           |
|---------|-------------|----|----|----|----|----|-----|------|------|------|-------|-------------|----|----|----|----|-----|------|------|------|-------|--------|------|-------|-----------|
|         | Q No.       | -2 | -1 | 0  | 1  | 2  | No. | Expt | Var  | +CI  | -CI   | -2          | -1 | 0  | 1  | 2  | No. | Perf | Var  | +CI  | -CI   | Diff   | PVar | T-Val | Decision  |
| Empathy | 18          | 4  | 5  | 18 | 11 | 4  | 42  | 0.14 | 1.15 | 0.47 | -0.18 | 4           | 3  | 20 | 9  | 6  | 42  | 0.24 | 1.21 | 0.57 | -0.09 | 0.10   | 0.24 | 0.40  | Improve   |
|         | 19          | 1  | 3  | 17 | 10 | 11 | 42  | 0.64 | 1.06 | 0.95 | 0.33  | 1           | 1  | 22 | 7  | 11 | 42  | 0.62 | 0.97 | 0.92 | 0.32  | -0.02  | 0.22 | -0.11 | Immediate |
|         | 20          | 0  | 3  | 12 | 14 | 8  | 37  | 0.73 | 0.81 | 1.02 | 0.44  | 0           | 3  | 12 | 4  | 18 | 37  | 1.00 | 1.17 | 1.35 | 0.65  | 0.27   | 0.23 | 1.17  | Maintain  |
|         | 21          | 1  | 4  | 17 | 15 | 3  | 40  | 0.38 | 0.75 | 0.64 | 0.11  | 1           | 2  | 18 | 13 | 6  | 40  | 0.53 | 0.82 | 0.81 | 0.24  | 0.15   | 0.20 | 0.76  | Maintain  |
|         | 22          | 2  | 1  | 6  | 7  | 22 | 38  | 1.21 | 1.31 | 1.57 | 0.85  | 0           | 1  | 8  | 9  | 20 | 38  | 1.26 | 0.79 | 1.55 | 0.98  | 0.05   | 0.24 | 0.22  | Improve   |
| Total   | 8           | 16 | 70 | 57 | 48 |    |     |      |      |      |       | 6           | 10 | 80 | 42 | 61 |     |      |      |      |       |        |      |       |           |



| Empathy  | Questionnaire Group                                       |                                      | Average   | Action  |
|--|---|--------------------------------------|-----------|---------|
|  | Q18   | MDeC gives you individual attention. | 0.095     | Improve |
| Q19  | MDeC has operating hours convenient to all its customers. | -0.024                               | Immediate |         |
| Q20  | MDeC has employees who give you personal attention.       | 0.270                                | Maintain  |         |
| Q21  | MDeC has your best interest at heart.                     | 0.150                                | Maintain  |         |
| Q22  | The employees of MDeC understand your specific needs.     | 0.053                                | Improve   |         |
| The Average (Performance - Expectation) gap for Assurance is |   |                                      | 0.109     | Improve |

## Results of ServQual

| Grp            | Expectation |            |            |            |            |    |     |       |      |      |       | Performance |           |            |            |            |     |      |      | T-Test |       |       |      |       |           |
|----------------|-------------|------------|------------|------------|------------|----|-----|-------|------|------|-------|-------------|-----------|------------|------------|------------|-----|------|------|--------|-------|-------|------|-------|-----------|
|                | Q No.       | -2         | -1         | 0          | 1          | 2  | No. | Expt  | Var  | +CI  | -CI   | -2          | -1        | 0          | 1          | 2          | No. | Perf | Var  | +CI    | -CI   | Diff  | PVar | T-Val | Decision  |
| Tangibles      | 1           | 5          | 10         | 14         | 7          | 8  | 44  | 0.07  | 1.60 | 0.44 | -0.31 | 0           | 2         | 14         | 14         | 14         | 44  | 0.91 | 0.83 | 1.18   | 0.64  | 0.84  | 0.23 | 3.58  | Good      |
|                | 2           | 0          | 2          | 16         | 7          | 17 | 42  | 0.93  | 0.99 | 1.23 | 0.63  | 0           | 2         | 16         | 4          | 20         | 42  | 1.00 | 1.07 | 1.31   | 0.69  | 0.07  | 0.22 | 0.32  | Improve   |
|                | 3           | 0          | 3          | 27         | 2          | 10 | 42  | 0.45  | 0.89 | 0.74 | 0.17  | 0           | 3         | 20         | 9          | 10         | 42  | 0.62 | 0.88 | 0.90   | 0.34  | 0.17  | 0.20 | 0.81  | Maintain  |
|                | 4           | 5          | 6          | 9          | 12         | 10 | 42  | 0.38  | 1.75 | 0.78 | -0.02 | 5           | 9         | 12         | 12         | 4          | 42  | 0.02 | 1.39 | 0.38   | -0.33 | -0.36 | 0.27 | -1.31 | Crisis    |
| Reliability    | 5           | 13         | 8          | 8          | 5          | 8  | 42  | -0.31 | 2.27 | 0.15 | -0.76 | 7           | 6         | 10         | 9          | 10         | 42  | 0.21 | 1.98 | 0.64   | -0.21 | 0.52  | 0.32 | 1.65  | Good      |
|                | 6           | 5          | 7          | 10         | 10         | 10 | 42  | 0.31  | 1.78 | 0.71 | -0.09 | 6           | 5         | 15         | 10         | 6          | 42  | 0.12 | 1.52 | 0.49   | -0.25 | -0.19 | 0.28 | -0.68 | Crisis    |
|                | 7           | 6          | 8          | 8          | 14         | 6  | 42  | 0.14  | 1.69 | 0.54 | -0.25 | 5           | 6         | 15         | 8          | 8          | 42  | 0.19 | 1.57 | 0.57   | -0.19 | 0.05  | 0.28 | 0.17  | Improve   |
|                | 8           | 10         | 8          | 6          | 7          | 8  | 39  | -0.13 | 2.27 | 0.34 | -0.60 | 1           | 4         | 19         | 8          | 7          | 39  | 0.41 | 0.99 | 0.72   | 0.10  | 0.54  | 0.29 | 1.86  | Good      |
|                | 9           | 0          | 2          | 16         | 2          | 22 | 42  | 1.05  | 1.12 | 1.37 | 0.73  | 1           | 2         | 18         | 2          | 19         | 42  | 0.86 | 1.30 | 1.20   | 0.51  | -0.19 | 0.24 | -0.79 | Crisis    |
| Responsiveness | 10          | 5          | 3          | 21         | 2          | 12 | 43  | 0.30  | 1.64 | 0.69 | -0.08 | 7           | 7         | 10         | 9          | 10         | 43  | 0.19 | 1.96 | 0.60   | -0.23 | -0.12 | 0.29 | -0.40 | Immediate |
|                | 11          | 2          | 2          | 27         | 2          | 10 | 43  | 0.37  | 1.10 | 0.69 | 0.06  | 5           | 6         | 16         | 8          | 8          | 43  | 0.19 | 1.54 | 0.56   | -0.18 | -0.19 | 0.25 | -0.75 | Crisis    |
|                | 12          | 6          | 11         | 7          | 9          | 8  | 41  | 0.05  | 1.90 | 0.47 | -0.37 | 7           | 7         | 10         | 10         | 7          | 41  | 0.07 | 1.82 | 0.49   | -0.34 | 0.02  | 0.30 | 0.08  | Improve   |
|                | 13          | 3          | 7          | 13         | 4          | 17 | 44  | 0.57  | 1.79 | 0.96 | 0.17  | 2           | 1         | 19         | 5          | 17         | 44  | 0.77 | 1.30 | 1.11   | 0.44  | 0.20  | 0.26 | 0.77  | Maintain  |
| Assurance      | 14          | 1          | 2          | 18         | 9          | 7  | 37  | 0.51  | 0.92 | 0.82 | 0.20  | 0           | 1         | 19         | 9          | 8          | 37  | 0.65 | 0.73 | 0.92   | 0.37  | 0.14  | 0.21 | 0.64  | Improve   |
|                | 15          | 0          | 2          | 16         | 8          | 15 | 41  | 0.88  | 0.96 | 1.18 | 0.58  | 0           | 2         | 20         | 9          | 10         | 41  | 0.66 | 0.83 | 0.94   | 0.38  | -0.22 | 0.21 | -1.05 | Crisis    |
|                | 16          | 2          | 2          | 23         | 4          | 11 | 42  | 0.48  | 1.18 | 0.81 | 0.15  | 2           | 1         | 23         | 5          | 11         | 42  | 0.52 | 1.13 | 0.85   | 0.20  | 0.05  | 0.23 | 0.20  | Improve   |
|                | 17          | 1          | 2          | 18         | 4          | 17 | 42  | 0.81  | 1.23 | 1.15 | 0.47  | 1           | 2         | 17         | 5          | 17         | 42  | 0.83 | 1.22 | 1.17   | 0.50  | 0.02  | 0.24 | 0.10  | Improve   |
| Empathy        | 18          | 4          | 5          | 18         | 11         | 4  | 42  | 0.14  | 1.15 | 0.47 | -0.18 | 4           | 3         | 20         | 9          | 6          | 42  | 0.24 | 1.21 | 0.57   | -0.09 | 0.10  | 0.24 | 0.40  | Improve   |
|                | 19          | 1          | 3          | 17         | 10         | 11 | 42  | 0.64  | 1.06 | 0.95 | 0.33  | 1           | 1         | 22         | 7          | 11         | 42  | 0.62 | 0.97 | 0.92   | 0.32  | -0.02 | 0.22 | -0.11 | Immediate |
|                | 20          | 0          | 3          | 12         | 14         | 8  | 37  | 0.73  | 0.81 | 1.02 | 0.44  | 0           | 3         | 12         | 4          | 18         | 37  | 1.00 | 1.17 | 1.35   | 0.65  | 0.27  | 0.23 | 1.17  | Maintain  |
|                | 21          | 1          | 4          | 17         | 15         | 3  | 40  | 0.38  | 0.75 | 0.64 | 0.11  | 1           | 2         | 18         | 13         | 6          | 40  | 0.53 | 0.82 | 0.81   | 0.24  | 0.15  | 0.20 | 0.76  | Maintain  |
|                | 22          | 2          | 1          | 6          | 7          | 22 | 38  | 1.21  | 1.31 | 1.57 | 0.85  | 0           | 1         | 8          | 9          | 20         | 38  | 1.26 | 0.79 | 1.55   | 0.98  | 0.05  | 0.24 | 0.22  | Improve   |
| <b>Total</b>   | <b>72</b>   | <b>101</b> | <b>327</b> | <b>165</b> | <b>244</b> |    |     |       |      |      |       | <b>55</b>   | <b>76</b> | <b>353</b> | <b>178</b> | <b>247</b> |     |      |      |        |       |       |      |       |           |



## Action Needed

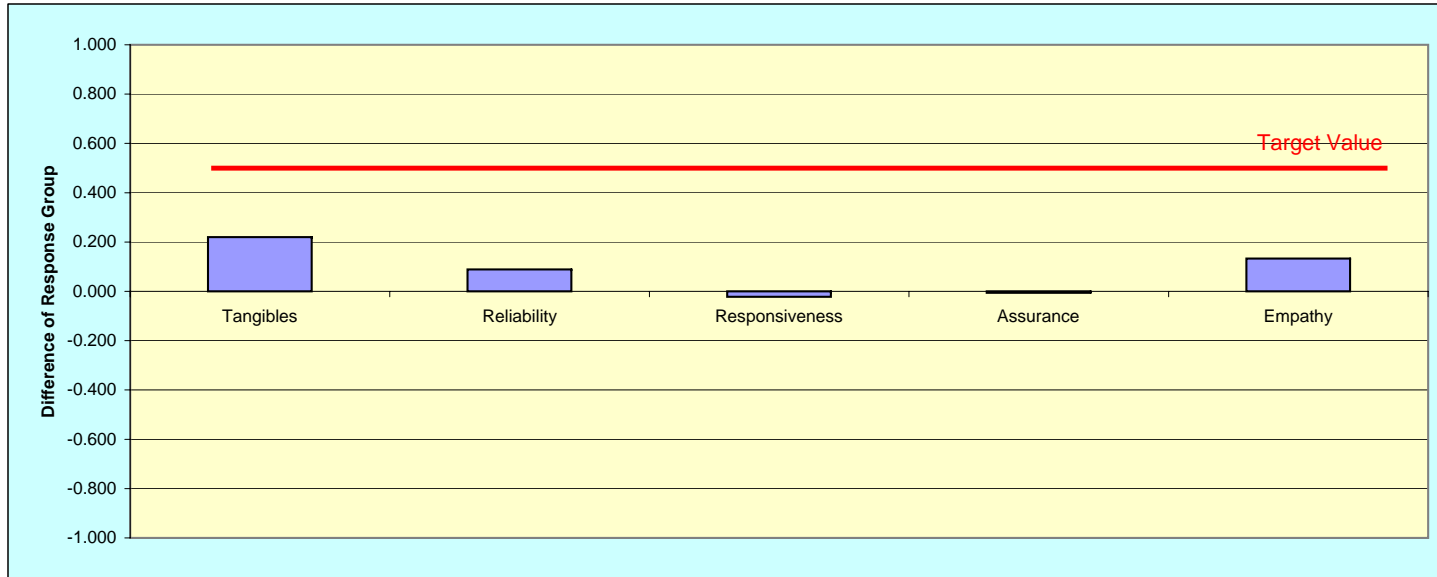
Unsorted

Ascending

Descending

| No.            | Questionnaire Group  | Average | Action    |
|----------------|--|---------|-----------|
| Tangibles      | MDeC has modern looking equipment.   | 0.841   | Good      |
|                | MDeC's physical facilities are visually appealing.   | 0.071   | Improve   |
|                | MDeC's host desk employees are neat appearing.   | 0.167   | Maintain  |
|                | Materials associated with the service (such as menu cards, pamphlets or brochures) are visually appealing at MDeC. | -0.357  | Crisis    |
| Reliability    | When MDeC promises to do something by a certain time, it does so.  | 0.524   | Good      |
|                | When you have a problem, MDeC shows a sincere interest in solving it.  | -0.190  | Crisis    |
|                | MDeC performs the service right the first time.  | 0.048   | Improve   |
|                | MDeC provides its service at the time it promises to do so.  | 0.538   | Good      |
|                | MDeC insists on error free records.  | -0.190  | Crisis    |
| Responsiveness | Employees in MDeC tell you exactly when services will be performed.  | -0.116  | Immediate |
|                | Employees in MDeC give you prompt service.   | -0.186  | Crisis    |
|                | Employees in MDeC are always willing to help you.  | 0.024   | Improve   |
|                | Employees in MDeC are never too busy to respond to your request.   | 0.205   | Maintain  |
| Assurance      | The behavior of employees in MDeC instills confidence in you.  | 0.135   | Improve   |
|                | You feel safe in your transactions with MDeC.  | -0.220  | Crisis    |
|                | Employees in MDeC are consistently courteous with you.   | 0.048   | Improve   |
|                | Employees in MDeC have the knowledge to answer your questions.   | 0.024   | Improve   |
| Empathy        | MDeC gives you individual attention.   | 0.095   | Improve   |
|                | MDeC has operating hours convenient to all its customers.  | -0.024  | Immediate |
|                | MDeC has employees who give you personal attention.  | 0.270   | Maintain  |
|                | MDeC has your best interest at heart.  | 0.150   | Maintain  |
|                | The employees of MDeC understand your specific needs.  | 0.053   | Improve   |
|                | The Unweighted Average (Performance - Expectation) gap for ServQual is   | 0.087   | Improve   |

## Results of Management Summary



| ServQual | Questionnaire Group                    | Wtg. Avg. | Action    |
|----------|--|-----------|-----------|
|          | The ServQual gap for Tangibles is      | 0.220     | Improve   |
|          | The ServQual gap for Reliability is    | 0.089     | Improve   |
|          | The ServQual gap for Responsiveness is | -0.022    | Immediate |
|          | The ServQual gap for Assurance is      | -0.006    | Immediate |
|          | The ServQual gap for Empathy is        | 0.133     | Improve   |
|          | The Weighted Overall ServQual gap is   | 0.083     | Improve   |