

EXECUTIVE SUMMARY

Issues of quality have become increasingly significant in today's society. Consumers' perceptions of quality determine providers' survival and success, and this is true even of non-profit organizations, wherever consumers have choices. For example, consumers of community healthcare are making decisions based on their perceptions of the quality of their providers and their satisfaction with their service. With multiple community providers offering similar services, quality of service becomes an important determinant of the providers' popularity, and hence, continued receipt of public funding. The medical care service provided by the Macau Federation of Trade Unions, the Workers' Clinic, has been operating in Macau for 55 years, growing from one initial clinic to four clinics by 2006. The Workers' Clinic was awarded a medal of honor by the Macau Government in 2005 for continually improving and extending its medical services to the larger Macau society. In this study, the Workers' Clinic is chosen as a case study in consumers' perception of service quality of a non-profit organization. A sample size of 200 respondents was drawn from among the patients of the Workers' Clinic. The five dimensions of SERVQUAL namely "Tangibles", "Reliability", "Responsiveness", "Assurance" and "Empathy", were used to measure the consumers' perceptions of service quality. The "Perceptions-only measure" theory could demonstrate the areas in which the Workers' Clinic was close to meeting patient requirement and areas in which it fell

short. A conceptual model was then developed as a framework of the study. Face-to-face interviews were conducted with patients at the Workers' Clinic, and T-test, ANOVA and chi-squares were conducted to analyze the data. From the result, it showed that most users of the clinic were married people, unemployed such as housewives and retirees, and their monthly income was below MOP8,000. Most of the patients selected the Workers' Clinic due to its low medical cost or, in some cases, free medical service. The findings revealed that patients were most satisfied with "Assurance" at the Workers' Clinics and least satisfied with "Tangibles". The results implied that the MFTU should put more resources into weak areas in order to satisfy the demands of the patients. As this study was based on the case of the Workers' Clinic without comparison with other government or private clinics, further study is recommended.