

## ORIGINAL PAPER

### Validity and Reliability of the Customer-Oriented Behaviour Scale in the Health Tourism Hospitals in Malaysia

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#### Abstract

**Introduction:** In the wake of high expectations towards the standard of care in the health tourism hospitals, one of the measures to improve current practices is to transform the healthcare system into customer-oriented management style targetted on nurses' customer-oriented behaviour. It is believed that customer-oriented behaviour will make a difference and betterment in terms of elevating the standard of care and improving patients' overall experience in the hospitals.

**Aim:** The aim of this paper is to examine the validity and reliability of the customer-oriented behaviour scale in the health tourism hospitals in Malaysia.

**Results:** The results of the factor analysis revealed that there was a single structure with 11 items of strong loadings extracted from the measures of customer-oriented behaviour. One item was discarded due to cross loading. The reliability coefficient for the measures was above the minimum level of 0.7 and has been found consistent throughout the study.

**Research Implications:** This study shall guide future customer-oriented research in the healthcare setting by using the validated measures in the findings. It also offers the healthcare managers measures to identify the level of their nurses' customer-oriented behaviour in the health tourism hospitals. Training programs can be designed to further improve thier service behavior.

**Keywords:** customer-oriented behaviour, validity, reliability, nurses, health tourism hospitals.