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COMMUNITY-BASED REHABILITATION SERVICE EXPERIENCE, SATISFACTION AND BEHAVIOURAL INTENTIONS: THE PARENT'S PERSPECTIVE

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ABSTRACT

This study aims to assess the experiences of parents who sent their children to Community-Based Rehabilitation (CBR) services in Sarawak. The six dimensions in this study include trainee orientation, performance orientation, inter-functional coordination, long-term orientation, employee orientation, and competitor orientation. While the number of CBR centres may be growing, however, there are still concerns about the service effectiveness, long-term impact, and transformative effects on persons with disabilities. Issues like poverty, barriers to education and employment, and substandard living environments lead to adverse health conditions and limited access to healthcare for Persons with Disabilities (PWDs). This conceptual paper aims to identify key factors that contribute to parental satisfaction and their intentions regarding rehabilitation services. The proposed research will engage a simple random sampling method to collect data from a sample size of 322. A cross-sectional study will be employed, and the questionnaire will be distributed to the parents of the trainees. The findings of this study will be instrumental in enhancing service delivery to meet the needs of persons with disabilities (PwDs), ensuring the sustainability of the CBR sector. This research fills the gap in customer experience in rehabilitation studies regarding parental experience with CBR services.

1. Introduction

Rehabilitation is a series of interventions aimed at optimising the functioning and reducing the disability of individuals with health conditions in conjunction with their environment (WHO, 2023). It is crucial to universal health coverage, promoting good health, preventing disease, treatment, and palliative care. Rehabilitation assists people of all ages, from children to seniors, in being as self-sufficient as possible in their daily lives, allowing them to participate in activities such as education, work, and recreation and fulfilling life roles such as caring for their family (WHO, 2023b). Access to rehabilitation services plays a fundamental role in ensuring healthy lives for people with disabilities and promoting well-being for all persons with health conditions who experience or are at risk of experiencing limitations in functioning (Kamenov et al., 2019). Community-Based Rehabilitation (CBR) is one of the approaches by the World Health Organization (WHO) to cater for people with disabilities (PwD) in large populations (WHO, 2010).

Scant attention has been given to the research and development to assist these CBRs for sustainable service excellence management. Nevertheless, the rehabilitation services are often underdeveloped, poorly coordinated, under-resourced and undervalued (Voon et al., 2023). One of the pressing healthcare issues is the effective and empathic provision and management of rehabilitation services to care for increasing numbers and demands of patients/trainees and caregivers. The demand for rehabilitation services remains largely unmet worldwide, with more than 50% of people in some low and middle-income countries not receiving the necessary rehabilitation services (WHO, 2023). In Malaysia, the government and NGOs are kindly helping though there are still areas which need scientific research and improvement to serve people with disability (PwD) better.

The Department of Social Welfare (2023) reported there were 637,537 persons with disabilities recorded as of the year 2023. This figure represents approximately 1.9% of the population in Malaysia. In Sarawak, there were about 42,774 PwDs registered with the Department of Social Welfare. Sarawak accounts for a significant number of PwDs with the following distribution, 4,780 individuals (visual impairments), 2,799 individuals (hearing impairments), 258 individuals (speech disabilities), 11,758 individuals (physical disabilities), 16,592 individuals (learning disabilities), 4,904 individuals (mental disabilities), and 1,683 individuals (multiple disabilities). However, the statistics indicated are not the exact numbers of PwDs in Malaysia. Some parents may be reluctant to register their children with the Department of Social Welfare which results in the children not having the privileges of being an "OKU" card holder.

Undoubtedly, social service programmes require more effective and efficient management processes, typically in the area of performance measurement and management for more effective sustainability programmes and services (e.g., SPV 2030: KEGA 14 - Advanced and Modern Services) (MOE, 2019). Scant attention has been given to the scientific performance measurement system, and a dynamic service management framework has yet to be identified for continuous improvement (e.g., in line with KEGA 3 of Industrial Revolution; achieving the KEGA 14 of Advanced and Modern Services as stated in the Shared Prosperity Vision 2030, Malaysia) (MOE, 2019). The service orientation to empathically serve the changing and unique needs of people with disabilities needs strategic exploration and customised ideation. Service experience is believed to be essential for better CBR centres to benefit the targeted stakeholders (Puspitosari et al., 2019; Seymour et al., 2019).

The quantitative process of developing and validating the measurement for service experience is potentially novel and necessary for significant contribution to new theory and knowledge in

society's healthcare service management amidst a dynamic environment for sustainability. The outcomes and outputs of this research will contribute to and support the country's Shared Prosperity Version 2030 (i.e., KEGA 3 and KEGA 14), SDGs (i.e., SDG 1: No Poverty; SDG 2: Zero Hunger; SDG 3: Good health and Well-being; SDG 4: Quality Education; SDG 9: Industry, Innovation and Infrastructure; SDG 11: Sustainable Cities and Communities; SDG 16: Peace, Justice and Strong Institutions, and SDG 17: Partnership for the goals) (United Nations, 2015) and aspired to effectively serve the PwDs who are mainly in the B40 low-income groups.

There is limited research in Malaysia that is dedicated to exploring the experience, particularly among parents towards the CBR centre services. Past studies that have been conducted based on evaluating parents' perspectives on CBR services and their effectiveness (Ahmad et al., 2021; Hasan & Junid, 2019) and studies on CBR in other countries (Ayalew et al., 2020; Bongo et al., 2018; Fentanew et al., 2021). In addition, there is a lack of empirical studies that examine the mediating effect of satisfaction on the relationship between service experience and behavioural intention (Fernando et al., 2023), with past studies focusing on satisfaction as the mediating effect between service quality and intention (Kumar & Neha, 2020; Kusumo & Vidyanata, 2022; Tan et al., 2022).

To provide a holistic understanding of the model towards the service experience of parents and its effects on parents' satisfaction and behavioural intentions, the study will adopt analysis to evaluate the six dimensions of service experience which consist of trainee orientation, employee orientation, performance orientation, competitor orientation, inter-functional coordination, and a long-term orientation, will help in understanding and improving the service experience with CBR services. This study's findings will offer insights into the determinants of effective rehabilitation services and will contribute to an established set of constructs for future research. The questions are:

1. What are the different dimensions of rehabilitation service experience?
2. Will the CBR service experience affect the parents' satisfaction and behavioural intentions?
3. Does satisfaction mediate the relationship between rehabilitation service experience and behavioural intentions?

2. Literature Review

The needs and wants of individuals are dynamic variables which service providers have to consistently and continuously understand and meet to co-create, co-design and deliver values (Clarke et al., 2021) The service providers ideally should put the interests of the customers first. Specifically, customer service experience is crucial in ensuring service success in a competitive and dynamic environment. Good and customised knowledge about the various experiences can help to build and manage customer relationships (Jones et al., 2020, 2021; Sheth, 2017), and good service is essential in nursing (Zaccagnini & Pechacek, 2019). A satisfactory and positive personal experience with a service-based environment (e.g., rehabilitation) will lead to repeat purchases or revisit intentions (Voon et al., 2014). Every stage of service delivery should provide authentic experiences. Experience authenticity is crucial for effective service management. They argued that such a unique experience, authenticity, should be the primary source of differentiation, which is the real value demanded by the customers. Customer experience has been regarded as a useful marketing tool and a way to gain superior service performance (S. Kim et al., 2011; Voon et al., 2017). Nevertheless, there has been scant attention and even less emphasis on empirical research investigating the priority service sector's emotional service experience and quality practices, such as healthcare and rehabilitation services. The hospitality and service practices of the rehabilitation operators need to be understood and measured for effective and efficient management of the programmes to benefit the stakeholders, especially the parents/guardians and CBR trainees (special children).

Co-Designing For Inclusive Healthcare Service

The services marketing literature has contemporary theories and studies related to healthcare and community welfare management and marketing. Though services marketing has been explored in a multicultural Malaysian context, a comprehensive, reliable and valid measurement for the rehabilitation service experience to benefit this service sector and rehabilitation service management and marketing has yet to be found. Co-designing for patients' benefits in healthcare is recommendable (Clarke et al., 2021) Service is intangible, and its variability is common. Service is systemic and involves many processes and systems (Vargo et al., 2015) Hence, measuring it can be very challenging. Customers can be influenced by the physical environment and reliability of the service. The employee's attitudes include showing empathy for customer needs and being responsive, courteous, knowledgeable and trustworthy. Their study also suggested that food characteristics such as variety, cleanliness and freshness are influential factors in customers' choices. Another study investigating consumers in India cited food quality as having the most impact on their choice of eating outlet followed by environment, speed of service and price (Gopal and Singh, 2007). Servicescape attributes can affect consumer well-being (Puspitosari et al., 2019).

Leveraging Service Experience

The healthcare sector's customer service experience and emotions are gaining much attention for service advantage. Customer emotional experience includes various kinds of emotions, such as excitement, joy, pleasure, contentment, worry, frustration, or anger while having or shopping (and interacting with contact personnel) a service (Lin, 2004). A positive emotional experience will increase customer satisfaction and loyalty toward service personnel and the organisation. As such, the service providers must ensure regular employee interaction and continuing contact with suppliers and customers to provide the desired service experience. Research on healthcare services for people with disabilities indicated that satisfaction is closely related to emotions and feelings, and the emotional experiences of the patients/trainees need to be well managed (Voon and Ng, 2013). Understanding the customers' needs and wants and the emotional experience of the customers towards their services will go a long way to assist the rehabilitation centres in overhauling and developing their services to care for the CBR trainees. Emotions can be equally important in product and service functionality management. The ability to offer that elusive experience is becoming increasingly critical as a competitive strategy. Experiences are personal, unique involvement of cognitive and emotional multi-sensory and differentiated moment-of-truth events (Kufedjian, 2003). Kufedjian (2003) focused on primary experience (one's as opposed to others', current as opposed to past or future, and actual as opposed to dreamlike or imagery ones), rather than non-primary experience (all other experiences). Experience is translated (rather than defined rigidly) in terms of the sensory aspect of the consumption, such as through tasting, hearing, smelling, visualising and/or impressing. Since a CBR establishment is more of a healthcare service, the service experience is the service delivery subjective perception (Seymour et al., 2019). (Groth & Gilliland, 2001) suggested that customers evaluate those many instances of moments of truth to judge the quality of the service provider. Researchers argued that certain elements affect the level of satisfaction with the service experience, including food, service, designs, and other customers (Andersson & Mossberg, 2004; Groth & Gilliland, 2001). Service experience included the emotional feelings of the consumer during the service encounters (Hui & Bateson, 1991), and these service encounters most probably encompassed the tangible series of interactions between the consumers and the service setting or environment. Many researchers tend to agree that the service experience will lead to better customer satisfaction, loyalty and outcomes (Andaleeb & Millet, 2010; Krug & Cieza, 2019; Moritz et al., 2021).

Community-Based Rehabilitation

Community-based rehabilitation (CBR) is the main approach by which disabled people in most of the world can access rehabilitation services. The World Health Organization (WHO) (2010) first advocated for community-based rehabilitation (CBR) in the middle of the 1970s to address the lack of rehabilitation support by offering services in the community with the help of community resources. In collaboration with the Ministry of Health Malaysia, Malaysia executed the first CBR programme since 1984 at Batu Rakit, Terengganu. CBR has played a significant role in delivering services for those with disabilities, particularly in rural locations with limited access to alternative rehabilitation programmes. For 34 years that it has been offering services, CBR has provided a variety of activities to improve and enhance the quality of life for people with disabilities, their families, and society. These activities include individual therapy, group therapy, morning circle, music therapy, gardening therapy, physiotherapy, and occupational therapy. The CBR programme is primarily concerned with long-term care and serves as a training facility that equips people with disabilities to enrol in special schools or employment and, consequently, lives in a community with the highest achievable ability (Lukersmith et al., 2013).

Department of Social Welfare (2012) has listed the program's objectives include encouraging self-awareness, self-reliance, and a sense of responsibility in local communities for the rehabilitation of the disabled; bringing together local resources for rehabilitation; encouraging the use of simple and acceptable, cheap and effective techniques under local conditions; optimising existing infrastructure to provide services; considering country's economic resources to enable it to extend comprehensive services according to needs of disabled. This is an essential goal, as individuals with disabilities often face barriers to full participation in society and may need additional support to achieve their goals. The focus on ensuring the accessibility of social sustainability for people with disabilities is also important, as it can help to reduce feelings of segregation and promote inclusion within the community (Zainol et al., 2019). When individuals with disabilities can participate fully in community activities and access the same opportunities as their peers without disabilities, they are more likely to feel valued and included. Overall, these activities appear to strongly promote the independence and inclusion of individuals with disabilities, which is an important step towards building a more equitable and inclusive society.

Behavioural Intentions

According to Ajzen (1991), behavioural intention is the motivating force that signifies an individual's dedication to engaging in a specific behaviour. They act as indicators of the level of effort and determination individuals are willing to try to carry out a specific action. Generally, the stronger the intention to engage in a behaviour, the higher the probability of successfully carrying out the intended behaviour. Behavioural intentions are key in determining an organisation's long-term viability and sustainability (Kumar and Neha, 2020). Zeithaml et al. (1996) suggest that behavioural intentions are linked to a service provider's capacity to elicit positive customer feedback, encourage them to recommend the company to others, foster customer loyalty, lead to repeat purchases, increase customer spending, and pay higher prices. According to (Zeithaml et al., 1996), behavioural intention also consists of unfavourable intentions such as leaving the organisation, reducing spending on products or services, sharing negative opinions, and taking legal action. The study's overall findings provide strong empirical evidence supporting the intuitive belief that enhancing service quality can result in a rise in favourable behavioural intentions and a reduction in unfavourable intentions. A study by (Ikhsan and Prabowo, 2020) indicates that customers' behaviour is influenced by their level of satisfaction with the service provided, as well as the employee's relationship marketing activities and customer orientation.

Tseng (2022) suggests that behavioural intention investigates the factors influencing whether individuals will engage in a particular behaviour. The Theory of Planned Behaviour is commonly utilised to examine people's behavioural intentions. The Theory of Planned Behaviour was originally an extension of the Theory of Reasoned Action proposed by Fishbein and Ajzen (1975). The fundamental premise of the theory is that human behaviour is rational, and individuals can completely control their behaviour by their will. The theory postulates that attitude represents an individual's positive or negative emotions towards a particular behaviour and their beliefs about it. Attitudes are believed to be formed following the individual's conceptualisation of evaluating a specific behaviour. Subjective norms denote an individual's perceived social pressure to engage in a specific behaviour. Perceived behavioural control is the extent to which individuals have control or mastery over their emotions when engaging in a specific behaviour, as predicted by their experience of performing that behaviour. However, not all behaviours can be regulated by an individual's will, as they may be affected by external objective factors or resource limitations in practice. An individual's behavioural intention is influenced by their attitude towards the behaviour and subjective norms (Maffei et al., 2012).

The Research Framework And Hypotheses

Customer satisfaction is the result of how customers perceive, evaluate, and react psychologically to their experience with a product or service (Yi, 1990). In this study, this theory will help in exploring the parents' satisfaction and their intentions to act, which includes their likelihood to continue using the services and recommend the centre to others. Parents approach community-based rehabilitation services with specific expectations, which are shaped by their perceived needs, prior experiences, and information communicated by service providers and other parents. These expectations encompass various dimensions of service quality, such as accessibility, the competence of staff of CBR centres, the effectiveness of rehabilitation programs, and the overall support system provided to the trainees.

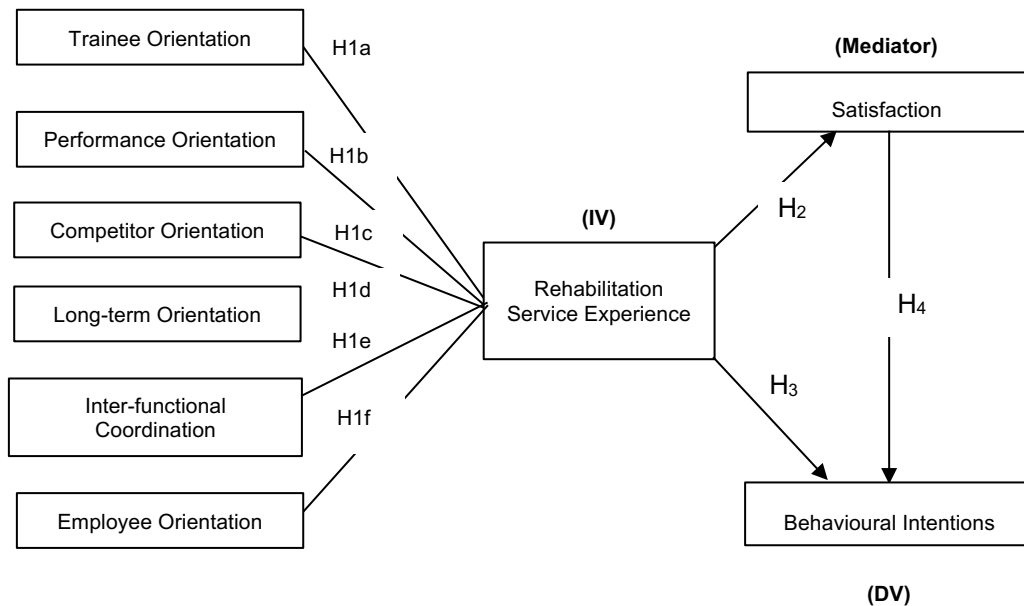


Figure 1: Conceptual Framework

Hypothesis Development

i. Trainee Orientation and Service Experience

Customer orientation refers to the extent to which organisations and their employees are committed to meeting customer needs and improving customer well-being (Kiffin-Petersen & Soutar, 2020; Zablah et al., 2012). Numerous studies have examined the influence of customer orientation, focusing on the customer, on various outcomes important to organisations. These outcomes include customers' attitudes towards products and salespeople (Homburg et al., 2011), customer satisfaction and loyalty (Gerlach et al., 2016), customer intention to repurchase (Kim and Ok, 2010), and customer perception of service quality (Gazzoli et al., 2013). In a customer-oriented approach to CBR, the centre focuses on understanding the unique circumstances and challenges faced by individuals needing rehabilitation. This includes factors such as their physical or mental health conditions, social and cultural backgrounds, and personal goals for recovery. By embracing a customer-oriented approach, CBR rehabilitation services can enhance the overall experience for trainees. Moreover, customer orientation helps to ensure that the rehabilitation services provided are responsive, effective, and aligned with the needs and expectations of the individuals seeking support. Therefore, it is expected that:

H1a: Trainee orientation positively affects the community-based rehabilitation service experience.

ii. Performance Orientation and Service Experience

Performance orientation refers to the organisation's strong focus on delivering exceptional performance to meet customers' needs, where different departments have their own goals aligned with the organisation's mission to achieve service excellence (Voon, 2006). Kotiloglu, Blettner, and Lechler (2023) argued that a strong drive for excellence in high-performance orientation cultures motivates increased strategic action in response to performance that falls below aspirations and when performance exceeds expectations. A strong performance orientation focusing on achieving high standards, excellence, and continuous improvement will positively impact the service experience. The performance orientation combines masculinity, uncertainty avoidance, power distance, and long-term exposure (Sent and Kroese, 2022). The performance orientation considers all those aspects in which reward mechanisms are established for innovation, high standards, excellence, and improvement in performance (Escandon-Barbosa et al., 2022). When the rehabilitation centre prioritises performance and consistently strives for outstanding results, it will improve service quality, customer satisfaction, and overall service experience. Thus, it is expected that:

H1b: Performance orientation positively affects the community-based rehabilitation service experience.

iii. Competitor Orientation and Service Experience

Competitor orientation in a modern competitive environment involves monitoring competitors' marketing activities and examining their competitive advantages and business performance (Morgan et al., 2009). Besides, Narver and Slater (1990) stated that competitor orientation helps comprehend competitor strategies and discern their strengths and weaknesses. When organisations proactively monitor and respond to competitors, they are more likely to develop strategies and practices that improve service quality, customer satisfaction, and overall service experience. It is a business strategy prioritising outperforming competitors rather than maximising profits (Bendle and Vandenbosch, 2014). According to (Tunç, 2020), businesses can gain a competitive edge by implementing customer orientation and competitor orientation, two

fundamental concepts related to market orientation. The competitor orientation of a firm can contribute to developing an enhanced experience for its customers (Crick et al., 2020). Consequently, it is expected that:

H1c: Competitor orientation positively affects the community-based rehabilitation service experience.

iv. Long-Term Orientation and Service Experience

Long-term orientation (LO) is a cultural value that takes a comprehensive perspective on time, considering the significance of both the past and the future rather than solely focusing on their immediate or short-term effects. Individuals with a long-term orientation emphasise planning, persistence, and diligent effort, recognising the long-term benefits they can yield (Tran Le Na & Hien, 2021). Service providers prioritising long-term goals and values will likely invest in sustainable practices, engage in continuous improvement efforts, and foster strong customer relationships. According to Mihardjo et al., (2019), sustainability is crucial in establishing long-term values. Creating sustainable values through co-creation requires the active involvement of key stakeholders, including customers, organisations, and social communities, to maximise the overall value captured. Al-Hakim et al. (2020) stated that customers are likely to perceive higher value and satisfaction when interacting with service providers that exhibit a long-term orientation, contributing to an overall positive service experience. Therefore, it is expected that:

H1d: Long-term orientation positively affects the community-based rehabilitation service experience.

v. Inter-Functional Coordination and Service Experience

Tay and Tay (2007) defined inter-functional coordination as harmonising all organisational processes and functions. The primary aim of inter-functional coordination is to facilitate the coordination of all processes and activities within a company, enabling the effective flow of information both internally and externally. They stated that inter-functional coordination is an instrument for sharing information, fostering cooperation among departments, and coordinating all the activities within a company. When various departments collaborate, exchange information, and coordinate their efforts within an organisation, it will enhance service quality, efficiency, and customer satisfaction. A study by Mohiuddin Babu (2018) highlights the importance of employees and inter-functional coordination within a company, as they contribute to the company's customer orientation and impact customer-related performance. The study emphasises the importance of employees' committed behaviour, the amount of customer contact time, and the firm's emphasis on inter-functional coordination as crucial factors influencing the effectiveness of customer orientation. Moreover, a study by (Berács and Nagy, 2008) has demonstrated that inter-functional coordination positively influences the performance of businesses. Hence, it is expected that:

H1e: Inter-functional coordination positively affects the community-based rehabilitation service experience.

vi. Employee Orientation and Service Experience

The employee orientation process assists new employees in becoming acquainted with their job responsibilities, tasks, and the overall work environment. This familiarity improves their role performance (Rowland et al., 2017). Employees have a significant role in delivering services, and those with higher levels of customer orientation are more likely to establish positive customer interactions. Consequently, this impacts how customers perceive the service quality provided by

the employee and ultimately influences their overall satisfaction with the service (Gazzoli et al., 2013). Effective employee orientation ensures employees gain a clear understanding of the specific job requirements and expectations related to their roles, as well as general requirements regarding acceptable and unacceptable behaviours, and the orientation can affect work attitudes and performance over months or even years (Raub et al., 2021). Slatten and Mehmetoglu, (2011) stated that employees play a crucial role in shaping the customer experience. The customer service experience is fundamentally shaped by the attitudes, behaviours, and performance of employees, it is expected that:

H1f: Employee orientation positively affects the community-based rehabilitation service experience.

vii. Rehabilitation Service Experience and Satisfaction

Customer experience and service quality are the factors that can influence satisfaction (Tjahjaningsih et al., 2021). Customer experience, as a multidimensional concept, encompasses the customer's cognitive, emotional, social, and physical reactions to the organization throughout their journey, resulting in the formation of customer satisfaction (Lemon & Verhoef, 2016). According to (Gentile et al., 2007), customer experience originates from a set of interactions between a customer and a product, company, or a specific part of the organisation, which elicits a response. Customer satisfaction is interrelated with two main things which are the expected quality of service as perceived by customers and their actual perception of the service quality. These two elements, customer expectations and perceptions play a significant role in determining customer satisfaction. (Indriastuti & Hidayat, 2021). When customers receive high-quality service that meets or exceeds their expectations, they are more likely to feel satisfied with their overall experience. A good experience evokes positive feelings and emotions and will influence satisfaction, prompting consumers to seek out these experiences again (Khan et al., 2015). (Tjahjaningsih et al., 2021) concluded that customer experience has a positive effect on customer satisfaction. Hence, it is expected that:

H2: Rehabilitation service experience will positively affect satisfaction.

viii. Rehabilitation Service Experience and Behavioural Intentions

When customers engage with a product or service, they derive benefits based on their perception of the advantages gained and the extent to which their needs are fulfilled (Edem Amenuvor et al., 2019). Customers with a positive and satisfactory service experience are more likely to exhibit favourable behavioural intentions towards the service provider, such as repurchasing the product or service, recommending it to others, or engaging in long-term relationships with the service provider (Rita et al., 2019). Conversely, customers with a negative or unsatisfactory service experience are expected to demonstrate lower behavioural intentions and may be less likely to continue using the service or recommend it to others. A study by (Baena-Arroyo et al., 2016) states that the service experience positively and significantly influences customers' perceived value and behavioural intention.

H3: Rehabilitation service experience will positively affect behavioural intentions.

ix. The Mediating Effect of Satisfaction

The mediation effect describes the context in which a third construct intervenes in the relationship between an independent and a dependent construct (Song, 2018). Developed by Baron and Kenny (1986), the causal steps of mediation analysis include determining the presence of direct effects between independent and dependent variables. Once direct effects are

identified, the next step involves assessing indirect effects from independent constructs to mediation constructs and from mediation constructs to dependent constructs. The causal steps taken do not involve directly measuring the indirect effects, it relies on a series of logical inferences based on evaluations of each path to establish the hypothesised indirect effects. To address that issue, Nitzl et al., (2016) implemented a different method that focuses on measuring the indirect effects between independent, mediating, and dependent variables. The study focuses on the evaluation of the indirect effects of satisfaction on the relationship between service experience and behavioural intentions. Service experience encompasses all aspects of a customer's interaction with a service provider. Positive experiences, where expectations are met or exceeded, typically lead to higher levels of satisfaction. This causal relationship is grounded in the EDT, which posits that satisfaction results from the discrepancy between expected and actual service performance (Oliver, 1980). Numerous studies have empirically validated the mediating role of satisfaction. For instance, a study by Cronin and Taylor (1992) found that customer satisfaction mediates the relationship between service quality and repurchase intentions. Similarly, Zeithaml et al., (1996) demonstrated that satisfaction mediates the effects of service quality dimensions on customers' behavioural intentions.

H4: Satisfaction mediates the relationship between the service experience and behavioural intentions.

3. Methodology

Sarawak has a total enrolment of 2,082 trainees in CBR centres, the parents of these trainees constitute the target population for this study. The unit of analysis for this study is the parents or guardians who have enrolled their children in CBR centres in Sarawak. The simple random sampling method will be applied for this study. In the simple random sampling method, every unit within the sample has an equal chance of being included in the sample which eliminates selection bias. The size determination was significantly simplified by Krejcie and Morgan (1970). Based on Krejcie & Morgan (1970), for a population of 2,082, the sample size required is 322. A pre-test on selected 60 respondents will be done before the actual data collection process. The survey will be distributed to the supervisors at the chosen CBR Centres and request them to assist in distributing it to the parents of the trainees.

The questions will use a 7-point Likert Scale, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). There are two categories of questions in the questionnaire survey. The first category will consist of the respondents' (parents and trainees) background information. Questions to measure the independent and dependent variables are included in the second category. The scale was adapted from Voon's service-driven market orientation (SERVMO) scale (Voon, 2006, 2008) which consists of the market orientation (MKTOR) scale of Narver and Slater (1990) and Deshpandé et al., (1998) containing trainee orientation, competitor orientation, inter-functional orientation, long-term orientation, performance orientation, and employee orientation.

The scale is to assess respondents' perceptions of an organisation's performance across various dimensions of market orientation. Voon (2006) stated that to sustain a high level of service quality, an organisation should implement all six dimensions. The satisfaction will be measured based on the customer satisfaction scale by Oliver (1997); and Alshibly (2014). The behavioural intentions will be measured using items based on a study by (Zeithaml et al., 1996). Those items were adapted to the context of this study. One dimension was modified, particularly changing the term customer orientation to trainee orientation which offers a more accurate and specific description of this study.

The collected data will be analysed using SPSS version 28.0 and Smart-PLS version 4.0 software. The study will employ Partial Least Squares - Structural Equation Modeling (PLS-SEM) for predictive measures due to its suitability for smaller sample sizes and not necessary for normally distributed data. SmartPLS is a graphical user interface designed for executing structural equation modelling (SEM) based on the variance using the partial least squares (PLS) path modelling approach (Ringle et al., 2022). The software performs comprehensive assessments for both measurement and structural models, including the Fornell and Larcker and HTMT criterion, significance testing through bootstrapping, PLSpredict, and fit indices (Ramayah et al., 2018). For a better understanding of the relationship between constructs and the structural model, this study will adopt a multiple-stage analysis process as outlined by (Hair et al., 2017). These stages consist of preliminary data analysis, measurement model assessment and structural model evaluation.

4. Conclusion

This study will provide valuable insights into the dimensions of parents' service experiences at CBR centres and effects on parent's satisfaction and behavioural intentions. The findings will provide a clear relationship between the service experience dimensions—trainee orientation, performance orientation, long-term orientation, competitor orientation, inter-functional coordination, employee orientation, and the levels of satisfaction and behavioural intentions among parents. This study urges CBR centres to adopt a strategic, long-term vision that prioritises quality, coordination, and competitive service delivery. These findings will contribute significantly to our understanding of what drives parental engagement with CBR services and highlight areas where CBR centres can focus their efforts to improve service delivery and outcomes for special needs children.

There are several key areas where further studies can expand based on this research by exploring new dimensions, methodologies, and impacts. The suggestions are designed to stimulate a comprehensive approach to understanding and enhancing the CBR service experience.

Future research should adopt a longitudinal study to capture the evolution of parents' experiences over time, providing a clearer picture of how service improvements impact their satisfaction and intentions. Such studies would allow for the observation of trends and provide a more dynamic understanding of how CBR services impact the trainees and their parents' lives. It is also important to investigate other potential factors that may influence parental satisfaction and behavioural intentions. Policymakers may implement the findings of this study to formulate strategies that bridge service gaps, allowing them to create comprehensive policies that address the specific needs of PWDs.

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