

ABSTRACT

Hospital is one of medical facilities existed in order to treat patients who come to be treated regarding of their illness. However in Indonesia hospital as medical facilities are categorized into several categories as regulated by the government. Patients are then faced with choices in which hospital to be treated in. Improving and maintaining quality of medical care within hospital is important as quality of service provided by hospital may affect the economic growth of a region or even a country.

The purpose if this study is to compare service quality between RSI Kota Madiun as private hospital and RSUD Kota Madiun as public hospital. SERVQUAL instrument is used to measure the comparison of service quality. Dimensions used in this research are empathy, tangible, assurance, timeliness and responsiveness. Respondents chosen are those who have had undergone inpatient care within RSI Siti Aisyah Madiun and RSUD Kota Madiun. Respondents also have to have experienced emergency situation when they were treated. Minimum of high school education level is necessary to ensure that respondents are understood and knowledgeable to fill the questionnaires. Fifty respondents were chosen resulting in 50 perceptions of RSI Aisyah Madiun and 50 perceptions of RSUD Kota Madiun.

The research result indicates that there are significant differences of service quality between RSI Siti Aisyah Madiun and RSUD Kota Madiun. Results show that RSI Siti Aisyah Madiun delivered better service quality than RSUD Kota Madiun.

Keywords: empathy, tangible, assurance, timeliness, responsiveness